

Kiss cookie-cutter influencer campaigns goodbye!



Hello, customization at scale



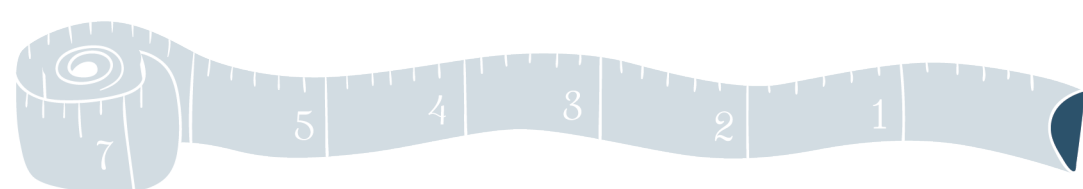
Newsflash: Influencer programs aren't one-style-fits-all

Working with influencers to launch a new product is quite different from an always-on campaign to drive traffic.

A customized influencer campaign harnesses the individual strengths of your influencer partners to accomplish tangible business goals.



That's why you need to customize your campaigns to the type of goal you want to achieve.



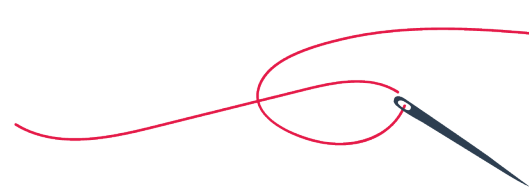
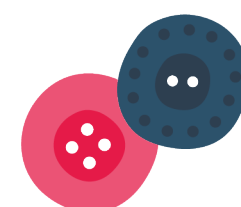
When you custom tailor your influencer strategy, you'll:



1. Engage micro and nano influencers more
2. Gain trustworthy customer journey insights so you can measure what matters to you
3. Understand each influencer's value based on metrics you care about
4. Reach measurable goals tied to real KPIs (not vanity metrics)



5. Be able to scale your program for revenue growth
6. Improve content quality and reduce costs
7. Nurture long-term engagement from quality influencers



But how can I possibly customize my influencer program at scale?

Two words: **Partnership automation.**



When you automate routine tasks like the recruitment, contracts, payout, and engagement of influencers, you free up time to customize all you want.