

Influencer Marketing Platforms Category

FALL 2025
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.

2025 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

Meltwater

sproutsocial

The Circle

traackr



julius
BY TRILLER

Later | Influencer Marketing

NEOREACH

obviously

onalytica

Popular Pays
by Lightricks

SIDEQIK

HypeAuditor

fluenz

Influency

* Companies listed in alphabetical order



2025

**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...

123

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“I love having the ability to talk with an influencer, and go back and forth and build the relationship organically in a chat function as opposed to email, which tends to be very formal. I can approach the influencers as if they are my friends and it has done wonders for our program.”

MIKE MAJLAK
MARKETING MANAGER, LOVESAC

“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

“Ruggable has been able to increased revenue through influencer whitelisting as well as build more solid relationships with our creators who perform well – couldn’t advocate for it enough!”

JANAVI DHAWAN
INFLUENCER MARKETING 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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ABOUT BAZAARVOICE



Bazaarvoice connects brands and retailers to consumers so that every shopping experience feels personal. From search and discovery to purchase and advocacy, Bazaarvoice's solutions reach in-market shoppers, personalize their experiences, and give them the confidence to buy. Each month in the Bazaarvoice Network, more than a billion consumers view and share authentic content including reviews, questions and answers, and social photos across 6,000 brand and retail websites. Across the network, Bazaarvoice captures billions of shopper signals monthly — data that powers high-efficiency digital advertising and personalization with unmatched...

353

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

"Quality is a perception that's influenced by experience. If a customer isn't happy with their experience they won't perceive a product or brand as being a high quality investment."

DOROTHY SCHILLER
DIRECTOR OF MARKETING, SLEEP REVOLUTION, SLEEP
REVOLUTION

"We can take as many professional photos as we want, but it doesn't always resonate as much as photos of actual customers using the products."

RYAN JOHNSON
E-COMMERCE MANAGER, LEGENDARY WHITETAILS

"We communicate with reviews instead of just using traditional marketing because authentic customer commentary is more trustworthy."

ANDERS DRAKENBERG
MARKETING MANAGER, LEXUS SWEDEN, LEXUS

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COVER | FX



HOUSE OF FRASER
SINCE 1849





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.

120

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

“A key initiative for 2019 as well as in the lead up to September was a focus on community. Nurturing existing influencer relationships and building our brand family with elevated and expanded mailers and events.”

ERIKA KUSSMANN
CHIEF MEDICAL OFFICER, PAULA'S CHOICE SKINCARE

“Tribe allows us to connect with, manage, and track thousands of influencers. The tool provides a holistic view of our ambassadors as well as hard data that proves their importance to company leadership.”

JOY FINDEISEN
MANAGER, BENEFIT

“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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benefit
SAN FRANCISCO

COACH

Calvin Klein

dermalogica
professional-grade skin care by The International Dermal Institute

DARLING
INGREDIENTS



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...

101

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

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

“The reporting processes has cut down on our man hours and simplified the communication aspect of influencer marketing. Contravent is an ad agency still hustling in start up mode, I dig that Grin is as well and we are able to grow together. I love that we make suggestions and we see them come to fruition, which would be unlikely with a more established company.”

OLIVIA BERGMANN
MARKETING MANAGER, CONTRAVENT

“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 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

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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

“I was most impressed by the influencer content – it’s better than the kind of stuff we would put together in-house or with an agency or on our own. You can’t replicate influencer marketing’s ability to get real consumers with a good following to talk about products in their own voice.”

BRAND MANAGER
GERBER® LIL’ BEANIES™

“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

“Influencer content is better than anything we can create in-house or with an ad agency where the authenticity can get lost. We give the influencers free reign to create content because their message is much more authentic, powerful, and effective.”

EVP OF MARKETING
DOROT

“We chose to work with Linqia because of the level of detail they seek in order to educate and align their influencers with the brand message. I’m very confident they can deliver on our goals based on the detailed information they requested.”

KIMBERLY-CLARK
SHOPPER MARKETING, COTTONELLE

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ABOUT MELTWATER



Meltwater helps businesses drive growth and build brands. Meltwater's online intelligence platform analyzes billions of digital documents daily to extract precise, timely business insights that help more than 20,000 companies understand markets, engage the customers, and master the new social business environment. With offices in 27 countries, Meltwater is dedicated to personal, global service built on local expertise. Guided by core values, Meltwater culture is based on a fundamental belief in people and the potential they possess. They are not afraid of investing in hidden talent and believe that in an environment where people are motivated and supported...

