



CreatorIQ

Intelligence Cloud for Global Enterprises

Influencer marketing evolves - and brings opportunities and challenges for brands

Micro- and nano influencers

New social networks

Trust and authenticity concerns

Campaign activation and measurement at scale

Global audiences with regional needs

Pressure to deliver results and prove ROI

Demand for control of data and creator relationships

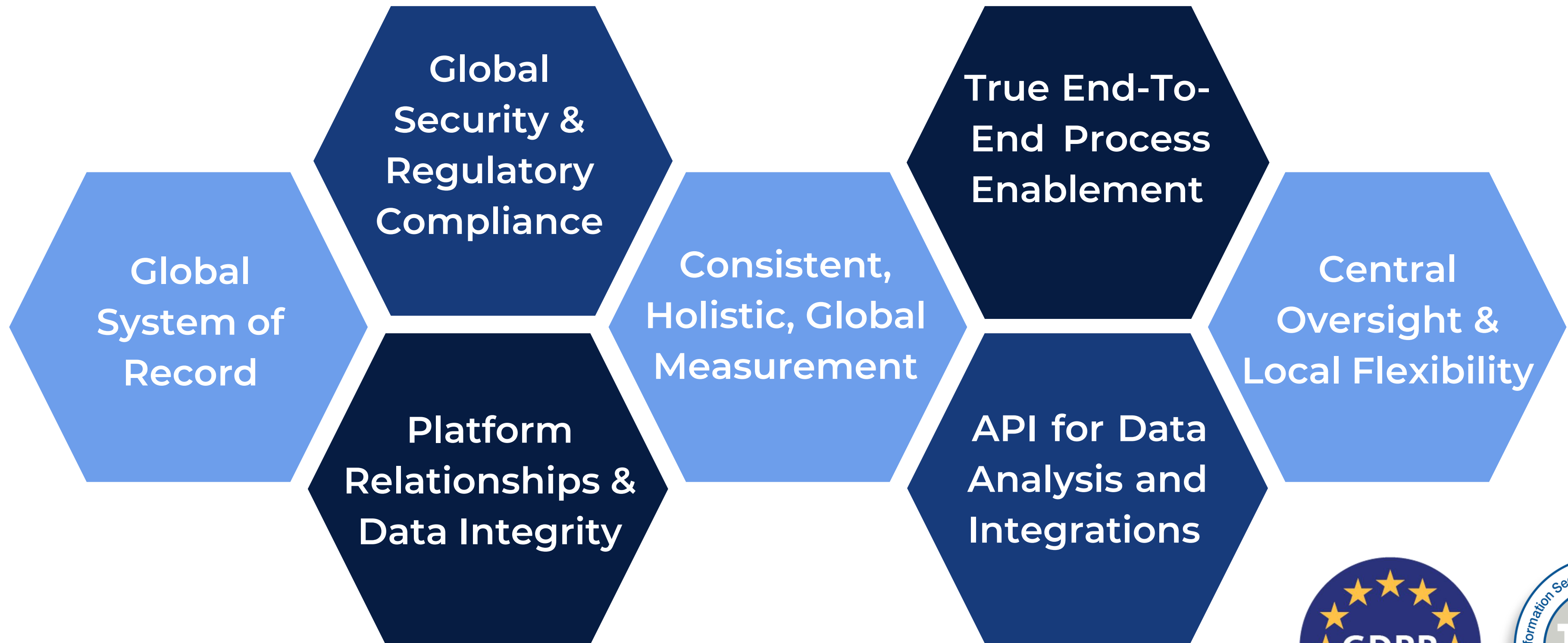
