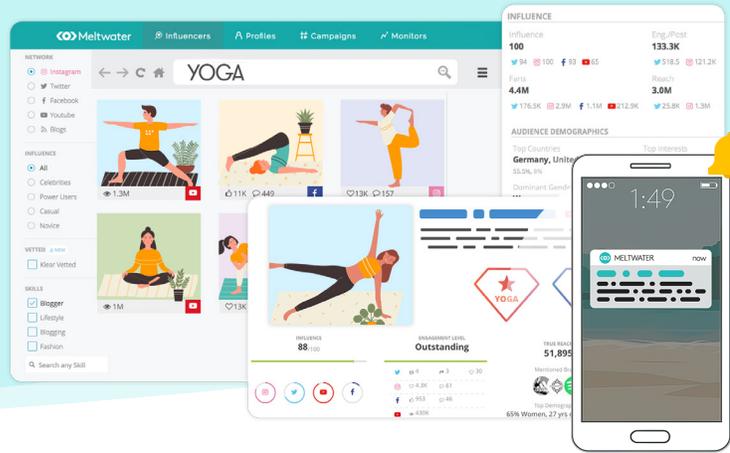
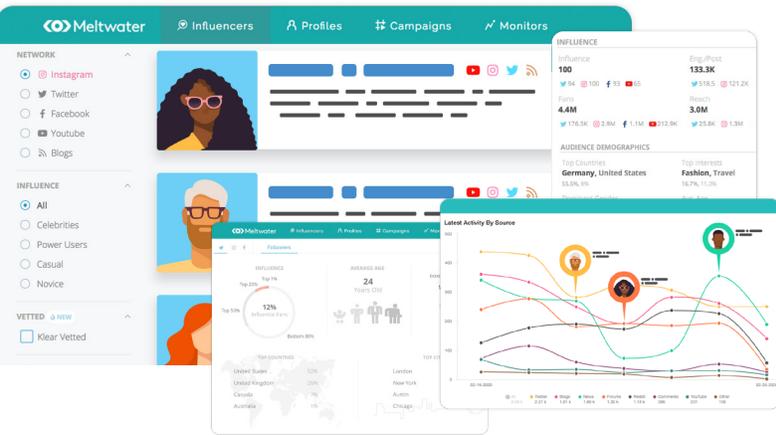




Influencer Marketing



Consumer intelligence is at an all time high, and with your average customer being exposed to over 5,000 ads a day, how do you intend to stand out from the crowd? With an expected 80% of brands expected to participate in some form of social activism this year, it's never too late to start your influencer marketing journey.



“Every dollar spent averages 6 dollars return”

FIND & VET

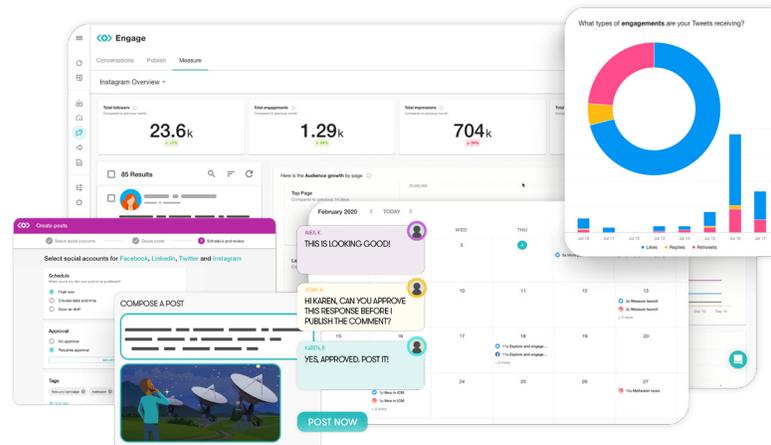
Ensuring you're partnering with the right people is crucial, find influencers who align with your brand and what it stands for