718

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“I use Meltwater's Influencer Contact Database to find journalists who regularly discuss the field of research I'm promoting and then send them very targeted and personalised pitches. After using the influencer database to pinpoint who I should engage with, I then use Meltwater's media monitoring tool to track the coverage of the research and spot potential international...”

CLARE BEBB
SENIOR MEDIA OFFICER, LIVERPOOL SCHOOL OF
TROPICAL MEDICINE

“Our favourite feature is definitely the Meltwater Influencer Contact Manager tool. It pays for itself. That massive database of influencers has helped us immensely. We don't have to pay for contacts in far-flung countries anymore. It is easy to use and the help from the Meltwater team made it even better. The move to the new-and-improved platform was handled with a lot of dedication from the team, which made it easy even when it...”

BABATUNDE OYATERU
SHELTER AFRIQUE

“Meltwater allowed us to access the performance data of each influencer campaign post as well as the average performance data of each influencer, making it easy for comparison. We were able to translate performance into actionable marketing insights, such as identifying the most relevant audience interest, based on the detailed data provided by Meltwater.”

DELLES LEUNG
DIGITAL MARKETING OFFICER, DIGITAL BUSINESS LAB

“It used to take us a great amount of time to research one influencer and their audience. With Meltwater's Social Influencers tool, the search functions make it easy to extract information—making the decision process for who we choose to work with more reliable and efficient.”

GERRY MARCELO
SENIOR MANAGER, SOCIAL MEDIA, DISCOVER THE PALM
BEACHES

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Paddington Bear™


YVES ROCHER
FRANCE

 **AEROMEXICO**

Kubota

 **International
Medical Corps**



ABOUT SPROUT SOCIAL



Sprout Social is a social media management tool created to help businesses grow their social media presence. The web application integrates with multiple social networks where consumers are engaging with businesses and brands. The application also offers team or individual engagement and publishing tools with in-depth analytics, brand monitoring, competitive insights and social CRM features. Sprout Social is known for its intuitive, easy-to-use web and mobile platforms.

299

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Sprout Social Influencer Marketing played a major role in that process—the integrated chat feature was essential for maintaining daily communication and tracking each influencer’s progress throughout the campaign. It really helped us stay organized and responsive.”

RITA SARAIVA
INFLUENCER MARKETING SPECIALIST, CARE TO BEAUTY

“Sprout has taken a lot of that day-to-day administrative work and allowed me to focus on what is most important and the value I can add: creating really great content and sharing really great stories.”

STEPHEN BURKE
DIGITAL CONTENT MANAGER, DONORSCHOOSE.ORG

“It was a game changer. Social training used to be a whole day thing, now it’s an hour. The system is so user intuitive. That’s one of our favorite things about it.”

SARA SMITH
MANAGER OF CONSUMER SERVICES,
SCOTSMIRACLE-GRO

“Sprout is very customizable and powerful. It allows us to pull Reports that are very visual and easy to understand, giving top-line accessibility to key facts and figures.”

AMY PEIFFER
SOCIAL MEDIA LEAD, PENN STATE HEALTH

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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.

120

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“The Cirqle offered a turnkey influencer strategy that allowed us to successfully execute our first-ever Affordable Care Act (ACA) Open Enrollment awareness campaign. With The Cirqle's platform and dedicated account team, we were able to identify influencers who could speak to the importance of health insurance, especially for young people who need contraceptive care, and how easy it was to sign up through the ACA. Leveraging influencers helped us...”

SARAH ABOUD
DIRECTOR OF COMMUNICATIONS, THE PILL CLUB

“The Cirqle's focus on influencer performance is unique in the market and enabled Routinely to drive outsized returns in comparison to our own performance on social. Their software and technology platform is the perfect bridge between producing creative assets/UGC and performance by enabling us to send the creative work straight to the FB Business Manager from within their interface. Tracking performance becomes a breeze and...”

DAMIEN POELHEKKE
CHIEF EXECUTIVE OFFICER, ROUTINELY

“An efficient and effective way to work with and scale influencer marketing. The briefing process for brand and influencer are both straightforward. Great overall performance management from influencer relations to reporting. Would traditionally consider their work very conversion/ transaction-focused, but there's also scope to build creative campaigns focused on content and storytelling.”

