

Influencer Marketing Platforms Category



Influencer Marketing Platforms Category

Influencer marketing platforms enables enterprises to identify, hire, and communicate with social influencers. These are unified platforms that help you find and manage existing and new brand advocates using built-in searchable marketplaces. You can utilize detailed search parameters to filter through influencers. The solutions also offer features to curate influencer-created content, produce branded marketing materials, and evaluate the performance and metrics of social influencer campaigns.

Influencer marketing platforms enable your firm to maintain a community of brand and product advocates on popular social sites and convert them into social influencers. This program is deployed to support and complement other social media marketing tools.



Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2020 Customer Success Awards

Check out this list of the highest rated Influencer Marketing Platforms software based on the FeaturedCustomers Customer Success Report.

MARKET LEADERS



TOP PERFORMERS



RISING STARS



* Companies listed in alphabetical order



OVERALL BEST
**Influencer Marketing
Platforms**





ABOUT ASPIREIQ



AspireIQ is the leading influencer marketing platform for producing branded creative content at scale. Their software platform empowers brands to build large-scale communities of influencers and content creators to produce the thousands of custom branded images and videos needed to power every customer touch point: digital advertising, social media, website content, email marketing and more.

48

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We are a global brand so having content created from influencers in each of our markets, in their language, from their perspective, and in their environment, helps us speak to each of these markets in an organic fashion.”



NICOLE ROHRE
SENIOR MARKETING MANAGER, IHERB

“With AspireIQ we were able to get 224 posts in just a short period of time. The engagement that we saw was extremely high, which is important for products like ours that require a very informed viewer.”



KIMBERLY OCAMPO
SOCIAL MEDIA MANAGER, TRIA BEAUTY

“AspireIQ's "Recommended" creators tab is a really quick way to find influencers. It's much easier than searching through Instagram and finding them myself.”



EMMA ERICKSON
OUTREACH SPECIALIST, BITSBOX

“I found AspireIQ to be the most robust platform among competitors that allowed me to find authentic influencers, manage relationships, and track the results I was looking for.”



DMITRI CHERNER
INFLUENCER AND STRATEGIC PARTNERSHIP MANAGER, RUGGABLE

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2020



FALL 2020

Influencer Marketing
Platforms Category

MARKET LEADERS



★★★ 33

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT CREATORIQ



CreatorIQ is the global system of record for managing and optimizing creator-driven campaigns at scale. Powerful enough for the world's biggest enterprises and nimble enough for the most innovative, CreatorIQ's Enterprise Creator Cloud enables intelligent creator discovery, streamlines end-to-end workflow, ensures brand safety, and drives meaningful measurement. Airbnb, CVS, Dell, Disney, Mattel, Ralph Lauren, Salesforce, Tiffany&Co., and Unilever utilize their platform to drive real business results across their storytelling ecosystems.

Featured Testimonials

“CreatorIQ provided us with a dynamic CRM to organize critical information that enabled us to efficiently mobilize our community of creators.”



JENNIFER MCDONNELL
DIRECTOR OF STUDIO OPERATIONS, IPSY

“CreatorIQ is by far the most user friendly data platform I have come across. Every team we have shared it with internally loves the design of the reporting and how simple it is to surface data points.”



MARY WILLIAMSON
DIRECTOR OF BUSINESS DEVELOPMENT, FOX NETWORKS GROUP

“CreatorIQ campaign reporting allows us to align KPIs and provides one source of reporting truth across our global marketing teams and influencer campaigns.”



CAITLIN JOHNSON
SENIOR INTERNATIONAL PR MANAGER, VISITBRITAIN

“CreatorIQ provides the structure and flexibility we need to run successful influencer marketing campaigns at scale.”



REESA LAKE
PARTNER & EMPLOYEE VALUE PROPOSITION, DIGITAL BRAND ARCHITECTS

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101

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT LINQIA



Linqia combines the science and accountability of online media with award-winning service to deliver guaranteed influencer marketing results for their clients. Their AI-driven platform and team of experts are leading the transformation of influencer marketing into a scalable media channel. The Linqia platform also serves as a social content lab, where marketers can organically test and amplify the best performing influencer content to drive greater ROI from their paid, owned and earned media.

Featured Testimonials

“We were excited to discover an influencer platform that delivered on two promises — authentic, influencer-generated content and qualified traffic. Linqia delivered above expectations for both.”

