

# Influencer Marketing Platforms Category

FALL 2023  
Customer Success Report





## 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.

# 2023 Customer Success Awards

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



Aspire CreatorIQ GRIN LINQIA

The Circle traackr upfluence



affable.ai Part of a bazaarvoice solution IZEA julius BY TRILLER klear A Meltwater Offering

MAVRCK > NEOREACH obviously onalytica

[ ] Popular Pays by Lightricks SIDEQIK tagger by Sprout Social



HypeAuditor fluenz inzpire.me TL

ZINE

\* Companies listed in alphabetical order





**2023**

**INFLUENCER  
MARKETING  
PLATFORMS**

**MARKET LEADER**



## ABOUT ASPIRE

# Aspire

Aspire is the influencer marketing platform empowering ecommerce brands to build and cultivate influential communities of influencers, ambassadors, affiliates, customers, and more. Brands using Aspire can discover authentic partners, streamline relationships, scale their programs, and measure true business impact — regardless of where they are in their influencer marketing journey. Aspire is trusted by Glossier, Coola, Bombas, Newell, Ruggable, and over 400 additional customers. Investors include Hummer Winblad Venture Partners, Pear.vc, and more. For more...

# 89

## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“Aspires hybrid approach to influencer and affiliate marketing makes their platform the best available, especially in an always changing partnership landscape. Aspire has also been crucial in the implementation of our new affiliate program. Their helpful and knowledgeable staff worked hand- in-hand with us to launch the program and continue to provide stellar support when it comes to scaling our initiatives and learning best practices.”

JESSICKA NEBESNI  
MARKETING STRATEGIST, MOUNTAIN ROSE HERBS

“Aspire’s Influencer Search Engine makes vetting new partners a breeze. The filters save me hours of manual searching; and, since we are always on the lookout for on-brand creators with influence in the home and lifestyle space, the audience demographic information is particularly beneficial.”

SHAE VARHOLAK  
PARTNERSHIPS & COMMUNITY MARKETING MANAGER,  
OUTER

“I found Aspire 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

“Aspire’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

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Kettle & Fire

SCENTBIRD  
• NEW YORK •

Splenda

purple

GRUBHUB



## 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.

**55**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Influencer marketing works really well against all of our other channels. comparatively in terms of its cost it's benchmarked against our media buying teams but that doesn't even allow for the additional value of those recommendations coming from people that the audiences trust and it's really hard to put a metric against that. We know that for every £1 spent, influencer marketing outperforms most of our other channels, and we rely on campaign management technology like CreatorIQ to tie everything together.”

MELANIE KENTISH  
HEAD OF INFLUENCER ENGAGEMENT, SKY

“CreatorIQ allows us to bring the best of both worlds, agency and software, to our clients. We are still able to act and communicate as agency partners, while at the same time using CreatorIQ to streamline our influencer campaign process: from influencer selection, to creative content approvals and execution, and lastly, reporting.”

KATY COFFIELD  
CEO AND CO-FOUNDER, FOODIE TRIBE

“Success must be measured and benchmarked to be meaningful and we use platforms like CreatorIQ together with insights from the influencers as well as our own point of view to build a wider reporting mechanism. We've often seen influencer marketing have tangible sales uplift. The channel shouldn't be treated as just for awareness.”

CHRIS DAVIS  
HEAD OF GLEAM SOLUTIONS, GLEAM FUTURES

“CreatorIQ is a vital part of our influencer strategy at Fabletics. Being able to take informed risks and test new strategies, all while easily being able to access social, audience, performance and integrity metrics of potential new partners, has made evolving our program so easy.”

KELLY MCDERMOTT  
DIRECTOR OF BRAND PARTNERSHIPS AND INFLUENCER RELATIONS, FABLETICS

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**FABLETICS**

**DIGIORNO**  
IT'S NOT DELIVERY. IT'S DIGIORNO.

**Unilever**

**YETI** **IPSY**



## 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...

# 74

## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“Grin is by far the most comprehensive influencer marketing suite available today, and quite frankly warrants such praise due to the extensive nature of the tool's capabilities. Gone are the days of manually inputting product orders, consistently checking content deliverables have been posted, and the tediousness of updating influencer records on spreadsheets.”

