

iStock by Getty
Images expands
its affiliate
program to
creators and **gains
15m+ impressions**



Situation

Aimed to boost customer awareness and generate traffic for iStock's Generative AI product

iStock by Getty Images is a leading source of visual content for businesses and individuals globally. In 2024, iStock launched its commercially-safe Generative AI offering, which allows users to responsibly modify stock images and create unique AI-generated images using text-to-image prompting.

Trained exclusively on iStock's creative library, Generative AI by iStock lets users freely create and customize visuals for commercial use, backed by strong legal protections and safeguarded outputs. With an innovative product in hand, the brand wanted to grow customer awareness and highlight its creative opportunities.

iStock aimed to grow its partnership strategy and establish an influencer network to showcase the offering's innovative capabilities.

First, the brand had to streamline three key areas to launch an effective creator campaign. These included time management, learning more about the creator economy, and handling potential tracking and attribution differences to its affiliate program. So the brand sought out an efficient solution.

Once iStock found a solution, it had four goals in place for its creator campaign:

1. Grow customer and consumer awareness of Generative AI by iStock
2. Refer traffic and conversions to iStock
3. Gauge the alignment between iStock's offering and targeted social media audiences
4. Grow its partnerships ecosystem

About

iStock by Getty Images

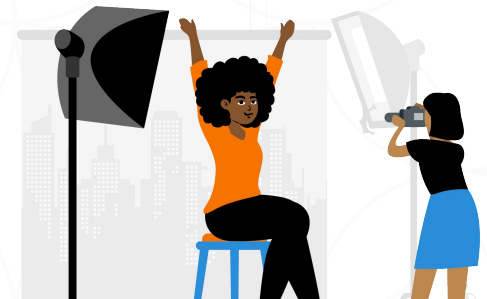
Founded in 2000, iStock is the original resource for premium, royalty-free stock imagery, video, and audio sourced from the crowd. Its growing network includes over 400,000 content creators worldwide.

For more than two decades, the brand has provided a platform for artists to earn an income by licensing their content to businesses and individuals globally.

Today the brand remains an industry leader and key destination for creative business professionals who want to make a big impact without breaking the bank. iStock offers millions of bold, unique and high-quality stock images and videos, many of which are exclusive to iStock and can't be found anywhere else.

With its latest innovation, Generative AI by iStock, customers can modify stock images or create unique AI-generated images for commercial use, including social posts, websites, promotions, and print marketing. iStock's AI tools enhance creativity and efficiency for businesses, marketers, and creatives while ensuring images are safe, legally protected, and free of brand logos, characters or other intellectual property risks. Users can also add or replace elements, remove backgrounds, and resize stock images in iStock's library, offering greater customization and flexibility.

iStock is one of three brands part of Getty Images' family of companies.



Solution

Recruiting micro- and mid-tier influencers to expand its affiliate program

The iStock team had an established relationship with impact.com's partnership platform for years. The next move involved expanding this partnership to incorporate impact.com's creator-managed services and Creator platform. This allowed for the development of a tailored creator campaign with impact.com supporting the full workload from start to finish. It also ensured the preservation of existing tracking, reporting, and payment functions within the impact.com platform.

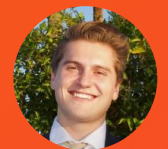
Next, impact.com's team managed the recruitment process, from outreach to engagement, and negotiated fees. After carefully assessing target demographics and engagement rates, a mix of micro- and mid-tier creators with proven engagement and credibility were selected for the campaign.

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I've worked with impact.com for 2+ years and the experience has been easy, innovative, and reliable. The platform is arguably best-in-class for aggregating data, recruiting new partnerships, and tracking partner performance. With the platform continuously evolving and adding new features to its partnership network and technology, I'd recommend it to any brand.

Joshua Marlowe

Affiliates & Partnerships
Specialist
iStock by Getty Images





Solution (con't)

Recruiting micro- and mid-tier influencers to expand its affiliate program

These creators received small, upfront payments to test the Generative AI product for content creation. Payments were processed via impact.com/creator, with creators receiving funds within a day.

After finalizing negotiations and defining a unique scope of work for each creator, they were sent campaign invites and hired via the impact.com platform. Here the impact.com team conveniently customized each creator's contract, saving them time.