 GLOBAL SOCIAL LEAD
LEVI'S

“We love the quality of content we receive from Linqia’s influencers, from the photos to the recipes to the authentic stories about their experiences with our products. It’s great to have a library of content that we can pull from year-round any time we need new content for our blog or social channels.”

 INTERACTIVE MARKETING MANAGER
HILAND DAIRY

“Linqia is a great partner for Herdez, and we want to continue working with [the] team. We love the content Linqia influencers create, both the recipes and photos. The program dashboard is so easy to use and lets us stay updated on the program effectiveness in real time.”

 MEDIA SUPERVISOR
HERDEZ

“I love the convenience of working with Linqia. I ran a smaller influencer program in-house and quickly realized it was an inefficient use of my time. We also love the quality of the influencers’ original content and have repurposed it onto our social channels.”

 MANAGER OF ECOMMERCE & DIGITAL MARKETING
BAXTER OF CALIFORNIA

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16

Total Customer References

VIEW ALL REFERENCES

ABOUT TAPINFLUENCE



TapInfluence is the industry's leading SaaS platform that empowers consumers to make better purchasing decisions. Through Influencer Marketing Automation, they help brands put authenticity back into their messaging and communications by connecting them with trusted voices in their industry. Through the application of science and data, their proprietary marketplace provides an efficient way for brands and influencers to scale the creation, management and measurement of online influencer marketing programs and deliver consumers the type of meaningful and relevant content they desire.

Featured Testimonials

“The TapInfluence platform has changed the way agencies and brands track and report influencer campaigns. It has elevated our productivity, allowed us to seamlessly scale, and provides unprecedented reporting to our clients.”



TRACEY HARRINGTON MCCOY
CHIEF OPERATING OFFICER, MTOM CONSULTING

“Working with TapInfluence gives us the tools to find the right influencers to advocate for our brands. The platform allows us to track actual, real-time results, which means no more estimates! And since the content lives beyond the campaign we continue to see engagement and value grow over time.”



LORI ULANOFF
DIGITAL MARKETING MANAGER, WHITE WAVE FOOD

“What I love about TapInfluence is the quality of brand partners they work with for influencer campaigns. The campaigns are always so successful because the brands allow us to be creative and tell an authentic story.”



LAUREN HOCHLEUTNER
BLOGGER, PINK ON THE CHEEK

“The number one question clients ask about their influencer programs is how it performed against industry standards. In the past, it was difficult to gauge due to lack of resources. Now, however, with the TapInfluence Benchmarking tool, we have access to analytics from thousands of programs at our fingertips. It's so exciting!”



DEANNA DUGO
ACCOUNT SUPERVISOR, INFLUENCER MARKETING, KETCHUM

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ABOUT TRAACKR



Traackr is a powerful influencer analytics suite that supports successful influencer marketing strategies by giving you the knowledge you need to craft smart strategies and effective plans. They help you understand your audience and focus your attention on the most important people and content on the social web. Over 140 enterprises and 40% of the top communications agencies use their people discovery engine and influencer tools to drive their marketing and communications strategies. Their customers are forward-thinking organizations and include EMC, Marketo, JP Morgan Chase, Orange, SAP, Zendesk, and more.

56

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Traackr helps us to manage our engagement with influencers and measure results of content, events, and campaigns effectively.”



OLIVIA TEREZIO
CONTENT MARKETING MANAGER, OPENTABLE

“Traackr saves us a lot of time by helping to identify the right influencers according to the profiles we are looking for and to manage their activation by activity and community.”



PHILIPPE DUHOT
SOCIAL MEDIA PLANNING, ORANGE

“Traackr is unique as they have built a fantastic SaaS platform that makes the discovery, management and measurement of influencer relationships seamless while using data to help quantify the impact of those relationships across the customer journey.”



DAVID JONES
FOUNDER AND CHIEF EXECUTIVE OFFICER, YOU & MR JONES

“As we evolve our marketing strategies and scale our influencer programs, Traackr’s Audience Insights ensures we are reaching the right end consumers with the right profile.”