ETHAN FRAME  
INFLUENCER MARKETING DIRECTOR, MVMT

“GRIN allows you run large-scale micro-influencer marketing programs in-house. You own the relationship, you pay 1/3 what you would per influencer via any other platform, and you can do it all in just a few hours a week. Cut my weekly work from 20 hours a week down to 2-3 because they allow us to easily vet influencers in seconds and auto-ship orders.”

SAM BETESH  
MARKETING DIRECTOR, HUSH

“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

“The best tool to manage 1-1000+ influencers. The biggest problem GRIN solves for us is reporting ROI. Being able to connect to Shopify is huge both being able to create personalized discount codes and links at scale and then being able to report based on campaign and influencer.”

SARAH GROSZ  
BREAKING THINGS, HIGHLINE WELLNESS

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## ABOUT LINQIA

# 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.

**108**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“We love working with Linqia for a variety of reasons: the turn-key process, the dedicated success managers, and the thorough analytics and reporting. Also, the influencers take great product shots and come up with delicious recipes using our cheeses, so it gives us a lot of content that we can repurpose on our channels.”

SAPUTO  
MARKETING MANAGER, STELLA CHEESE

“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

“Linqia influencers are great at creating authentic longform blog content and beautiful imagery, which we can repurpose through native advertising, paid social advertising, and organically on GOODFOODS social accounts.”

SENIOR MEDIA PLANNER  
GOODFOODS

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NATROL





## ABOUT 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. The Cirqle is a Performance-Driven Social Marketing Platform that enables clients to power cross-channel social programs that drive sales, revenue and sales.

96

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Adding Creator Ads into our media through The Cirqle’s software platform enabled us to achieve significantly better results compared to our business-as-usual campaigns, and decrease the overall CPA and increase RoAS.”

ALEX ADAMSON  
SENIOR VICE PRESIDENT DIGITAL MARKETING, SECRET SALES

“The Cirqle enables advertisers on the Meta and TikTok platform to generate performance with influencer content and Partnership ads through hyper intelligent and extremely scalable software we have never seen before.”

HANNAH PARK  
MARKETING DIRECTOR, COLOR STREET

“At LOOKFANTASTIC, we see the creator space as a huge opportunity within our paid marketing campaigns and are delighted to have driven such strong results through our work with The Cirqle on Meta and TikTok.”

CAL SALVAGGIO  
HEAD OF GLOBAL PAID SOCIAL, LOOKFANTASTIC

“Bridging the gap between organic and paid creator marketing is tough without The Cirqle. Especially cross-channel in an intuitive way.”

EVELYN ALBSMEIER  
LEAD PAID SOCIAL, ABOUTYOU

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SECRET SALES



OUTFITTERY

LOOKFANTASTIC

**ABOUT YOU**



**HELLO  
FRESH**



## 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...

**83**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“With Traackr, we have been able to significantly increase digital influencer engagement over time. By managing key relationships and identifying new contacts, we can scale influencer mentions across social media. The result is increased credibility for HPE, as influencers help us to better connect with our customer base.”

TED SCLAVOS  
HEWLETT PACKARD ENTERPRISE

“Traackr allowed us to standardize influencer marketing workflows and coordination across teams and regions, identify high performing influencers with the ability to increase engagement across consumer segments, and measure influencer performance, campaigns and cross-campaign results. The results speak for themselves.”

KEVIN MALETERRE  
B2C MARKETING VICE PRESIDENT, MICHELIN GROUP

“Influencer Marketing forms a major part of Forbes' strategy this year. We're partnering with Traackr to manage key influencer engagement on behalf of our advertising partners.”

ANN MARINOVICH  
SENIOR VICE PRESIDENT & ADVERTISING PRODUCTS & STRATEGY, FORBES

“Influencer marketing is integral to full funnel consumer engagement in beauty. Traackr allows us to strategize beauty influencer marketing with critical data & insights.”

ASMITA DUBEY  
CHIEF DIGITAL MARKETING OFFICER, L'OREAL

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**PHILIPS**

*Kiehl's*  
SINCE 1851

 COLGATE-PALMOLIVE

**L'ORÉAL REVLON**



## ABOUT 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.

**55**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“As this campaign required a global and measurable reach, Upfluence was the right partner for us, both to source and select influencers across different markets willing to communicate pro bono, to add value to the execution of the tips we had developed, and to report back on the impact of the campaign. The collaboration was excellent and the results very satisfying.”

PUBLIC COMMUNICATIONS  
UNICEF

“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

“What I found particularly impactful about the campaign Upfluence delivered are the influencers they engaged, who each posted multiple pieces of content that resulted in long-term exposure and drove transactions for our brand.”