JAIMEE HULSMeyer
SOCIAL MEDIA AND INFLUENCER MANAGER, CITIZENM

“When you invest in a partnership with The Cirqle, you gain so much more than high quality influencer partnerships at affordable prices. You also gain access to some of the most forward thinking professionals in the biz with the know-how to develop cutting edge technology poised to take the communications industry to the next level.”

ALAYNA PALGON
VICE-PRESIDENT INFLUENCER MARKETING, MARINA MAHER COMMUNICATIONS

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handyhuellen.de





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...

95

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

“Using Traackr meant easy discovery of our biggest fans and influencers, and the information to personalise our conversations with all of them. As a 'customer-obsessed' marketing team, that was hugely valuable to us.”

HANNAH CRAIK
SOCIAL MEDIA HEAD, ASOS

“SAP's influencer marketing strategy is a case study in progress. We are trying to focus our influencer efforts in support of our global campaigns and programs.”

JIM DEVER
VICE PRESIDENT, AUDIENCE MARKETING, SAP

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

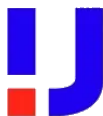
OLIVIA TERENCE
CONTENT MARKETING MANAGER, OPENTABLE

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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.

72

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“MERCi for an incredible job. Even before the report, I could see the impact with bloggers and influencers and was so very pleased. Pink Bra Bazaar has always had the organic interest of women, but it's so hard to get the message out on a bigger scale. UPFLUENCE did that!”

KATHRYN KEMP-GRIFFEN
FOUNDER, PINK BRA BAZAAR

“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

“Upfluence helped Otherland to increase the number of influencers they engaged with on Instagram by 50%.”

LAUREN ROTH
CUSTOMER EXPERIENCE & MARKETING MANAGER,
OTHERLAND

“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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KINGUIN

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FARFETCH







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...

84

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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

“The IZEA platform is much easier to use, so much more user friendly and it makes the experience that much better.”

GABRIELLE MARINO
MARKETING SPECIALIST, CANON

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bloomingdales

ALLURE BRIDALS





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

“Influencers make a huge difference in brand awareness and engagement. HYPR has helped us find exactly what and who we are looking for, as well as specific insights about their social platforms. I am beyond thankful for HYPR!”

SOCIAL MEDIA COORDINATOR
MAJOR PUBLIC RELATIONS & COMMUNICATIONS
COMPANY

“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

“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

“I have been able to find and approach new talent using Julius' data. This data has helped me navigate scouting conversations with more knowledge and understanding of the potential our talents has.”

MANUEL PARES
DIRECTOR OF BRAND PARTNERSHIPS, ONTHEWALL

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PHILIPS



HINTL.

HUGE

innisfree



ABOUT LATER INFLUENCE



Later Influence believe that social media has become a visual experience, and they have designed their platform to help you visually plan and schedule your photo and video content. Later Influence helps streamline your social media strategy so you can set yourself up for more sales and success. Their features focus on visual scheduling, media management, marketing, and analytics.

89

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We’re primarily a European brand, but it is a very diverse market. We have to approach each influencer differently based on their language and culture. The most valuable part of (Later) is that I have all the information I need all in one place and it’s very easy to adapt our strategy. I can keep an eye on what’s going on across all global markets in five minutes, where before it took me hours.”

VICTORIA BARBET
INFLUENCER MARKETING & RELATIONS MANAGER,
ROSEFIELD WATCHES

“The COSMEDIX marketing initiative is fully rooted in a tight omni-channel approach where influencer marketing lives at the core. We know that content creators are prolific and powerful, and by utilizing the Mavrck platform to drive brand awareness and inspire meaningful conversations, we were able to drive some unprecedented success.”

JULIE CAMPBELL
VP MARKETING, ASTRAL BRANDS

“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

“We’re able to easily find creators who allow for content rights in perpetuity, so we can easily repurpose & repost their content across platforms without extra costs. No other platforms offer this.”

SARA LIM
SENIOR MARKETING MANAGER, KIWICO

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AMERICAN EAGLE



**bread
& Butter**



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.

34

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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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.

12

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

“Micro-influencers delivered 94% more content than other tiers with 834 total posts, including 381 additional posts provided beyond campaign brief requirements!”

MAJOR BEAUTY RETAILER

“Obviously is probably the best agency I've worked with.”

EVELYN BROWN
ASSOCIATE MANAGER, ULTA BEAUTY

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THE BOHEMIAN CROWN





ABOUT ANALYTICA



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

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FEATURED TESTIMONIALS

"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 Analytics is the support of their staff."