PHILIP MARKMAN
CMO, L'OREAL

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31

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT UPFLUENCE

[upfluence](#)

Upfluence helps brands tell their story with powerful influencer & content marketing technology. Upfluence Software is an all-in-one platform that allows brands to identify and contact their influencers at scale. Additional features such as campaign management, reporting tools and a payment processing platform simplify influencer interactions so brands can focus on their marketing goals. Upfluence Software is currently used by 700+ clients worldwide.

Featured Testimonials

“Their platform is just amazing. We were able to target our influencers accurately, simply and efficiently. [The] Upfluence team guides us anytime we need and makes our progress easier. I definitely recommend this incredible technology.”



AUDREY COLLILIEUX
FOUNDER, LOUTY

“Consumers today rely more and more on influencers in whom they place their trust.”



A. MICHAELIS
HEAD OF CORPORATE MARKETING, RICOLA

“The way we worked with influencers before Upfluence was not a pretty experience. It took forever. With Upfluence, we've been able to grow by 56% from what we were doing previously.”



ERICA AMATORI
DIRECTOR OF MARKETING, BURROW

“Influencer Marketing allowed the brand to capitalize on the reputation of influencers to invite the public to come together to enjoy a Fuze Tea.”



FUZE TEA

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2020



FALL 2020

Influencer Marketing
Platforms Category

TOP PERFORMERS



26

Total Customer References

VIEW ALL REFERENCES

ABOUT GROUPTHIGH



GroupHigh offers a software-as-a-service marketing application that allows public relations and marketing teams to build, evaluate, and manage one-to-one to many marketing relationships. GroupHigh features robust web and social data empowering marketers with blog and social search, relationship ranking and scoring, and earned post tracking to generate more word of mouth buzz, increase public trust, and empower your biggest advocates.

Featured Testimonials

“GroupHigh is great for managing groups of bloggers — it makes searching for specific articles or topics within a group so easy. GroupHigh has been a lifesaver many times over, and I wouldn't want to be without it.”

JENN NG
CONTENT STRATEGIST, MIRUM

“GroupHigh helped us increase our marketing budget and internally validated our efforts. We can grow our influencer network based on scarce resources, and still measure our impact.”

MARGARET LAPORT
NORTH AMERICAN MARKETING DIRECTOR, GOURMET GARDEN

“GroupHigh has been a nice aid to our influencer marketing strategy, making it easier to find the influencer reach and information in one central location. It helps us identify the right influencers for our campaigns.”

CAITLIN HOLBROOK
COMMUNICATIONS SPECIALIST, NATIONAL GEOGRAPHIC

“GroupHigh allows us to look at the volume of a particular blogger through page views, traffic, comments and post frequency as well as their social influence and levels of engagement on specific platforms.”

JENNIFER REEVES
PUBLIC RELATIONS ENGAGEMENT MANAGER, M/C/C, CHUCK E. CHEESE'S

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10

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT HYPR BRANDS



HYPR Brands is the data-driven influencer marketing platform built for marketers. By introducing audience demographics and automated tools that connect with micro-influencers, as well as performance tracking solutions into a market severely lacking in technology, HYPR lets brands and agencies strategize, manage, and scale their influencer campaigns. They pride themselves on putting brands first by empowering them to lower their costs and increase ROI; for that reason, they do not represent influencers. HYPR Brands' clients include over one hundred Fortune 500 brands as well as the biggest advertising and PR agencies in the world.

Featured Testimonials

“One of the most friendly user experiences in the influencer marketing industry, plus [we love] its custom reporting.”



BENJAMIN JACOB
VICE PRESIDENT OF PARTNERSHIP, HAVAS MEDIA

“I have found the HYPR platform extremely valuable. HYPR enables us to pull real-time, holistic and relevant data for talent and influencers.”



STEPHANIE STERNBERG
PEPSICO

“HYPR was a total game-changer for us in the fact that we could keep track of the content in one place, rather than multiple emails from agents across many influencers.”



GISELLE PERSAK
COORDINATOR OF BRAND STRATEGY, MODA OPERANDI

“The simplicity of the platform makes reviewing influencers' profiles seamless, and helps fish out influencers who buy many of their followers. HYPR gives us the ability to look at the overall health of the influencer.”