ERIC BRODSKY  
SENIOR DIRECTOR OF DIGITAL MARKETING, UNIVERSAL

“It's amazing! The amount of time we're saving by using Upfluence to connect our client's platforms, like Klaviyo and Shopify, to a single tool and pulling out influential gems from our customer's client lists is staggering!”

DOUG HILL  
PARTNER, ATFLUENCE

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**SUMŌ**



**Ricola**



**2023**

**INFLUENCER  
MARKETING  
PLATFORMS**

**TOP PERFORMER**





## ABOUT AFFABLE



Part of a **bazaarvoice** solution

Affable is a major digital marketing platform by automating influencer marketing using AI. Affable will do to social what Google AdWords did to search. Their platform allows brands to discover, engage and measure social media influencers. They are developing Artificial Intelligence algorithms that profiles influencers and their audience across social media such as Instagram, youtube, twitter, facebook etc.

**27**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“We would highly recommend affable.ai for its insights on influencers and tracking and reporting capabilities. The process is a lot easier and convenient in getting details such as engagement rate and reach of influencers, which helps us curate our content more efficiently.”

CELISSE NG  
MARKETING MANAGER, L'OCCITANE

“Affable.ai is a great platform to find new influencers across different demographics. Its discovery tools allowed me to make informed decisions using hard data, and its integration with Shopify helped automate internal processes, saving my team time and resources.”

DANIELLA REDA  
BRAND MANAGER, BLENDJET

“Affable helps us identify influencers that best fit our criteria amongst such a vast range of influencers available today. The platform helps us bring insights and intelligence to the manual process of influencer engagement.”

ELIZABETH  
MAD HAT ASIA

“Overall using affable.ai is a really great experience. The platform's user-friendly interface has made it highly intuitive and easy to use for us.”

MORGAN LEE  
HEAD OF COUNTRY MARKETING, ZENYUM

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**first day**

**@blendjet**

**Pomelo.**

**Emma®**

**L'OCCITANE**  
EN PROVENCE



## ABOUT IZEA



IZEA is a marketing technology company providing software and professional services that enable brands to collaborate and transact with the full spectrum of today's top social influencers and content creators. The company serves as a champion for the growing Creator Economy, enabling individuals to monetize their content, creativity, and influence. IZEA launched the industry's first-ever influencer marketing platform in 2006 and has since facilitated nearly 4 million transactions between online buyers and sellers. Leading brands and agencies partner with IZEA to increase digital engagement, diversify brand voice, scale content production, and drive...

**41**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“I'll be the first to admit that influencer marketing may seem daunting but having strategic partners like IZEA has helped us connect with this community in more ways than we thought possible. Their professionalism, expertise and innovative approach have been instrumental in helping us grow Predator Gaming's presence in North America. But we aren't done yet.”

MICHAEL HARDING  
SOCIAL MEDIA DISCIPLINE LEAD, DESIGNIT

“Partnering with IZEA was exactly what our latest influencer campaign needed. The range of photo and video content that resulted from our #MayvennGetsPersonal campaign not only supported our growing brand ethos, but engaged new users and provided fresh evergreen looks that we can utilize in the new year and beyond.”

BRITTANY JOHNSON  
SENIOR CONTENT MANAGER, MAYVENN

“IZEA not only found amazing influencers for Visit Tampa Bay to partner with, they coordinated travel and managed content development. The video and images developed from the campaign were authentic, exciting, and truly captured the essence of the destination.”

ELISA DEBERNARDO  
VISIT TAMPA BAY

“I'm very much a person who likes to be as efficient as possible and IZEA Flex will absolutely bring that to the table. From partnering with an influencer, the steps involved to get them to accept the brief, to payment terms, all of that will be streamlined.”

MARK KAEFER  
HEAD OF DIGITAL MARKETING, TINY BULLY AGENCY

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## ABOUT JULIUS

**julius**  
BY TRILLER

Julius is an end-to-end influencer marketing software solution, offering influencer search and discovery, campaign management, and a robust Reporting Suite. We prioritize brand safety by manually vetting and curating every influencer profile before allowing influencers onto our platform. Julius is platform, vertical, and talent agnostic, helping our customers accelerate their capabilities and drive results across industries. Access the most in-depth database of micro and macro digital influencers, bloggers, and celebrities, with coverage across Instagram, TikTok, Facebook,...