Trusted by Demanding Global Leaders

85 Net Promoter Score **91** Countries with Active Users **\$81mm** VC Funding

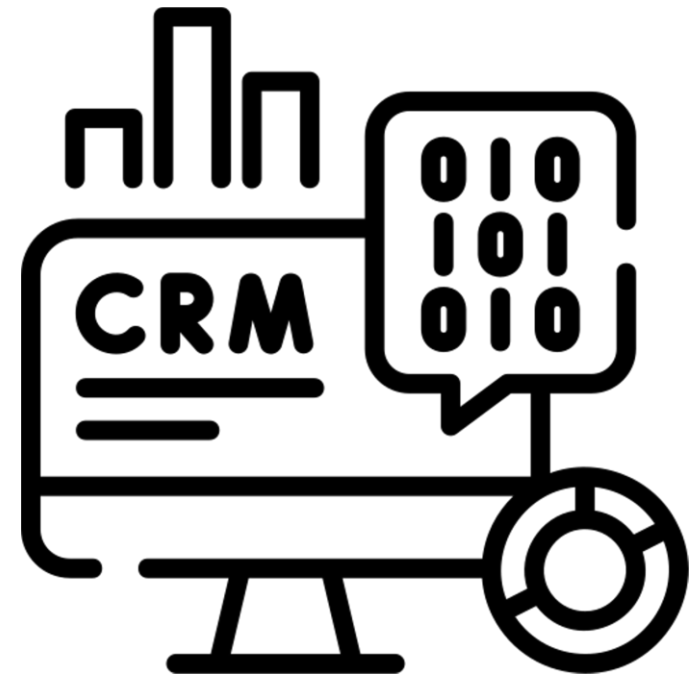
#1 in G2 Rankings **450+** Brand & Agency Customers **275** Employees



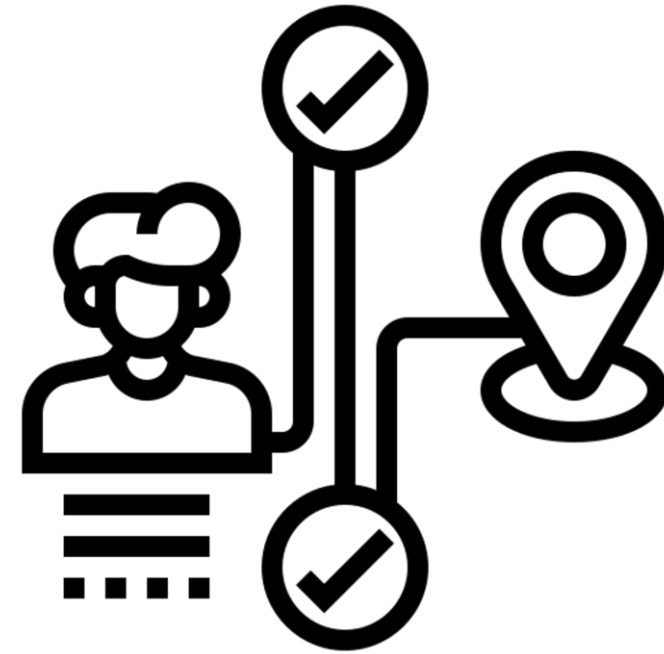
Enterprise-grade technology



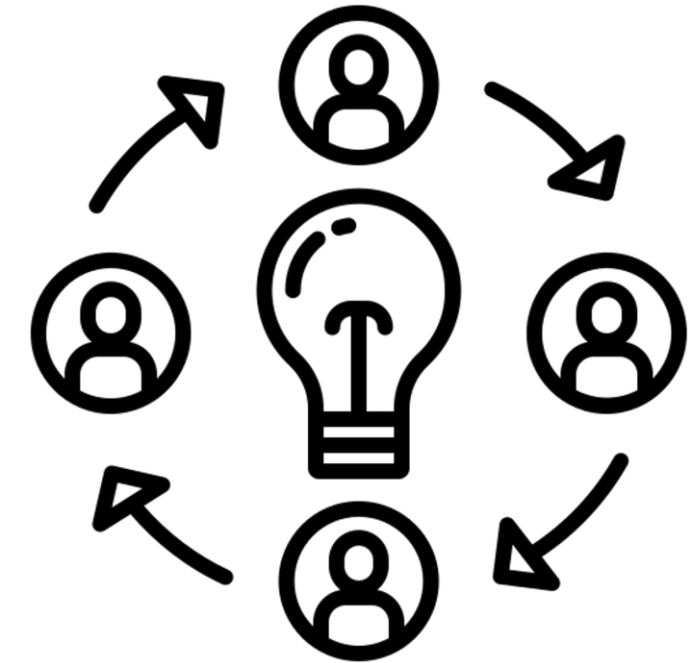
Enabling Global Efficiency and Scale



Build visibility of creator relationships (unified, global CRM)