- Discover influencers or brands to work with from the world's largest, vetted influencer source base.
- Surface candidates through keyword listening, searching by skill sets, and setting up alerts
- Analyze profiles to understand potential influencers' reach, engagements, content and demographics
- Ensure your Influencers are not participating in pods, or paying for followers

ACTIVATE

Invite influencers to participate in your campaigns, create briefs, coupons codes and tracking links

- Customize campaign briefs for professional influencer outreach
- Pre-qualify influencer campaign criteria, connected accounts, content approvals, and contracts
- Track all communications in an intuitive in app communication window

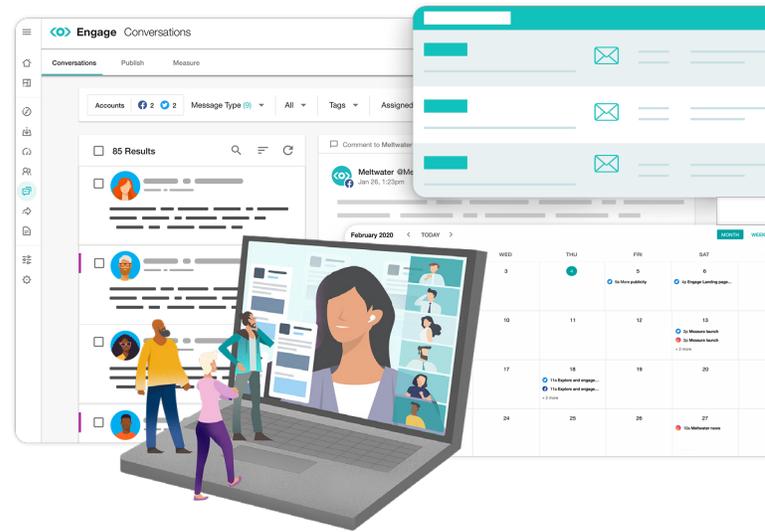


“ Influencers Created 32% More Sponsored Stories in 2020 ”

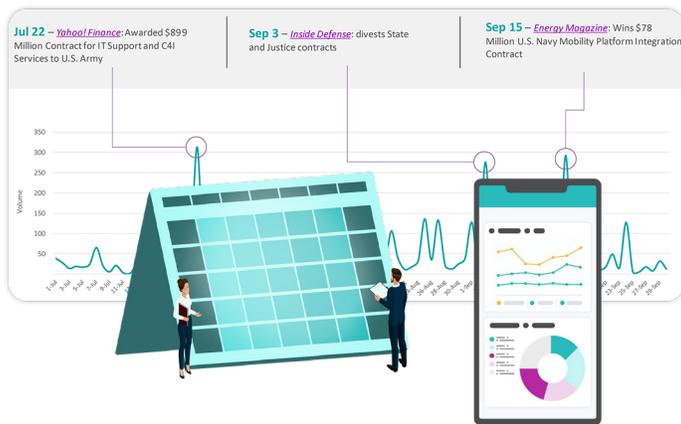
MANAGE

Integrated CRM with a unified inbox for influencer details, handling contracts, payments, and content approval

- Manage the full lifecycle of your influencers from a single tab experience
- Approve or deny content with an easy to use content approval workflow
- Quickly and easily handle payments and contracts directly from the platform.



“ With 100 million monthly active users, the entire next generation is on TikTok ”



MEASURE

Report on the performance of your influencer campaign across key metrics to determine campaign ROI

- Customize your report experience to metrics valuable to you
- Export data, PDF reports, or share a protected link to stakeholders for a collaborative experience.
- Quickly surface performance indicators for your campaigns to make better business decisions

Why We're Unique

- ✔ All-in-one platform managing the full influencer marketing cycle from start to finish
- ✔ Truly global customer support across 6 continents
- ✔ World's largest vetted influencer database
- ✔ Full ROI conversion and sales tracking to associated campaigns