LAUREN WILCOX
ALDO GROUP

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ALDO



innisfree

MODA OPERANDI



37

Total Customer References

VIEW ALL REFERENCES

ABOUT MAVRCK



Mavrck is the leading all-in-one influencer marketing platform enabling companies such as Kraft Heinz, Godiva, and PepsiCo to harness the power of ideas people trust. Marketers use Mavrck to identify and activate influencers, advocates, referrers, and loyalists to create authentic insights and content at scale across touchpoints. Using its self-service influencer manager, marketers can also take an automated and performance-based approach to influencer marketing.

Featured Testimonials

“The program helped Yasso build significant awareness through the key summer months. Mavrck gives the perfect mix of incentive-based programming and key influencer messaging, providing a positive consumer experience.”



MIKE WATTS
DIRECTOR OF MARKETING, YASSO FROZEN YOGURT

“The influencer landscape is constantly changing and evolving. Mavrck helps us stay on top of trends and reach consumers in an authentic, effective, and efficient way.”



DREW MCGOWAN
COMMUNICATIONS LEAD, CLIF BAR & COMPANY

“I have become a strong influencer marketing manager through working with the Mavrck strategy team on building our overall brand strategy as it relates to the space, as well as how we approach each campaign and navigate how best to communicate with influencers to get the content that we want.”



BROOKLYN BENJESTORF
TOMBOYX

“The depth and diversity of their influencer network keeps on giving. I love that no matter how many campaigns we run, there always seems to be new and on-brand influencers to engage with. The creative keeps on giving long after the campaign is over.”



KYM RECCO
TOM'S OF MAINE

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ABOUT NEOREACH

NEOREACH

NeoReach offers cloud-based software for Fortune 1000 brands and agencies to automate influencer marketing. NeoReach SaaS platform enables marketing teams to search through 3M+ influencer profiles, analyze their audience demographics, seamlessly manage large-scale campaigns, and measure their ROI.

16

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“NeoReach can drive social conversation, sentiment, and conversions in a way no one can, for a cost no one can match.”



RYAN FABER
MARKETING CONSULTANT, FANDUEL

“Out of the influencer marketing platforms I've worked with, NeoReach is one of the most compelling. Their audience targeting and analytics were extremely insightful.”



DREW MINH
MARKETING MANAGER, NBCUNIVERSAL

“End-to-end, influencer discovery and campaign management platform that's got a growing list of happy customers. By that count, NeoReach is a raging success.”



INFLUENCER MARKETING HUB

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26

Total Customer References

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ABOUT ANALYTICA



Analytica provides consultancy-led influencer marketing software for marketing and communications professionals looking to identify and engage with social media influencers. Analytica specializes in providing Influencer Relationship Management software and supporting professional services to help brands scale 1-to-1 Influencer Relationship Management results. Analytica works with Marketing, Communication, Digital & PR professionals to help configure bespoke influencer programs so that they can better automate and streamline influencing activity as well as identify ongoing engagement opportunities.

Featured Testimonials

“Analytica’s digital influencer platform really helps us to stream real-time high quality market intelligence to Marketing, PR, Digital and Social Media teams.”



RYAN VISSER
HEAD OF SOCIAL AND DIGITAL EMEA, VMWARE

“I like the range of ways we’re able to get to know each individual influencer and how they relate to our brand through keywords. The alerts are particularly useful. The main perk of working with Analytica is the support of their staff.”



MARIE FAULKNER
SENIOR SOCIAL MEDIA MANAGER, MARIE CURIE UK

“Doing influencer outreach requires using the right tools. Analytica goes a long way in helping PR and Marketing pros parse the ever-crowded realm of the internet to find the best influencers in your industry.”



CHAD POLLITT
VICE PRESIDENT OF MARKETING, TOP 20 CMO INFLUENCER, INPOWERED

“Analytica enabled us to identify important influencer groups and then run targeted influencer relations programs to improve brand perception.”



JAMIN SPITZER
SENIOR DIRECTOR OF PLATFORM STRATEGY, MICROSOFT CORPORATION

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39

Total Customer References

VIEW ALL REFERENCES

ABOUT POPULAR PAYS



Popular Pays is a platform connecting content Creators with Brands who want content to tell their stories. They're tech-forward, with an in-house built iOS and web app (for creators) and dashboard (for brands) that delivers direct communication & powerful statistics to help you run a multiplatform campaign.

Featured Testimonials

“The content creation process couldn't have been easier for us! The Popular Pays platform made finding the right collaborator super efficient and allowed our team to focus on setting up a digital campaign that drove real results. We look forward to integrating activities like this into our storytelling and overall digital strategy.”



