

# Influencer Marketing Platforms Category

WINTER 2022  
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.

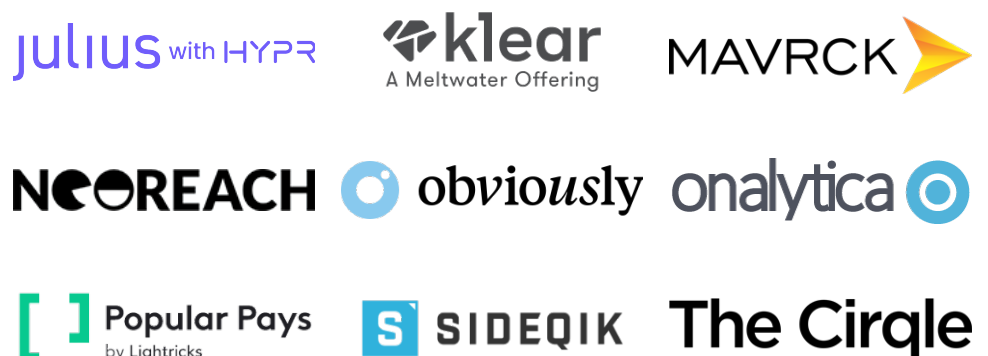
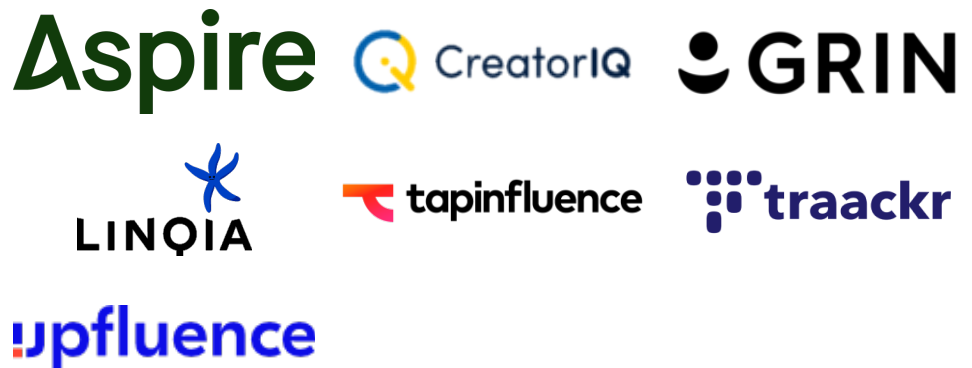


### RISING STAR

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.

# 2022 Customer Success Awards

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



\* Companies listed in alphabetical order





**2022**

**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...

# 61

## 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

“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

“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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GRUBHUB

eBags®



Splenda



## 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.

**53**

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

“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

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

CAITLIN JOHNSON  
SENIOR INTERNATIONAL PR MANAGER, VISITBRITAIN

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**COACH**

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

**iHeartMEDIA**  
INC

**benefit**  
SAN FRANCISCO



## 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...

# 66

## 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

“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

“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 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

“Working with LinQia increases our efficiency. All of the matching, communication, program management, and performance analytics are automated through the platform and complemented with services, allowing me to focus on the strategy and messaging. If I had to do this myself, it would have been far more expensive for my clients to run a similar program.”

SENIOR ACCOUNT EXECUTIVE  
RED BARON

“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

“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™

“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

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## ABOUT TAPINFLUENCE



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

17

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“We have executed word-of-mouth programs in the past, but what stood out for me was the quality of content created that could be re-purposed in so many ways. The blogger-generated posts and photography were of superior quality and also very fun and entertaining. Their topics ranged from food pairing, to wine cocktail recipes, to entertaining tips, and blind wine taste tests. All were well-received from our consumers. I would look to the TapInfluence blogger network to generate more content in the future.”

