

Global Influencer Payments

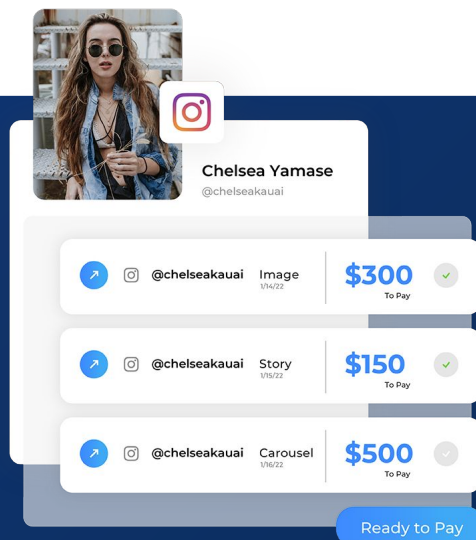
Reduce risk, improve reporting, and increase efficiency with the best solution for outsourced creator payments

The rise of influencer marketing as a primary channel in your organization's marketing strategy has resulted in immense ROI, but also an increase in the volume of individual vendors to pay.

Your existing financial systems may not be setup to scale influencer payments, and you could face liabilities around data privacy and storage, audit risk, and transparency.

CreatorIQ is the leading software solution used by global brands to manage, measure, and maximize every aspect of their influencer marketing programs, including a best-in-class outsourced payments solution.

We know paying influencers is hard. CreatorIQ is here to help.



What's Inside

Uncover how CreatorIQ solves for specific problems organizations face when paying creators

What using CreatorIQ for influencer payments helps you achieve

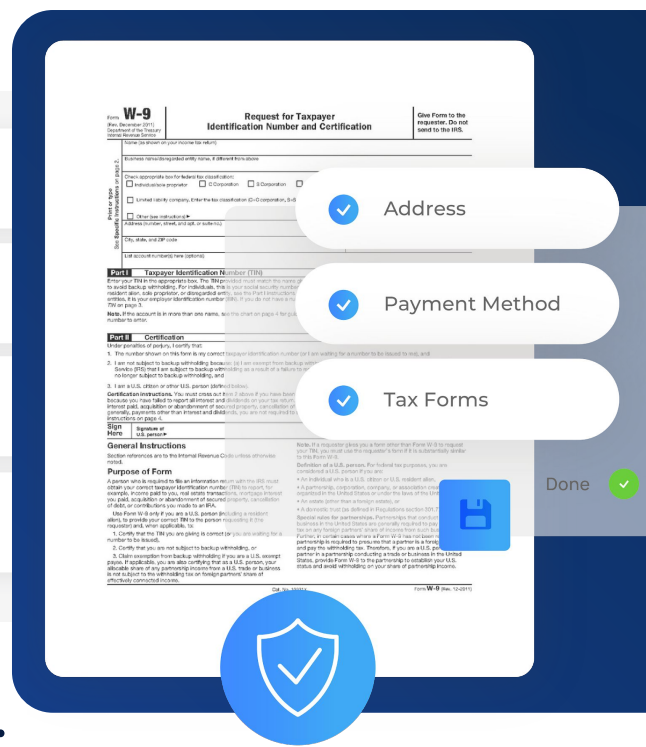
Learn from our customers' results

Built for Accounting & Finance Teams

Ensure your organization is properly set up to handle the volume and complexity of paying creators globally

Top problems faced when paying creators:

- 1 Processing thousands of payments results in delays and strained resources
- 2 Lack of established processes invite PII privacy violations
- 3 No integrated system makes audit trails hard to establish
- 4 Departments aren't prepared to handle complexity of operational support needed



Our Payments Solution Helps You:



Scale Creator Payments

Reduce your number of payees to one by outsourcing payments to CreatorIQ.



Ensure Data Compliance

Safe and secure collection and storage of PII, including tax documents and payment details.