Streamline creator discovery, vetting and measurement



Optimise and scale creator activations and reporting globally

True End-to-End Capabilities

Creator Commerce: Create a comprehensive commerce solution with best-in-class e-commerce and affiliate integrations

Identification: 22MM+ creators with enriched data. Surface & vet over 1B profiles in real-time

Global CRM: Build a proprietary database with the ability to track any public profile across any network

Creator Insights: Audience profiles, growth history, brand work, NSFW, active audience scores, & fraud analysis

Paid Media & Whitelisting: Scale reach and engagement of creator content via account whitelisting & unified reporting on Instagram, Facebook, & TikTok

Measure & Report: Report on campaigns, while creating custom KPI, and programming Social Media Values

White Label Onboarding: Allow creators to directly engage via branded portal and sign up for initiatives

Collaboration: Across internal teams, agency partners and creators with restricted workflows and enterprise security

Streamlined Payments: A single vendor to manage payments across activations and partners bringing standardization and cost savings





Unified, Global CRM and Streamlined Creator Discovery, Vetting and Onboarding



Streamlined Creator Recruiting & Onboarding

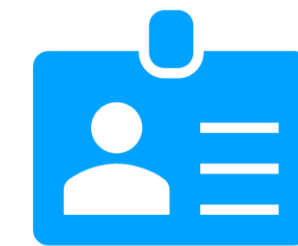
Recruit and onboard creators via your own custom portal, integrated with your CRM and campaign management.



Onboarding: Invite creators via your branded portal with custom onboarding flows to streamline compliant information gathering.



Built-In Surveys: Develop rich creator profiles without manual data entry from surveys built into onboarding - synchronized with your Data source whenever creators update their information.



Seamless Experience: Create a seamless experience for creators from sign-up, onboarding, campaigns and payments.



