

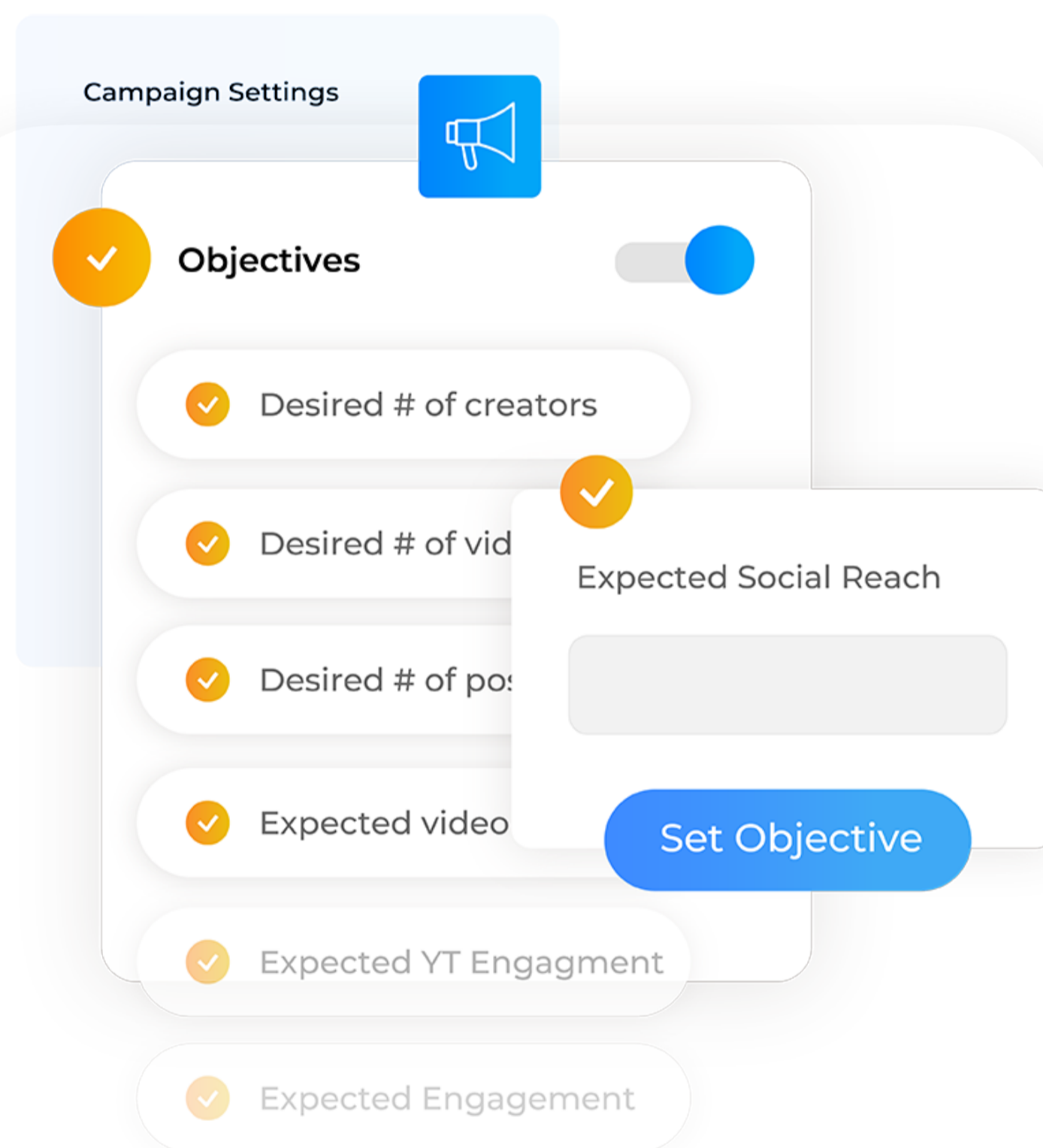
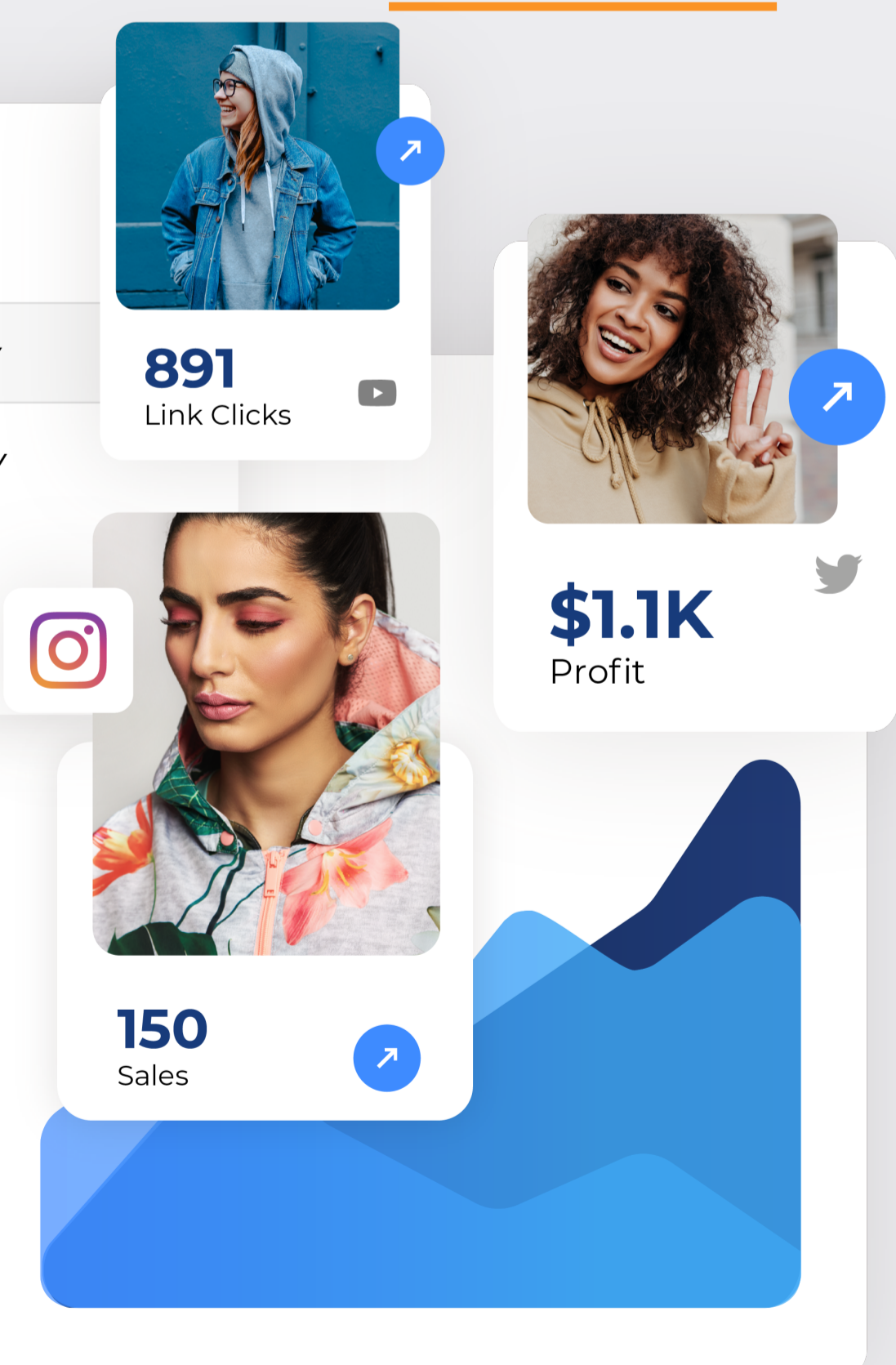
# Implement, measure, & optimize influencer affiliate marketing campaigns for revenue growth