**25**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Julius is an amazing resource for digging into audience insights in a way that is incredibly digestible. The dynamic engagement data, which allows us to provide real-time campaign updates to our clients, is invaluable.”

RHEA WOODS  
VP, INFLUENCER MARKETING, PRAYTELL

“The Julius platform was the most robust solution we evaluated, allowing us to discover influencers across YouTube, Facebook, and Instagram, and track engagement, engagement rate, and followers visually.”

LILY GOH  
ASSISTANT MARKETING MANAGER, SOCIAL &  
INFLUENCER, BIOSSANCE

“We love that the Julius platform is intuitive and easy to use. It saves us time, streamlines campaign activation, and allows us to be more strategic in finding influencers who match up with a client’s target audience.”

JENNA KOEBLE  
ASSOCIATE DIRECTOR, EVINS

“Being able to see what our influencers were doing across the entire campaign in one place was so helpful. Julius gave us an across platform view for all activity in a clean and easy to understand format.”

JESSICA NEESE  
SOCIAL MEDIA MANAGER, PHILIPS

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**praytell**



**HUGE**

**ALDO**  
GROUP



## ABOUT KLEAR



Klear, a Meltwater company, is the leading influencer marketing platform. We help brands and agencies build, scale, and measure successful influencer marketing programs. We put data at the forefront of our platform, empowering our clients to confidently make informed, data-driven decisions about their influencer marketing strategy. With the largest influencer marketing data-base in the industry, Klear uses 1st and 3rd party data, offering clients rich influencer insights that support all stages of the influencer campaign. As an all-in-one platform, Klear is used by clients to Discover, Vet, Collaborate, Pay, and Measure campaign...

**54**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“We focused a lot on the tone of voice and brand coherency in choosing influencers for our brands, but we were striving to provide a more data-driven choice. Focusing on personality and values is a necessary step to choose a partner to work with, but it's not enough: shared views are mandatory, but a shared target audience is fundamental. Klear enabled us to do just that: validate our choices, strengthen them and presenting them to our brands.”

MARCELLO SIGNORE  
INFLUENCER MARKETING LEAD, AKQA

“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

“Our team saved significant time in the process of influencer discovery, outreach, management, and campaign reporting. Having a campaign brief built and managed by one person meant that almost every influencer post reflected the tone of voice that the campaign required.”

DAMIAN YOUNG  
GENERAL MANAGER OF MARKETING, CHOBANI

“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

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## 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.

**67**

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Mavrck is extremely attuned to what customers need and how the landscape of influencer marketing is constantly changing. Mavrck adds and evolves its platforms in direct response to feedback from customers and makes changes as social media changes. There are frequent updates that are all relevant to usability. I've been especially happy to see things like fraud detection and...”

JORIE MARK  
SENIOR DIRECTOR OF CONTENT STRATEGY, BULLSEYE STRATEGY

“We're solving for our content scale issues with Mavrck since they offer a level of moderation and a large enough number of Influencers that target our particular audience. Content is king and we're being asked monthly by our Retail partners to increase the amount and quality of content. Reviews are an important part so we've learned to repurpose our Influencer content in many, many ways and across many channels.”

BOB LAND  
DOREL JUVENILE

“What stands out about Mavrck in particular is efficiency. To be able to have the dashboard and reporting capabilities where I can go in, pull a full report in five minutes, and deliver that to our executives is lifesaving. It's not every day that you get to work with a team that makes your life better, and I can fully say that about Mavrck.”

MACKENZIE CUMMINGS  
ASSISTANT MARKETING MANAGER, CENTURY 21 DEPARTMENT STORES

“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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**EXPRESS**







## 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.

31

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

*“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

*“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

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**NETFLIX**

★ macy’s

 **airbnb**

 **Blue Apron**

**Casper**



## ABOUT OBVIOUSLY



Obviously is an influencer marketing platform. They build custom networks of 100s of influencers with the right target audience for brands. Working at scale, they provide clients with maximum exposure, access to 100s of pieces of on-brand content for use in marketing, and improved ROI on ad spends. The success of their unique network-building system is due to their technology, their strategic acumen, and their personal relationships with their influencers working in concert.

19

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“Obviously is by far my favorite platform I have worked with. Their processes are more personal and the team makes you feel valued. They do a tremendous job of building relationships with their clients. If I have any questions at all, I am able to contact someone and always get an immediate response. Obviously treats their clients like family and that sets them apart from everyone else!”

