

Influencer Selection Algorithm



Our team of data analysts will develop a Creator Quality Index based on your unique KPIs, ranking the creators who best match your campaign goals.

How Does It Work?

By assigning a value to all of your unique KPIs, the CreatorIQ team will identify influencers who are the best match for your campaign goals. Creators are ranked and presented in a beautiful one-sheet format. This data-driven approach will swiftly qualify an influencer's ability to hit the goals you are trying to achieve!

How it impacts your team!

- Saves you time and resources by outsourcing your talent discovery process to our team of influencer marketing data experts
- Optimizes your campaigns by zeroing in on creators who are most likely to hit your goals
- Utilizes past performance data to ensure that key learnings are built into future campaigns!