Discovery

Creator Core - Discovery

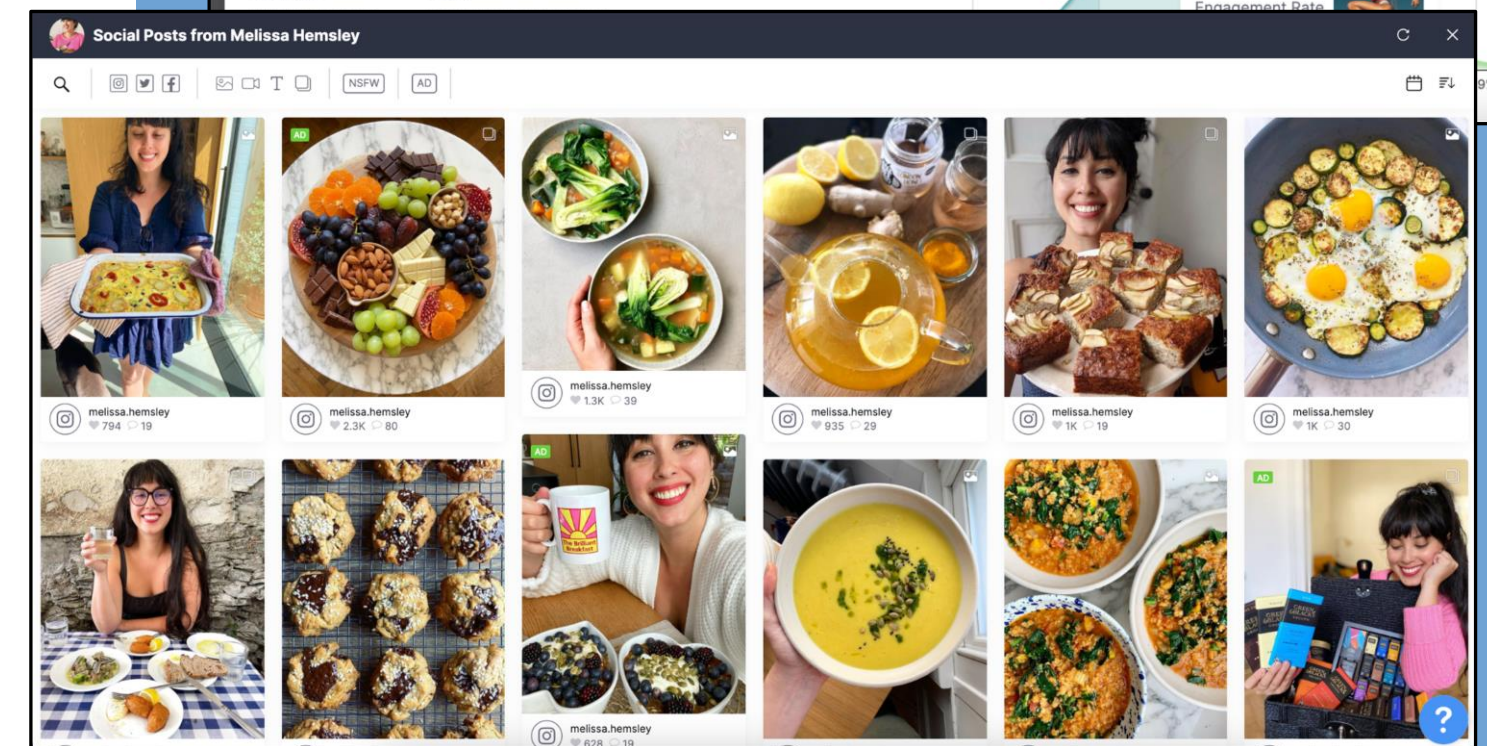
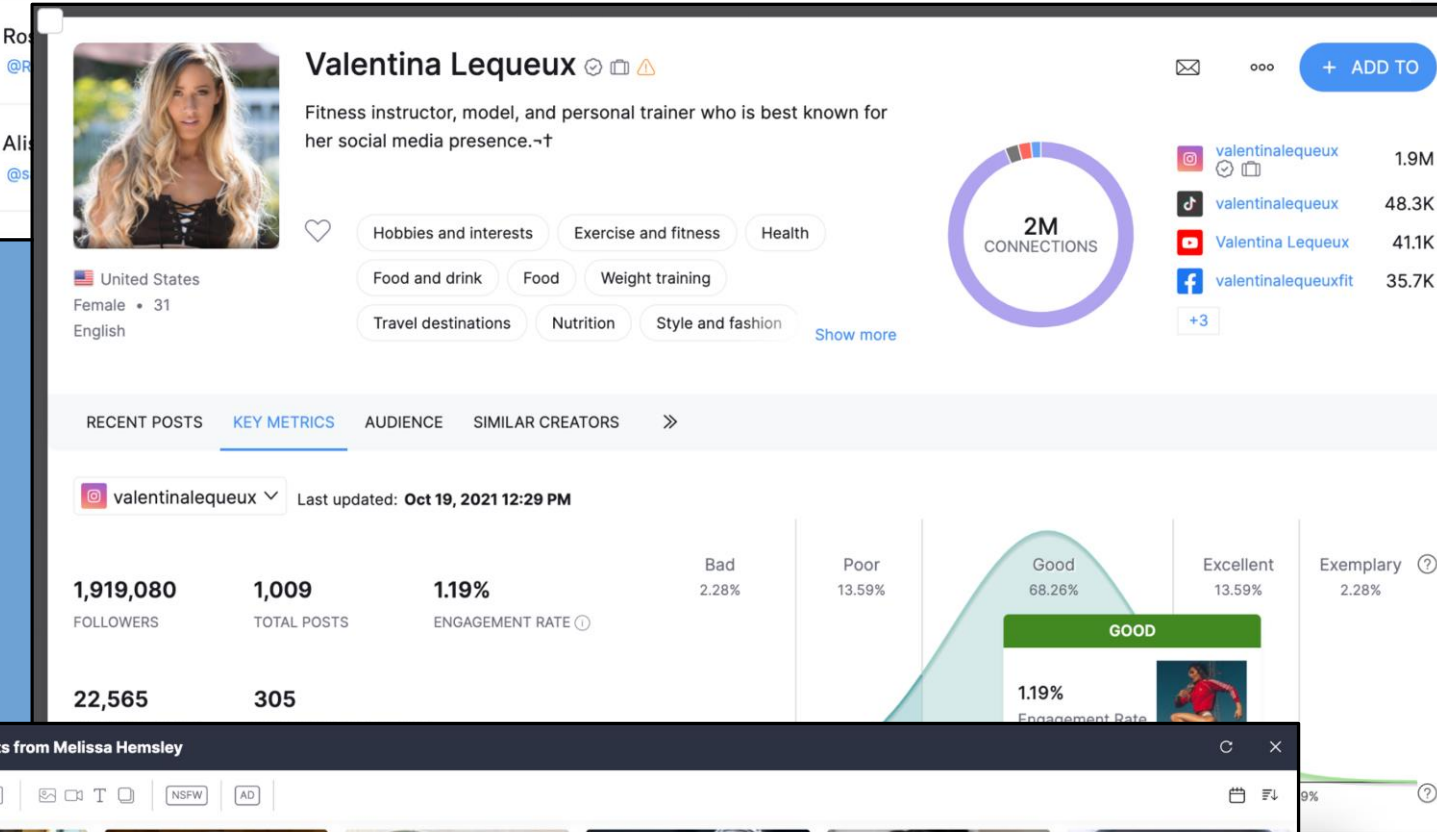