You need more control over creator-led affiliate strategies especially when it comes to running specific campaigns

Combine the power of affiliate program execution and performance measurement with CreatorIQ's best-in-class influencer marketing data and technology suite to achieve scalable growth.

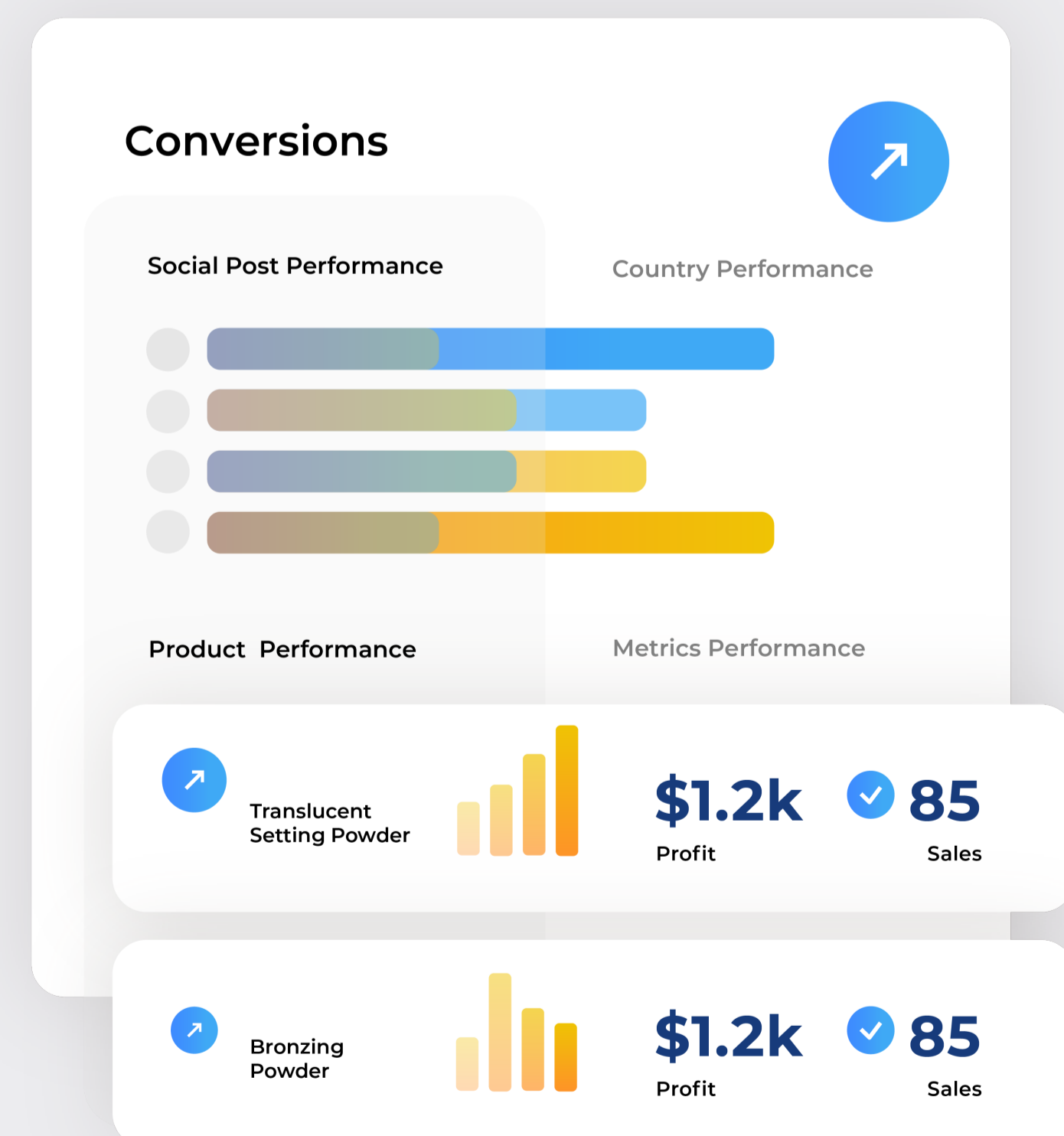
Our affiliate integrations are designed to plug in to your affiliate platform of choice and drive additional value when running custom campaigns with targeted goals.

Own & scale programs by integrating your affiliate account with CreatorIQ



Combine strategies to drive more ROI, sales, and conversions

Measure and optimize to guide decisions for revenue generation



# Why integrate affiliate & influencer marketing?

Do you struggle when executing influencer marketing strategies within your larger affiliate goals? That's because influencer programs often require specific capabilities and have different needs and objectives than other affiliate tactics. And an organic, always-on creator affiliate strategy helps you maximize program ROI, but can fall short when you need to run campaigns with niche targets and criteria.

## Combined influencer & affiliate efforts help achieve positive business outcomes



### Generate Revenue

Go beyond traditional influencer objectives and leverage your influencer programs to drive additional revenue through direct sales



### Scale Programs

Extend affiliate partnerships to your in-network creators and easily surface products for influencers to promote in campaigns



### Effectively Measure ROI

Report on affiliate and organic performance to showcase the holistic performance of creator content and inform future campaign strategy