JANE LEE  
MARKETING MANAGER, BLACK BOX WINES

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

DEANNA DUGO  
ACCOUNT SUPERVISOR, INFLUENCER MARKETING,  
KETCHUM

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

LORI ULANOFF  
DIGITAL MARKETING MANAGER, WHITE WAVE FOOD

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

LAUREN HOCHLEUTNER  
BLOGGER, PINK ON THE CHEEK

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intuit

redbox



BLACK BOX  
PREMIUM WINES



## 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...

# 79

## TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“Traackr’s data quality and breadth of its database are unrivaled. It’s been essential in our work to find the perfect influencers for our clients and prospects – whether we are working on a complex proposal with the creation of custom KPIs or on the day-to-day influencer relationships.”

NATHALIE FOLCO  
ACCOUNT DIRECTOR, INTEGRATED MEDIA STRATEGY,  
WEBER SHANDWICK

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

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

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

PHILIPPE DUHOT  
SOCIAL MEDIA PLANNING, ORANGE

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**L'ORÉAL**



**PHILIPS**

**VISITFLORIDA**





## 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.

49

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

“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

“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

“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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**2022**

**INFLUENCER  
MARKETING  
PLATFORMS**

**TOP PERFORMER**





## ABOUT JULIUS

# Julius with HYPR

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

*“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

*“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

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**HUGE**

**PHILIPS**



MODA OPERANDI

**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...

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## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“With True Reach, we stopped thinking about the followers and started thinking about the real number of people that influencer was reaching across platforms and contents. And since the metric is shared between influencers on Klear, it has given us a more consistent way of comparing influencers between different activities, phases, or countries for the same brand. This overarching approach allowed us to show clients the real impact of influencer marketing campaigns.”

ANTONELLA SANNELLA  
STRATEGIC MARKETING DIRECTOR & BUSINESS PARTNER, AKQA

“Klear is useful in so many ways for us. It allows us to identify authentic influencers relevant to our brand and helps us easily communicate with our partners. It's very convenient to have all influencers that we are working with on one platform. Klear is also very helpful for our paid campaigns, providing us with the necessary tools to make campaign execution as smooth as possible.”

MERI HOVNANYAN  
SOCIAL MEDIA ASSOCIATE, PICSART

“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

“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.

45

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“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

“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

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

MIKE WATTS  
DIRECTOR OF MARKETING, YASSO FROZEN YOGURT

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

DREW MCGOWAN  
COMMUNICATIONS LEAD, CLIF BAR & COMPANY

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## ABOUT NEOREACH

# NEOREACH

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

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## 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.

17

TOTAL CUSTOMER REFERENCES

[VIEW ALL  
REFERENCES](#)

## FEATURED TESTIMONIALS

“Obviously has been an excellent partner to Google in helping us build a network of influencers who can authentically show how Google Hardware products fit into their lives. Through our work with the amazing team at Obviously, we are able to get scaled access to influencers who reach our target audience and drive high engagement across social platforms.”

ELLEN GREENWELL  
PRODUCT MARKETING MANAGER, GOOGLE

“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

“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

“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

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## 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...

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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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ACQUIA SONY

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Hewlett Packard  
Enterprise

Hotels.com



## 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.

# 50

## 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 OF SOCIAL STRATEGY, DELTA

“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

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

CARLY MCCOY  
SOCIAL MEDIA MANAGER, OLLY

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## 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.

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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



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## ABOUT THE CIRQLE

# The Cirqle

The Cirqle believes in transforming the ways global brands and content creators collaborate and engage with each other. They provide brands and agencies with the technology to create, distribute, and maintain better relationships with consumers by harnessing the reach and relevance of content creators. The Cirqle is a Performance-Driven Social Marketing Platform that enables clients to power cross-channel social programs that drive sales, revenue and sales.

# 79

## TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

“The Cirqle enables Mussila to build a strong community of parents across our key focus markets: the USA and the UK. The content made by The Cirqle's influencers is top notch and their automated ROI-platform is state-of-the-art. It is important for educational products to have a powerful spokesperson in the field with a strong follower base. Mussila is an award-winning solution and the best way to deliver that message is from parent to parent. And we're extremely happy with the partnership...”