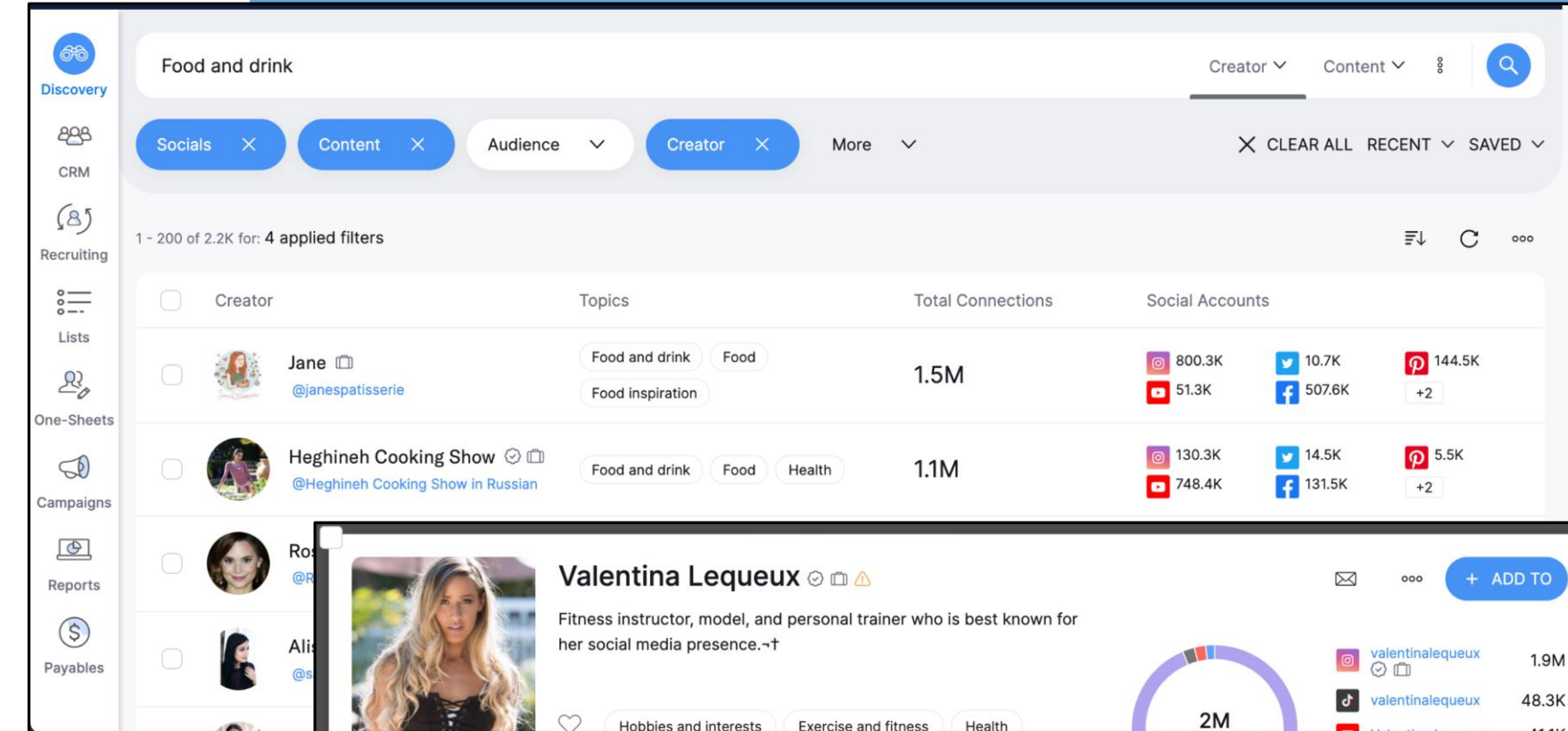
Data-Driven Creator Search & Vetting