Ease Administrative Challenges

Offload responsibilities like payee onboarding, issue resolution support, and processing multiple payment methods, currencies, and terms



Reduce Audit Risk

Track payments down to the post-level; the most granular audit-trail for reporting and accounting.



Increase Transparency

CreatorIQ offers a fixed rate transparent solution without hidden costs.



Save Time & Resources

Outsource high-volume, high-friction work while maintaining the professional-level oversight and controls you need for detailed accounting and clear auditing.

Customer Results

CPG Beverage Company (\$10B+Revenue)

The Problem: Internal process dictated that the brand had to categorize every creator as a vendor. With thousands of creators in their network, the only option was to outsource payments, but outsourcing wasn't enough. The brand was paying a premium while struggling to integrate payments into their larger influencer program. They had no way to properly attribute or track payments.

"We track 4,600 influencers whether they are managed in-house or by external agencies. In-house, we manage everything from discovery, tracking, and payments."

"If we didn't have CreatorIQ it would wipe out our ability to measure 40% of our marketing impact."

*- Senior Marketing Director,
Global Beverage Enterprise*

The Solution: CreatorIQ's payment solution helped manage their influencer program more efficiently and effectively with just **one system from initial contact to payment**. This allowed the brand to centralize all processes, attribute payments for a clear audit trail, and comply with government and company policy.

The Results: The brand spends \$8 million annually on paid influencers and uses CreatorIQ to manage the full scope of their program.

The ROI? According to recent statistics, businesses make \$5.20 for every dollar spent on influencer marketing; this means an estimated \$41.6 million in revenue attributable to their influencer program.

Direct-to-Consumer Brand (\$20M+ Revenue)

The Problem: Their process for paying TikTok creators lacked efficiency between campaign and accounting departments. It was difficult to track payment history and remit payments on time, which hurt their ability to provide the best experience to their partners.

The Solution: CreatorIQ's payments solution helped the brand create a fully efficient process that allowed for a **hands-off approach while creating full visibility** for departments who need to track payments. They now receive real-time updates on payment status, and know when creators have been paid or are scheduled to be paid.

Reporting



Chelsea Rose \$400

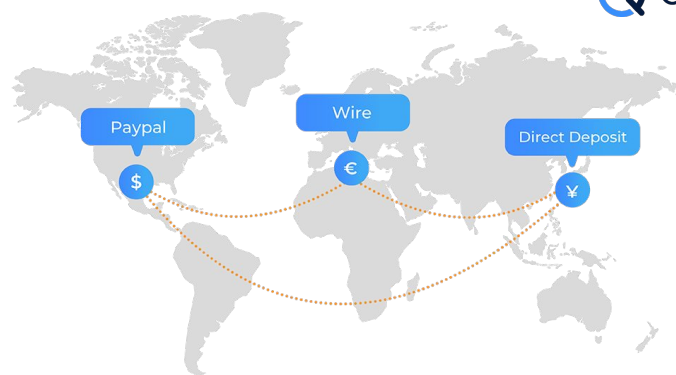
Campaign Name	Campaign Manager	Post ID	Payment Amount
			\$100
			\$200
			\$100

Jill Bison \$300

Campaign Name	Campaign Manager	Post ID	Payment Amount
			\$100
			\$200

Send for Payment

Our Services



What's Provided

- Payments across 190 countries and 120 currencies, local currency support, several payment method options including global Direct Deposit (ACH, SEPA), PayPal, or wire transfer, and 30, 60, or 90 day payment terms
- Contracting with Creators & W9/W8 collection
- Process and settle payments to creators
- Address creator's follow-up issues (e.g. missing payment, change of paypal account, etc)
- 1099 & 1042 distribution, reporting & handling of all tax filings
- Provide detailed reporting for ingestion into your ERP
- Monthly reconciliations for accounting

Why CreatorIQ

- Saves time during every step of the process
- Removes friction caused by influx of payments and payees
- Simplifies internal processes and functions
- Reduced number of payees (1) while maintaining payment detail
- Easy management and handoff from influencer department to CreatorIQ