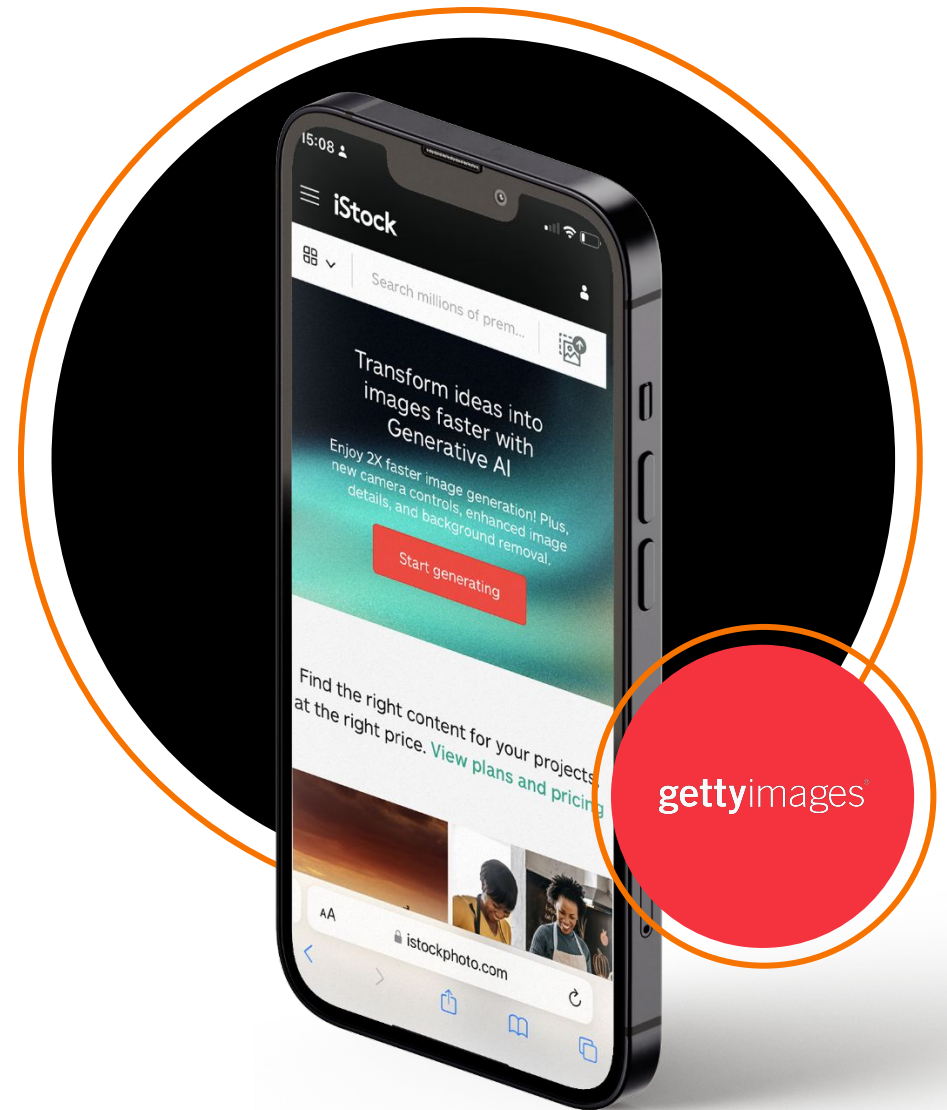
The creators were asked to deliver Instagram Reels or TikTok videos and Instagram Stories. The iStock team developed a detailed brief to guide influencers in creating content drafts.

Solution (con't)

Recruiting micro- and mid-tier influencers to expand its affiliate program

After submitting drafts, iStock stakeholders reviewed and requested changes within the platform, allowing a centralized view and improving team efficiency.

Influencers [@premiere_gal](#) and [@nomadatoast](#)'s content dove deep into the AI tool, highlighting its user-friendly and practical benefits. This resulted in highly engaging and helpful content that preempted questions their audiences might have. The influencers' enthusiastic delivery made the product relatable and accessible to a wide audience.



Solution (con't)

Recruiting micro- and mid-tier influencers to expand its affiliate program

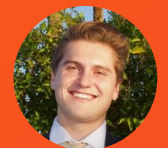
[theclarkgary's](#) content educated users on creating content with iStock's Generative AI product, aligning perfectly with his niche. This informative approach resonated with his audience who were already interested in AI tools.

The impact.com team handled all communication with the creators and sent them unique impact.com tracking links to post with their live content. These tracking links helped identify where the most traffic came from and aided in optimizing the program. Once influencers went live with their content, they submitted their deliverables within the impact.com platform, which pulled metrics via APIs, making all results visible on the reporting dashboard.

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Not only was the team an absolute pleasure to work with, but their combined experience and feedback were integral to the success that we were able to achieve in this first-of-its-kind campaign for iStock's affiliate program.

Joshua Marlowe
Affiliates & Partnerships
Specialist
iStock by Getty Images



Outcome

A successful program expansion, gaining 15m+ impressions

Thanks to its creator campaign with impact.com/creator, iStock achieved its goal of increasing brand awareness, gaining 15m+ impressions, and increasing web traffic and conversions.

The brand found that one of the campaign's most successful aspects was the relationships it established with creators, which would allow it to scale its program in the future.

Using impact.com's technology and services team, iStock:

- Saved time recruiting and managing creators
- Successfully engaged with partners
- Tracked campaign results using customized reports
- Paid influencers within one day
- Optimized its campaign

impact.com's team also created an easy workflow for creators, and many shared positive feedback regarding timely communication, detailed performance tracking, and fast payment processes.

iStock's stakeholders highlighted impact.com's Data Lab tool, which pulled data from different creators and reports into a customizable report. This tool helped the team make data-driven decisions quickly, optimizing their program.