STEPHANIE ABRAHAM  
THE BOHEMIAN CROWN

“The big win is an increased customer base by reaching out to a new group of relevant audiences which we wouldn't have been able to do without the help of Obviously's scaled Influencer program.”

S. LIM  
GLOBAL SENIOR BRAND MANAGER, PERNOD RICARD

“We've worked with a lot of platforms and agencies but the team at Obviously really understood the audience we were trying to reach and found influencers who were a perfect match.”

BLAKE AVILA  
MARKETING COORDINATOR, FABFITFUN

“I love how organized and easy this process has been up to this point, and I thank you for that!”

LAURIE MALIAWCO  
LAURIE'S LITTLE ONES

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**HONEST**  
BEAUTY

**lyft**

**ULTA**  
BEAUTY

**Pernod Ricard**  
Créateurs de convivialité

**fabfitfun**



## ABOUT ANALYTICA



Onalytica provides consultancy-led influencer marketing software for marketing and communications professionals looking to identify and engage with social media influencers. Onalytica specializes in providing Influencer Relationship Management software and supporting professional services to help brands scale 1-to-1 Influencer Relationship Management results. Onalytica 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...

27

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Sure, you could try to do influencer marketing on your own, but working with the right partner and technology allows you to access a plethora of data and deeper insight that will help you identify the best influencer for your brand as well as understand how to best manage your influencer marketing program. This will unlock the greatest influencer marketing ROI for your brand. In this respect, Onalytica is one of the established leaders in the field.”

CHIEF EXECUTIVE OFFICER, PDCA SOCIAL SOCIAL  
MEDIA SPEAKER, CONSULTANT, AUTHOR &  
EDUCATOR  
NEAL SCHAFER

“Onalytica has helped us to structure our influencer relations activity across Marketing, Comms, Policy & Digital by identifying the target influencers and creating tailored alerts for key internal stakeholders across all of our main activity areas.”

ATHAR ABIDI  
SOCIAL MEDIA MANAGER, BRITISH HEART FOUNDATION

“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 Onalytica is the support of their staff.”

MARIE FAULKNER  
SENIOR SOCIAL MEDIA MANAGER, MARIE CURIE UK

“Onalytica'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

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SCOTT GUTHRIE



ACQUIA





## 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.

# 52

## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“ Popular Pays has been an invaluable tool to source cost-effective, high-quality social-first content from the strongest micro-influencers in the space. The self-service tool gives our team full liberty in curating the right team of creators, while streamlining the typically tedious logistics of influencer management. Pop Pays is our go-to for social influencer campaigns, and we feel incredibly supported by our account team. ”

TREVOR  
DIRECTOR, JENNAIR

“ Pop Pays has really helped me manage and execute our influencer campaigns. It allows for a super streamlined process which is vital, especially with larger influencer campaigns. I love how Pop Pays shows exactly where in the process of content creation our influencers are in (due dates, edits requested, approval, etc.) which makes it very easy to track the development of a project and keep the campaign on track. ”

MEGAN REID  
PARTNERSHIPS MANAGER, LESSEREVIL

“ Mother Raw's influencer campaigns have been taken to the next level since using Popular Pays. Because of the platform, we've been able to execute campaigns in the fraction of the time, with more influencers and better content, allowing us to focus on building our brand. I'd recommend Popular Pays to any brand, whether big or small, who is looking to build a more robust, consistent influencer program. ”

SARAH  
SR MARKETING MANAGER, MOTHER RAW

“ 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

## TRUSTED BY





## 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.

27

TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“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

“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

“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

**BALR.**



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**amazon**







## ABOUT TAGGER



Tagger is the 360 Influencer Marketing solution platform that allows brands, agencies, and media companies to maximize their influencer strategies throughout the planning, discovery, activation, and reporting phases. With the Influencer Marketing space undergoing a major shift towards in-house SaaS solutions, Tagger is in a unique position to quickly become the de-facto tool used to transact all things influencer.

19

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“We began using Tagger in 2019 and things have gotten so much better for the agency since. Tagger is such a powerful tool that has helped us expand our reach of influencers, make campaigns more efficient, and improved our reporting. The support provided by the Tagger team is fantastic and it has been a great pleasure working with them thus far.”