ANALISA TEREZIO
DIRECTOR OF MARKETING, ROTI MODERN MEDITERRANEAN

“Popular Pays provides an effective and efficient solution to generate engaging content and strong results. We relied on Popular Pays workflow to produce more than 200 pieces of content that garnered impressive results for M&M'S Caramel.”



MORGAN QUILICI
SENIOR ASSOCIATE CLIENT EXPERIENCE, M&M'S CAMEL

“We are happy with PopPays because of the convenience of everything under one roof, the team, the relationship we have built, and the customer service.”



HALEE EDWARDS
SOCIAL MEDIA ASSOCIATE, METHOD

“PopPays made kicking off an influencer campaign on a whole new channel seamless for our brand. We were able to reach a new target audience, generate a lot of video views for our brand and now have access to content that we can share not only on TikTok but on other platforms as well.”



CARLY MCCOY
SOCIAL MEDIA MANAGER, OLLY

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24

Total Customer References

VIEW ALL REFERENCES

ABOUT SIDEQIK



Sideqik is your end-to-end influencer marketing platform. They help you understand what has influenced your brand in the past. They help you know in real-time what influencers are talking about your brand right now. And they help you forecast on what trends will be important in the future for your company. Sideqik combines AI-based social media intelligence with influencer marketing to provide their customers with strategic insights as well as intelligent execution.

Featured Testimonials

“I've never seen a tool that was that simple to use, that not only is easy to use but also gives us very accurate information. It shows us what happened when and what it generated for us.”



ALBAN DECHELOTTE
SENIOR MARKETING MANAGER, COCA-COLA

“Sideqik is such an easy platform to use, we were able to set up the giveaway very quickly.”



LAUREN PREMO
SENIOR MANAGER OF GAMING MARKETING, CORSAIR

“Sideqik has allowed us to put [brand partners] into specific folders, different activation on that activation tab, and actually filter them by those partners. Obviously, calculated and earned media value is important for us in maintaining those partnerships and creating new ones.”



BRETT MALAMUD
COMMUNICATIONS AND MARKETING MANAGER, MAJOR LEAGUE LACROSSE

“What I love most about Sideqik are the search filters that let me find influencers who fit our criteria, plus their unique audience breakdown. It's so convenient to be able to quickly add influencer profiles and see suggested similar influencers. I can't wait to learn even more and use Sideqik to its fullest potential!”



JESS SABLAN
INFLUENCER OUTREACH, FEEL GOOD VOTING

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57

Total Customer References

VIEW ALL REFERENCES

ABOUT THE CIRQLE

The Cirqle

The Cirqle believes in transforming the ways global brands and content creators collaborate and engage with each other. They provide brands and agencies with the technology to create, distribute, and maintain better relationships with consumers by harnessing the reach and relevance of content creators.

Featured Testimonials

“What I really liked was the geo-targeting capability such that we could target consumers with push notifications when they were near that retailer.”



MASHA SNITKOVSKY
DIRECTOR DIGITAL AND INFLUENCER, MARINA MAHER COMMUNICATIONS

“Beautiful content, great influencers and a strong and consistent strategy helped attribute this campaign into the success that it was.”



FELICITY WALTERS
HEAD OF BRAND MARKETING, UGG AUSTRALIA

“The perfect platform to produce content and get it in front of all the right audiences.”



ROBERTA FRANCESCONI
HEAD OF E-COMMERCE & DIGITAL MARKETING EUROPE, SHINOLA

“Working with The Cirqle gives us the tools to find the right creators to advocate for our brand. The platform enables us to track actual real-time results, which means we’re not guessing anymore. Since content lives beyond the campaign duration we continue to see engagement and value grow over time.”



DAMIEN POELHEKKE
HEAD OF BENELUX, MADE.COM

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2020



FALL 2020

Influencer Marketing
Platforms Category

RISING STARS



31

Total Customer References

VIEW ALL REFERENCES

ABOUT GRIN



GRIN is the #1 influencer marketing software to help direct-to-consumer brands manage influencer marketing programs at scale. Use their advanced tools to use the world's largest database of influencers to find high-quality influencers, automate email outreach and follow-up, activate campaigns, grow influencer relationships with their industry-leading private CRM, and analyze the success of your campaign and identify ROI using their in-depth reporting tools. GRIN is the only end to end solution designed specifically for eCommerce brands, providing true revenue attribution, and allowing brands to own their direct relationships with influencers without the middle man.