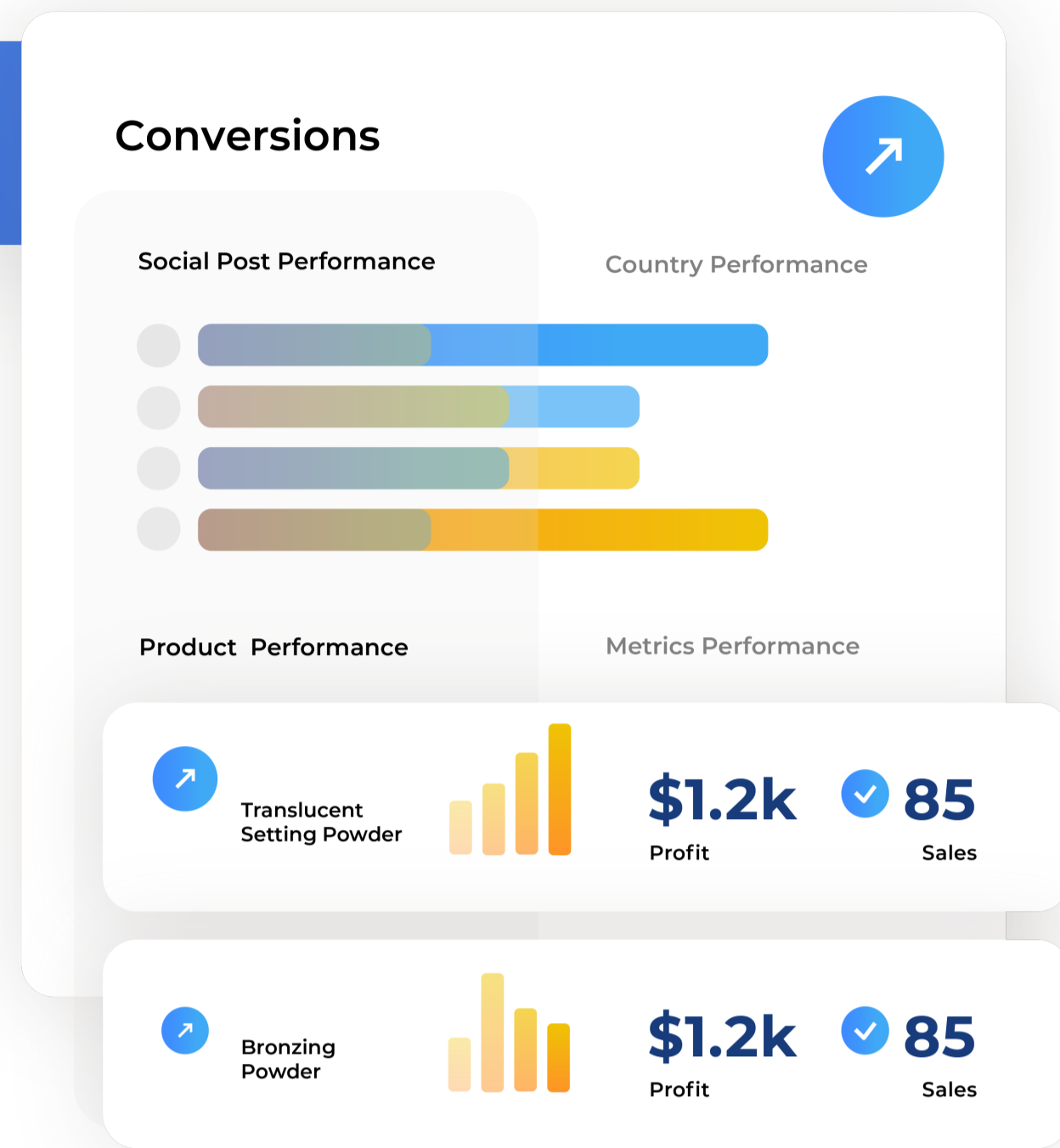
### Run Hybrid Campaign Models

Launch campaigns that include both a commission-based payment model *and* fixed fee brand sponsorship model, then easily view your complete creator spend

# CreatorIQ's affiliate integrations help you:

## Measure granular performance & ROI

Gain transparency into creator and product performance data to optimize strategies for revenue generation and growth



All Planned Posts 3 Posts

Content Approved

Pixie Lee @pixieleelee

Pending Approval

Chelsea Kinder @Chelseakinder2

Content Rejected

Lauren Powely @poweleetaur

Share for Review

## Execute campaigns with specific goals

Obtain governance over campaigns and own the creative direction, messaging, usage rights, and more to meet your KPIs

## Build lasting creator partnerships

Build long-term creator partnerships directly and improve them over time through analysis of social media performance and sales attribution

Alaska AIRLINES

From: Alaska Airlines

Good News! Your payment has been processed and is on its way to your bank account.

Cha-Ching! You just got paid.

Tap for details

@uswithasuitcase 55k Shares 30.2k Likes

@spencerrobbin 88k Shares 43.2k Likes

@uswithasuitcase 65k Shares 40.2k Likes

Nika Healy

259M Creator Connections

Primary Details

- In a relationship
- No children
- Has pets
- Brown eyes
- Brown hair

Comments

No comments to your creator yet!

Comment

## Provide a seamless experience for creators

Run affiliate campaigns using creators without the need for clunky workarounds or additional internal resources to achieve efficient, scalable growth