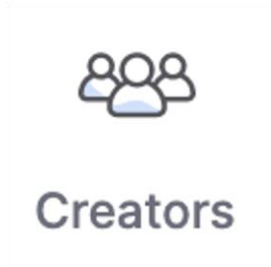
Proprietary Audience Dataset: We use proprietary data for our audiences, and vet all data through our data science team.

Powered by Vision API: Image recognition for interest and brand relevancy as well as brand safety (NSFW detection).

Creator Health: Engagement rate benchmarks, active audience score, follower fraud flags and further monitoring.

Creator Fit: Vet and qualify creators by content, social metrics, brands and hashtags, audience fit and more.





Creator Core - CRM

Global CRM & Creator Profile Management

Organize Creator Information: Enrich creator profiles with additional insights and custom fields/tags.

Manage & Collaborate: Efficiently manage and activate creators across the globe, build lists and creator one-sheets, share across teams to gather feedback.

Full Visibility: Complete profile updates, contracts, interaction, campaign and creator payout history.

My Creator Network

Creator	Topics	Audience Integrity	Total Connections	Social Accounts
Jennifer Lopez @jlo	Music, Television and film, Television		293M	157.4M (IG), 21.4M (YT), 45M (FB), 13.4M (TW)
David Beckham @davidbeckham	Sports, Style and fashion, Soccer		121.6M	66.7M (IG), 1.3K (YT), 55M (FB)
Ranz & Niana @ranziscool	Travel destinations, Music		103.8M	18.8M (IG), 1.1M (YT), 31.3M (FB)
Liza Koshy @lizakoshy				

Christie Ferrari
United States - Female

Christie Ferrari is a fashion, lifestyle and travel blogger whose goal is to help normalize people's daily struggles, whether those are what outfit to pick, what bag to invest in, or how to cope with some of life's tough moments.

TAGS: Brand: Perrier, Region: North American, Creator Vertical: Fashion, Partnership Status: Exclusive

Social Reach

533.5K TOTAL REACH	528.8K FOLLOWERS (IG)	0.34% ENGAGEMENT RATE (IG)	2.2K SUBSCRIBERS (YT)	4.21% ENGAGEMENT RATE (YT)
	2.2K VIEWS PER VIDEO (YT)	751 FOLLOWERS (TW)	1.8K PAGE LIKES (FB)	0.28% ENGAGEMENT RATE (FB)

Audience

69% FEMALE, 31% MALE

Geographic Distribution: United States (35.7%), Mexico (7.74%), Colombia (4.36%), Brazil (4.36%)

TOP INTERESTS: Clothes, Shoes, Handbags U0026 Accessories, Friends, Family U0026 Relationships, Restaurants, Food U0026 Grocery, Camera U0026 Photography, Toys, Children U0026 Baby

TOP US STATES: 1. California 5%, 2. New York 5%, 3. Florida 4%, 4. Texas 3%, 5. Georgia 1%

TOP BRANDS: Apple, Walt Disney, Starbucks, Zara, Nike

Audience Integrity

Account	Engagement Rate	Follower Growth	Audience Country
Liza Koshy (17.7M SUBSCRIBERS)	✓ OK	✓ OK	✓ OK
lizakoshy (19.2M FOLLOWERS)	✓ OK	✓ OK	✓ OK
Liza Koshy Too	✓ OK	✓ OK	✓ OK