SUHIT AMIN  
CHIEF EXECUTIVE OFFICER & FOUNDER, SAULDERSON  
MEDIA

“Best influencer marketing tool to track KPIs and benchmarks. My teams are hyper focused on KPIs and benchmarks. Tagger shows benchmarks for all active platforms for each influencer. It helps us compare our content amongst influencers and allows us to be smarter with benchmarks. I also love how clean the platform is and how easy it is to filter and sort.”

JULIA ROSINUS  
DIRECTOR, SOCIAL MEDIA, ICF NEXT

“Literally changed our influencer approach for local and helped us differentiate. The best part of Tagger is the automated reporting. No longer are we manually tracking and logging into Instagram on our phones to check things! They made us able to actually source influencers locally and differentiate ourselves in the market with our client offerings.”

SHELBY Z CURRIE  
PAID SOCIAL STRATEGIST, MOROCH

“I was recently introduced to the Tagger platform and I'm already really impressed. It's been super easy to prospect and work with influencers on campaigns through Tagger, and also the post-campaign stats are perfect for the in-depth reporting my clients want to see.”

FRANCESA DAKIN  
INFLUENCER PARTNERSHIPS MANAGER, AWIN

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**Cookit** Media

**SlumberPod** cares

**Undertone**

**MO** Murphy O'Brien

**beyond** INFLUENCE



**2023**

**INFLUENCER  
MARKETING  
PLATFORMS**

**RISING STAR**



## ABOUT HYPEAUDITOR



HypeAuditor is a comprehensive set of tools to discover and analyze influencers on Instagram, YouTube, and TikTok, verify their authenticity, and track the results of influencer marketing campaigns. It also developed a unique within influencer industry tool that allows doing in-depth market researches and competitors analysis. All services are based on machine learning algorithms.

# 48

## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“HypeAuditor helps us solve a big problem of fraud in the Influencer industry. It definitely speeds up the process as well. The Audience Quality Score is fairly consistent and gives us a good indication when analysing new markets or niches. So, if I need to look for a large number of influencers and want to be sure of the end result, Discovery and Reports really help. No doubt, HypeAuditor makes our workflow and processes much more efficient.”

LUCA MAGNANI  
FOUNDER & MANAGING DIRECTOR, FULLSWING

“HypeAuditor is the tool we chose to create our influencer marketing campaigns. Although we do have strong connections with the best local influencers, it's clear that the industry is changing very fast. We need to keep track of newcomers in various markets, moreover globally. This is where HypeAuditor helps us a lot with the Discovery tool and detailed influencer analytics.”

ENGİN YURDAKUL  
FOUNDER, NEWTV GENERATION

“HypeAuditor helps us a lot with the Discovery tool and detailed influencer analytics. Additionally, it's essential for an agency of our level to provide end clients with the highest quality of all materials, so we enjoy the white-label feature, making our reports look professional.”

ENGİN YURDAKUL  
FOUNDER, MIGROS ONLINE

“Hypeauditor not only helps us with influencer discovery but ensures that our influencer recommendations are data-backed with a thorough evaluation of the influencer accounts and their performance.”

RUCHIRA MORE  
SENIOR MANAGER - ANALYTICS & PAID MEDIA, OML

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## 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.

10

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## 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 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

*"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."*

FRANÇOIS CANDOLFI  
CO-FOUNDER & PARTNER, DAVID DAPER

**WEBPALS**  
GROUP



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**Uber Salt.** **AZZARO**



## ABOUT INZPIRE.ME

# inzpire.me

inzpire.me helps brands & agencies run industry leading influencer marketing campaigns through their expertise, technology, and hands-on support. Marketers at some of the world's biggest brands & agencies, like Dentsu Aegis Network, Boots, Coca-Cola, Publicis Groupe, and Warner Music, trust them to amplify their brand stories and make a lasting impression.

# 53

## TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“We chose the inzipire.me platform to manage our clients’ influencer marketing campaigns because of several decisive factors. It was their price, service level, and large number of diverse influencers, as well as the fact that we own the creatives produced during a campaign. Most importantly, it was the fact that inzipire.me is a technology-based company that focuses on providing customers with data and insights.”

JANNE GJESSING  
CUSTOMER MANAGER & TEAM LEAD, SEMPRO

“Our influencer campaign was a great success and the results in sales have been amazing! The partnership with inzipire.me was very effective and seamless. Engaging our target audience with content on social media is getting more difficult, and the engagement rate in our campaign proved we managed to engage our audience with relevant content from relevant influencers.”