Featured Testimonials

“The BEST software for influencer marketing. We scaled from \$0 to \$30M ARR in 36 months. Grin helped us scale our influencer marketing program in-house without having to hire more staff. The software automates a lot of time-consuming processes and reporting, and their CRM replaced dozens of spreadsheets and manual data entry.”

GREG CONNOLLY
CHIEF EXECUTIVE OFFICER & FOUNDER, TRIFECTA NUTRITION

“Scale your influencer program and be ready for growth! GRIN has allowed me to automate processes, saving me time, money and allowing me to scale my influencer programs. Before GRIN I was capped at managing a total of 200 influencers. Utilizing GRIN software has allowed me to push beyond that threshold and more.”

LYDIA LEE
AFFILIATES & AMBASSADORS, NUTPODS

“Grin makes scaling influencer marketing a painless process. From the prospecting features to campaigns, partnerships, and payments - every part of the influencer process is made easier.”

CHANCE RILEY
MARKETING MANAGER, CUTS CLOTHING

“I am able to find new influencers, contact more people - I am not sure where I would be without GRIN. It has been such an instrumental part of our growth.”

RACHEL DAVIDSON
INFLUENCER MARKETING MANAGER, LIQUID I.V.

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ABOUT GRAPEVINE VILLAGE



Grapevine Village connects consumer brands with the world's best creators through the industry's most comprehensive and reliable influencer marketing platform. Today's top creators use Grapevine's platform to track performance, increase their reach and gain access to opportunities to make their passion into a full-time job. For brands, Grapevine Village provides marketers with a comprehensive platform to identify the right creators, facilitate relationships, track performance and become influencer marketing pros.

13

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“What got us excited was that [we] were able to see immediate results while also benefiting from content that continues living and being watched far past the initial post period.”



VLADIMIR KROSHINSKY
SOCIAL MEDIA MANAGER, SOCIETY6

“Grapevine Scout can help you harness the power of thought leaders, which in turn can help you build your brand and sell more.”



NEIL PATEL
CRAZY EGG

“We knew influencer marketing is the best way to achieve authenticity, but it was hard finding influencers and tracking results. Grapevine's engaged community generated millions of views and the platform provided us with conversion rates and customer acquisition cost.”



RACHEL TEN BRINK
CMO & CO-FOUNDER, SCENTBIRD

“Influencer marketing was a game changer for us. We have found that influencer-generated content is able to humanize our brand and convey our value proposition more authentically than paid ads on social media ever could.”



STEPHANIE SOLTY
USER ACQUISITION MANAGER, DROP TECHNOLOGIES

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10

Total Customer References

VIEW ALL REFERENCES

ABOUT IFLUENZ



Ifluenz connects brands to Instagram influencers all around the world to create impactful influencer marketing campaigns. Whether you would like to launch a new product line, increase your brand's popularity, or grow a community around your service, Ifluenz makes this possible. Ifluenz is also the easiest way for people to monetize their social media popularity. Ifluenz is a convenient, integrated platform that provides all the tools needed to create, manage and monitor successful product placement marketing campaigns on Instagram.

Featured Testimonials

"Ifluenz has changed the way agencies and brands work with influencers. It has maximized our productivity and allowed us to scale our influencer marketing strategy. Now, we can provide full reporting to our clients."



SHANI GISPAN
MARKETING MANAGER, WEBPALS GROUP

"Using Ifluenz gives us the perfect tool to quickly find the right influencers for our marketing needs. With Ifluenz, we are able to put in place national campaigns involving many influencers in no time."



SABINE KUSZLI
HEAD OF MARKETING, SALT

"Ifluenz's expertise in influencer marketing has been essential to us to promote our new brand and boost our sales. Now, we collaborate with influencers for all our marketing campaigns."



FRANC OIS CANDOLFI
CO-FOUNDER & PARTNER, DAVID DAPER

"Ifluenz is one of the first all integrated influencer platform I heard about back in 2016. The outstanding services provided by Ifluenz made influencer marketing very convenient and effective for us."



