

# The future of marketing is content-first and creator-led.

In a world saturated with content, channels, and formats, creator content provides the most economical and effective method for meeting demand and building meaningful connections between brands and consumers.

**CreatorIQ leads organizations into the content-first future by ensuring creator marketing is safe, seamless, smart, and scalable.**

*"At Nestlé Health Science, we work with multiple global brands all around the world that all have their own creator programs and their own influencer rosters, so we use CreatorIQ to drive that unified approach."*

Matthiu Maugin  
Nestlé Health Science



## Safe

Confidently invest in creators who are brand safe, and ensure every decision is compliant with foundational governance and security.

Uninterrupted peace of mind.



## Seamless

Unlock always-on, automated content and data collection, then connect creator data and content to your entire business—across markets, teams, tools, and partners.

Integrate to amplify impact.



## Smart

Leverage intelligent insights based on 10+ years of historical data and machine learning to identify the creators and content driving impact and determine next steps.

Drive better outcomes.



## Scalable

Adopt unified standards for measurement, processes, and governance—applied to thousands of creators and hundreds of thousands of posts across global markets, divisions, and teams.

You won't outgrow us.

# Enterprise-Grade Solutions

A next generation platform built to meet your growing needs.

**01.**

## Global Program Management Standards

Centralization, collaboration and visibility across disparate teams, brands and regions

**02.**

## Safer, Faster Creator Discovery

Optimize discovery and vetting of brand safe creators to ensure long term program success

**03.**

## Data as Intelligence

Centralize insights to measure success and guide informed decision making

**04.**

## Data Security and Compliance

A compliant platform that mitigates risk, safeguards brand and creator information

**05.**

## Partnerships and Integrations

Solutions that integrate with key social platforms and business tools

## Built On A Future-Proofed Foundation

Backed by 10+ years of experience, data, and machine learning.



**Unmatched Adherence to Security, Privacy, and Compliance.**

**Powered by the Industry's Most Comprehensive and Reliable Data.**

- Connected to every major social platform
- 10+ years of historical data
- ML models, NLP, and AI innovation
- Proprietary intelligence, metrics, and insights

**Cutting Edge Integrations and Partnerships.**

Collaborative Partnerships



Integrations Ecosystem



Learn more by [requesting an intro call and demo](#) today.