HENRIETTE SKÅDINN  
ADVISOR, SOCIAL & CONTENT, MINDSHARE

“At Haglöfs, we have a clearly defined target audience, and are very particular about the influencers we want to associate with our brand. For this campaign, inzipire.me helped us effectively navigate and identify the best influencers to support us. The process was efficient and professional, and allowed us to stay in control of who we teamed up with.”

LINE RYBØ  
COUNTRY MARKETING MANAGER, HAGLÖFS

“It was important for us to find influencers that could help us reach and engage a local audience, and inzipire.me did just that! What makes inzipire.me so unique is their platform and campaign process. They were able to use their technology to identify hyper-local influencers for this campaign, and delivered us great content and measurable impact!”

YVONNE DENNÉ  
SOCIAL MEDIA MANAGER, REMA 1000

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**tenk** KOMM  
UNIKA  
SJÖN







## ABOUT THOUGHTLEADERS



ThoughtLeaders is an influencer marketing agency and platform that helps connect brands and creators. We help creators monetize their channels through YouTube partnerships. And help brands find the best creators to sponsor that talk to their audiences. We use high-level content analysis to identify the content that matches their messaging. From our user-friendly campaign management platform to personal assistance from our expert team, we can find a model that suits brands and creators needs. Additionally, we help understand the data around all aspects of the influencer marketing industry, so brands and creators can make smart partnership decisions...

# 25

## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“We see YouTube very much as a performance marketing channel, with a goal of acquiring as many new customers as efficiently as possible. Our account manager from ThoughtLeaders has been aligned with our goals from day one, which makes the project of building our program easier and more streamlined. It really makes a difference when a partner brings expertise, an informed point of view, and a hustle that matches our own!”

ANNE WANG  
SENIOR GROWTH MARKETING MANAGER, MAGIC SPOON

“ThoughtLeaders has quickly become our favorite acquisition channel. They have a keen eye on creators that will fit with your brand and work closely to make sure both parties get the most out of the relationship. In the future, if we start a new business as entrepreneurs here at Füm, ThoughtLeaders will be one of the first agencies we connect with.”

DANIEL OGDEN  
CO-OWNER & CHIEF MARKETING OFFICER, FÜM

“ThoughtLeaders are undoubtedly the most involved, passionate, and effective agency I have ever encountered. The team has a divine-like ability to pair creators with the brands that their viewers enjoy - resulting in a significant win for everyone involved!”

RYAN SOCASH  
CHIEF EXECUTIVE OFFICER, MEDIAKRAFT

“There is definite power in marketing outside of your typical channels and ThoughtLeaders definitely played a huge role in helping me realize that, they are now a fixture within our marketing plans.”

KRISHNAN MENON  
MARKETING DIRECTOR, FETCH REWARDS

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ZBIOTICS®

MEDIAKRAFT

MAGIC SPOON®

fetch  
REWARDS

CuriosityStream



## ABOUT ZINE



ZINE is an influencer marketing technology that uses advanced analytics to connect brands with influencers. Their transparent and data driven approach to influencer marketing enables marketers and PRs to produce maximum ROI, while their cutting edge technology eliminates the manual labour of campaigns, yet preserves your personal influencer relationships.

13

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“Everything is so simple and works smoothly. First we created a campaign, then searched for potential influencers we would like to collaborate with and then we contacted all the shortlisted influencers with only one click. What would have taken us normally a few full-time weeks took us only a half work day. Given the fact that we are a just recently launched brand with a very limited marketing budget it was great that we managed to find so many influencers that were willing to work on contra product basis.”

GEORGIANA GRUDINSCHI  
CHIEF EXECUTIVE OFFICER, O'WOW

“Not only does my ZINE media kit help me keep track of my growth and engagement but it also showcases my collaborations in an organized manner. I send it to any and all potential sponsors and have recommended it to many other influencers who are just getting started.”

EMILY BLANCHARD  
EMILY EVERYDAY

“ZINE has really helped me strengthen my brand relationships and helped me secure paid campaigns. I love my ZINE media kit as it produces a high quality portfolio of the work I have done over the years and the brands I have worked with.”

ANNA SHEARER  
FASHION FETISH

“I love the efficiency of the ZINE Media Kit. It has such a beautiful and concise layout. And I love keeping up to date on my stats so easily.”

VANESSA VALIENTE  
VSTYLE BLOG

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LAVENDA'S CLOSET



TWOTRENDS

FASHIONISTA