Optimise and scale campaign
management & measurement globally



Reports

Creator Core - Reporting

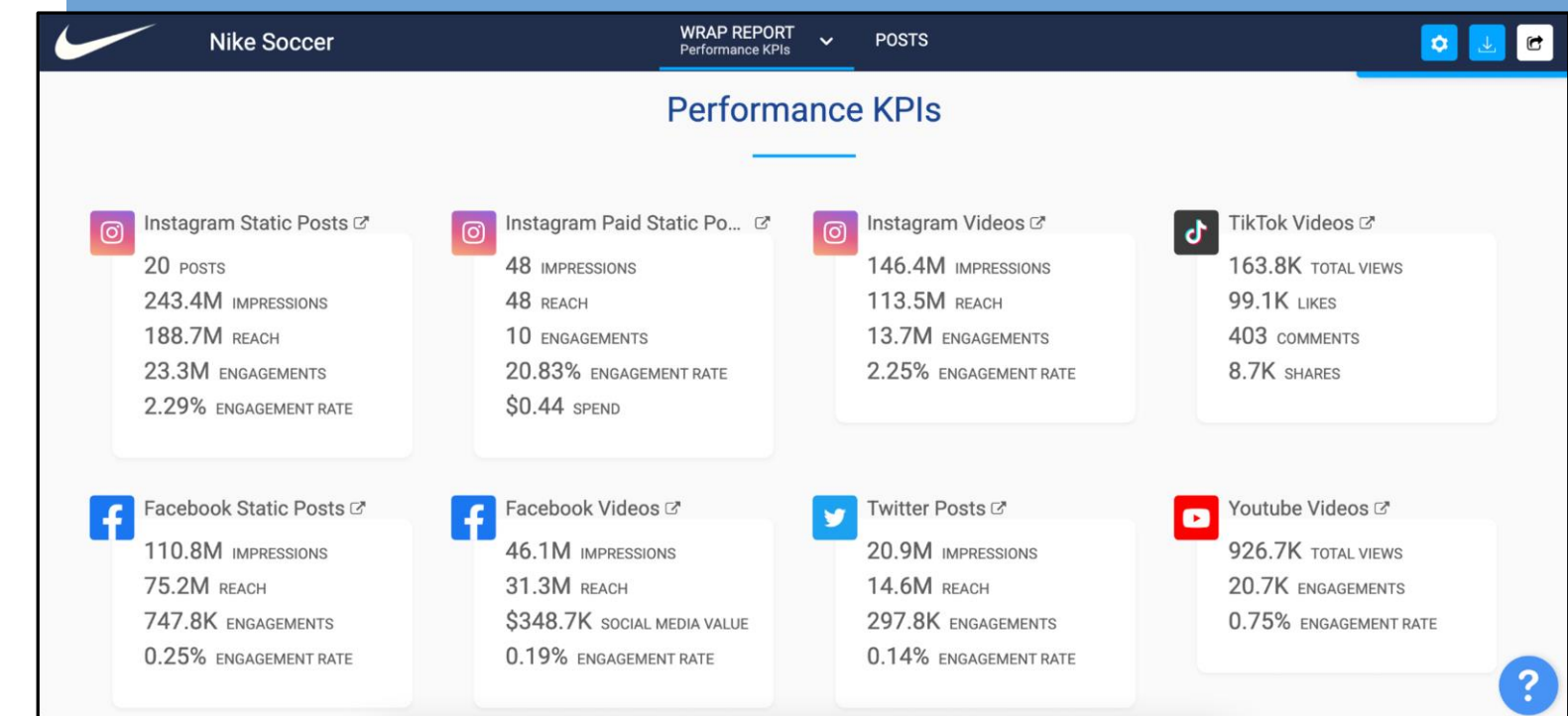
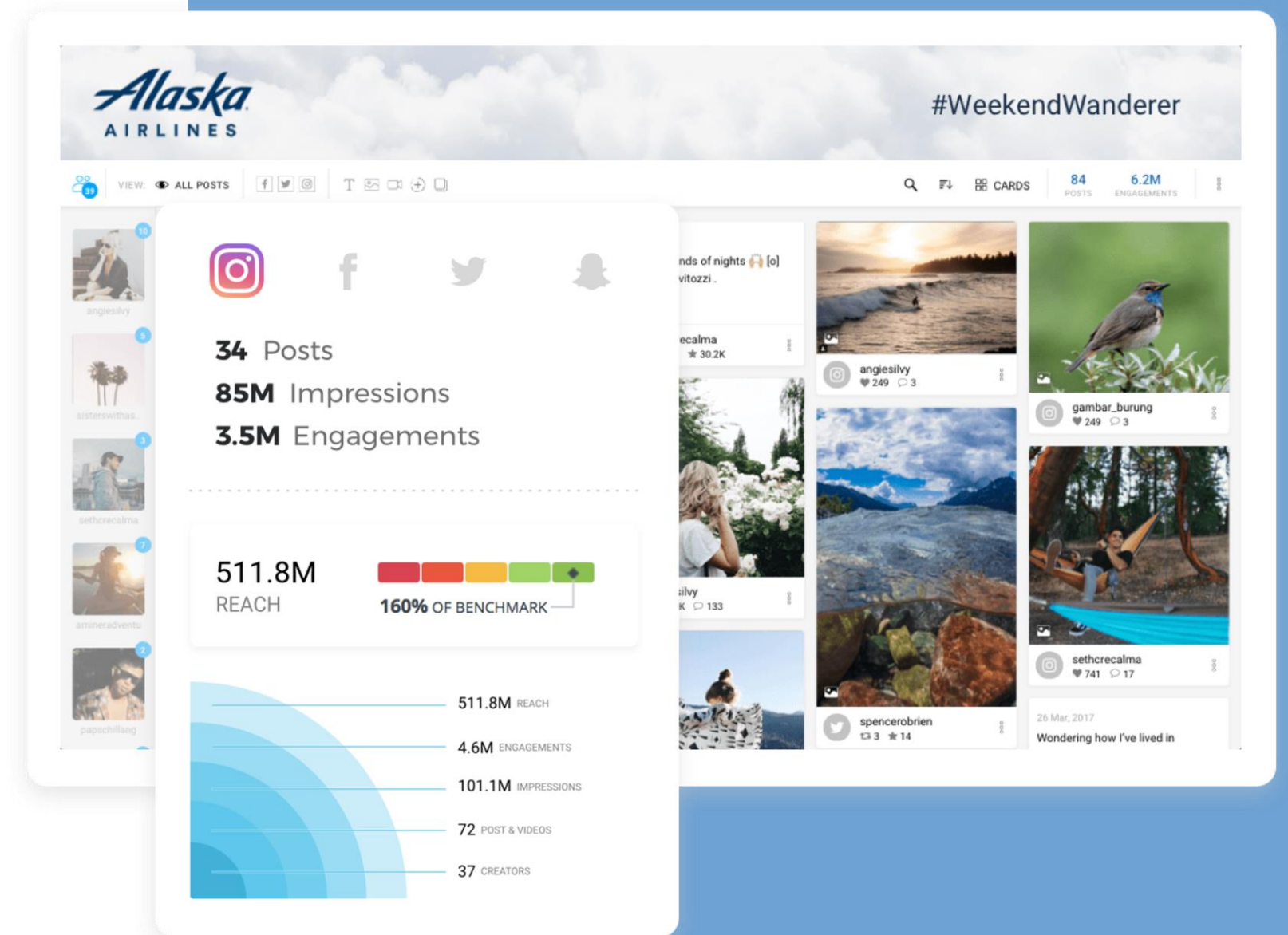
Customizable Reports & In-Depth Insights

Holistic View of Campaign Data: Customize key metrics, measure campaign performance of creators and their content.

Performance Metrics: Customize ROI and other KPIs from social metrics to conversion & sales data, map back to creators and their posts, and choose which metrics to highlight.

Visual Templates & Posts: Apply your branding, and build in-app, interactive campaign content collages.

Share & Export: Share reports with custom links, export data into BI/internal systems, or automate via our API.





Integrate and Evolve Influencer Marketing in your Digital Ecosystem

Creator Core & Enterprise API

Effectively Integrate Data & Workflows

Our industry-leading API enables you to integrate your workflows and data, and create a powerful custom solution.

Import custom information into your creator

Dashboard.

Enrich campaigns and reports with additional data.

Export data into other tools (e.g. Power BI / data visualization).
Streamline creator recruiting & onboarding across systems.

Build on the CIQ platform to develop custom solutions.

Connect & integrate your data to third party applications

 Adobe



API Key

FiG82zfVoAmAlecn1oSXETRYcGTKjGcD3C1LPc6



canvs

box

looker

The API can query creator attributes, campaign attributes, reporting data, and other data.

Implementation & Integration support
Included