ERIC RODITI
SENIOR MARKETING MANAGER, UBER

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24

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT KLEAR



Klear (formerly Twtrland) is a leading social intelligence platform, helping brand marketers make smarter data-driven decisions. On a mission to measure the social web and make it universally accessible and useful to brands across the world, the company today has thousands of brands and agencies using the platform for influencer marketing, social monitoring, competitive analysis and more.

Featured Testimonials

“We used it to identify, interact and measure relevant influencers and were very happy with the results. It is user friendly, has insightful data and a very helpful team!”



GLADYS DIAZ
MARKETING MANAGER, UNILEVER

“Klear helps us efficiently develop an influencer strategy that builds commercial results and cultural impact. I am astounded by how easy it is to use the platform and to mine the clear data (pun intended)!”



RODOLFO VARGAS BEZAURY
CULTURE & RELATIONSHIPS DIRECTOR, AB INBEV

“Klear is one of the most impressive social media software efforts I've seen. From the intuitive interface to the powerful tools to the sheer density of useful information, the Klear team has built something every professional social marketer will find invaluable in their efforts.”



RAND FISHKIN
FOUNDER, MOZ

“We use Klear for the entire influencer audit process. We are able to get a sense of who the influencer is by looking at past collaborations and content, and what type of impact they will generate with metrics like True Reach and Engagements. True Reach is our favorite metric!”



LAURA MARTIN
SOCIAL MEDIA AND CONTENT PRODUCER, STARLIGHT CHILDREN'S FOUNDATION

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20

Total Customer References

VIEW ALL REFERENCES

ABOUT MATCHMADE



Matchmade is an easy-to-use platform that brings advertisers and influencers together for targeted and measured campaigns. They analyze all gaming-related channels, videos, and streams on YouTube and Twitch. That's over 3M YouTube channels, 260K Twitch Streamers, 300M videos and 12M streams to date.

Featured Testimonials

“Matchmade Platform turned out to be extremely time-saving for my team. It helped us centralize our 3 international campaigns through a unique platform, as well as chat and negotiate with a diverse range of YouTube channels.”



ROSETTE BELESİ
GLOBAL PRODUCT MARKETING MANAGER, OPERA

“KPI's for users we got from Matchmade were double or triple of what we've seen with organic traffic. Results were so great we had to check our analytics setup for bugs.”



MATHIEU ZYLBERAIT
MARKETING MANAGER, CHARGED MONKEY

“We released 4 videos with Matchmade within the last 2 months. We are provided with meaningful data and qualitative insights through the platform thanks to the expertise of their team, and we are curious to see what will be the next features to go live on it.”



LUCIA MRVOVA
HEAD OF USER ACQUISITION, LINGOKIDS

“We worked with Matchmade to help us understand our share of voice on Youtube. Using their data driven approach we built an always on strategy combining Youtube and Instagram. The results exceeded our initial expectations in terms of brand awareness. Plus they were great to work with.”



RYAN THORPE
SENIOR GROWTH MARKETING, REVOLUT

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ABOUT TIDAL LABS



Tidal is the world's most comprehensive and advanced content marketing platform. The Tidal platform empowers communities behind many of the world's largest brands and publishers through original, engaging content sourced from a pool of thousands of influential bloggers and creators unique to the Tidal Network. Tidal Labs' enterprise tech SaaS platform increases ROI and sales for influencers, content creators, loyalty advocates and other creator programs at fashion, beauty, CPG, insurance and many other worldwide companies.

21

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

“As the most respected and well-known brand in the category, Bob Vila Nation creates a showcase where passionate and committed DIYers can share, learn, compare and show-off their home improvement projects and grow their own audiences and fans, too.”



LARRY BILOTTI
EXECUTIVE EDITOR, BOB VILA

“We're thrilled to be the first book publisher on the Tidal platform.”



ANGELA TRIBELLI
CHIEF MARKETING OFFICER, HARPERCOLLINS

“Brands can say all they want that they're the experts, but they're not. It's now the individuals that are trusted experts and building relationships with them will be where advertising needs to go next.”



JAMES SANDORA
DIRECTOR - DIGITAL STRATEGY & INTEGRATION, KOHLER

“In the pre-digital era, Kohler showcased beautiful kitchens and bathrooms through glossy print ads. But adapting that ethos to the digital space took more than developing a presence on social platforms and design sites like Pinterest and Houzz.”



SARAH SLUIS
REPORTER, KOHLER

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