JÓN ÞÓRÐARSON  
CHIEF EXECUTIVE OFFICER, MUSSILA

“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 running optimizations is intuitive.”

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...”

JAIMEE HULSMAYER  
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...”

ALAYNA PALGON  
VICE-PRESIDENT INFLUENCER MARKETING, MARINA MAHER COMMUNICATIONS

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**2022**

**INFLUENCER  
MARKETING  
PLATFORMS**

**RISING STAR**





## ABOUT GRAPEVINE VILLAGE



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

13

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

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

RACHEL TEN BRINK  
CMO & CO-FOUNDER, SCENTBIRD

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

STEPHANIE SOLTY  
USER ACQUISITION MANAGER, DROP TECHNOLOGIES

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

VLADIMIR KROSHINSKY  
SOCIAL MEDIA MANAGER, SOCIETY6

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

NEIL PATEL  
CO-FOUNDER, CRAZY EGG

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society6

SCENTBIRD  
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## 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.

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## 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 was the main tool that we chose from all of the other ones, with it we were able to understand creators and their audiences to not only qualify them and let them come on platform, but programmatically match them to brand campaigns through our media buying algorithm. We wouldn't be able to run our business without those metrics.”

TIFFANY KELLY  
FOUNDER&CEO, CURASTORY

“Since the beginning of HypeAuditor, we have been relying on this solution, which has proven its value in supporting influencer screenings and evaluating performance data. The ongoing development of the tool is very positive.”

MARKUS HÜBNER  
BRANDFLOW



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**MIGROS**  
Online





## 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'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

*"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

*"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

*"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

AZZARO



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WEBPALS  
GROUP

Uber Salt.



## 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.

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## TOTAL CUSTOMER REFERENCES

**VIEW ALL  
REFERENCES**

## FEATURED TESTIMONIALS

“For Stadium, it's important to measure performance in every single activity regardless of the end goal. With inzpire.me, we had help creating a data-driven influencer strategy where we could be involved in every single step, without putting in the long hours of work that it often requires. For us, it's a no brainer to continue collaborating with inzpire.me since they've provided us with quality content and results that are comparable and competitive with other digital activities we invest in.”

JENNY BALLIN  
SOCIAL MEDIA MANAGER, STADIUM

“We chose the inzpire.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 inzpire.me is a technology-based company that focuses on providing customers with data and insights.”

JANNE GJESSING  
CUSTOMER MANAGER & TEAM LEAD, SEMPRO

“It was important for us to find influencers that could help us reach and engage a local audience, and inzpire.me did just that! What makes inzpire.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

“We've successfully reached our target groups in foreign markets through several credible influencers. The platform is easy to use and the inzpire.me team is very helpful. They found the right people for us to collaborate with and we're very happy with the process and result.”

ANNA L. SEDOLFSEN  
DIGITAL MARKETER, ULVANG

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## ABOUT TIDAL LABS



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

26

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

## FEATURED TESTIMONIALS

*“With influencer relationship management tech Clarins can automate working with influencers & campaigns, saving time for the team to spend on strategizing and building deeper relationships.”*

MARIA BERTORELLI  
VP OF SALES AND MARKETING, CLARINS

*“Those who come in via Kohler Home Ideas are twice as likely to display purchase intent and search for where to buy Kohler products.”*

KRISTEN WOJHAN  
DIGITAL DIRECTOR, KOHLER

*“Tidal created a private network of grooming influencers utilized across a series of Old Spice product launches.”*

OLD SPICE

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**CLARINS**

**KOHLER®**





## 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

“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 allows me to showcase my work in a professional way which I couldn't do before. But I believe the best part is that it pulls all my most important information from my social network and blog, and updates my profile automatically so I don't have to worry about it. Thank you ZINE.”

MARCOS DE ANDRADE  
ROYAL FASHIONISTA

“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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**FASHIONISTA**