MARIE FAULKNER
SENIOR SOCIAL MEDIA MANAGER, MARIE CURIE UK

"Doing influencer outreach requires using the right tools. Analytics 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

"Accountability of your content has to map the behaviours you want to influence. Map personas against what you expect to happen on the campaign."

LEE ODDEN
CHIEF EXECUTIVE OFFICER AND FOUNDER, TOPRANK
ONLINE MARKETING

"Analytics helped us to align our content with market influencers and increase the voice of our brand with the people that matter."

DARIAN SIMS
EMEA MARKETING DIRECTOR, CANON BUSINESS
SERVICES

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ABOUT POPULAR PAYS

[] Popular Pays by Lightricks

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.

66

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“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

“I have worked with a handful of other influencer platforms and I always find myself going back to Pop Pays. My account manager and sales rep always respond quickly and help me tackle what each campaign requires within my clients budget. The platform itself is extremely user friendly and a great way to keep everything in one place.”

ALLIE INCAUDO
ACCOUNT EXECUTIVE, INTERSPORT

“Using their influencer platform is incredibly easy from start to finish—it’s intuitive, streamlined, and saves us a ton of time. Plus, their account managers are supportive, responsive, and genuinely invested in our success!”

KELLY ZABORNIK
DIGITAL & E-COMMERCE MARKETING MANAGER,
BUDDIG

“Popular Pays has been instrumental in scaling BetterHelp’s influencer content campaigns on Facebook and Instagram. They have taken a very time-intensive process and made it infinitely more streamlined.”

JAMES IMRIE
CREATIVE DIRECTOR, BETTERHELP

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

“Particularly with esports, you want as few tools to do as many things as possible. I don’t want 10 different platforms that all overlap, I want one, two or maybe three platforms that I can do everything on. So we use Sideqik.”

MATTHEW MCCAULEY
SOCIAL MEDIA AND MARKETING DIRECTOR, MISFITS GAMING

“With that kind of influencer support, it was just about making great pieces of content that resonated with people including our influencers.”

GEORGE LAMPARD
COMMUNITY MARKETING SPECIALIST, CORSAIR

“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

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2025

**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.

105

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“I contacted each influencer one by one, building a good relationship. At first, it was super hard to reach out to them. After I found HypeAuditor, it was massive assistance to our team. Now, we can discover online influencers for upcoming months with Campaign Analysis, and I know which one to contact for the scheduled collaborations.”

NEGIN ROSTAMPOUR
SOCIAL MEDIA AND COMMUNICATION MANAGER,
NANNYBAG

“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

“We've been manually going through influencer profiles, their followers, ER, etc. But once we found HypeAuditor, oh my God, it just saved us so much time.”

FLORA MACHER
INFLUENCER RELATIONS MANAGER, MOON MAGIC

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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

TRUSTED BY

MAURICE **M** LACROIX
Manufacture Horlogère Suisse

WEBPALS
GROUP


GROUPE CHEVALLEY

AZZARO

DAVID **DD** DAPER
SWISS MADE



ABOUT INFLUENCY



Influencer is a software development company specialising in digital marketing, and specifically, in influencer marketing. They help brands and agencies to obtain greater visibility on the Internet, as well as increase their sales, through influential people called influencers.

35

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

"We use the Influencer on a daily basis because it allows us to support our influencer marketing campaigns both quantitatively and qualitatively. It has a clear interface, and the profile analysis is very fast and intuitive, which greatly streamlines our work."

PALOMA MEDRANO
INFLUENCER MARKETING MANAGER, CHEIL SPAIN

"Influencer has become our primary go-to software for running influencer campaigns. It helps us maximize our efforts in impacting as many consumer segments as possible. Since we started working with Influencer, awareness for our brand Weleda has grown daily."

SONIA LÓPEZ
SENIOR PRODUCT MANAGER, WELEDA

"This is the most complete Influencer MKT platform. What we like best about Influencer is the possibility of managing campaigns and historical information of influencers and getting very specific information about certain profiles."

RODRIGO MANTILLA DE PABLO
CHIEF EXECUTIVE OFFICER, PASSPORT ENTERTAINMENT

"What I like most about Influencer is the detailed statistic which the platform provides on talent from across the globe."

ISABELLA CARSON
SENIOR AC & CREATIVE PR, DENTSU

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dentsu *x*

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