

# More time for essentials

The IROIN® Influencer Marketing Suite covers the entire campaign workflow. Smart modules simplify and accelerate the process from planning to implementation and evaluation. The modules can be flexibly booked and cancelled at any time. The IROIN® Influencer Marketing Suite grows with your personal use case.

## Module

**Discovery**  
Search and analyse influencers

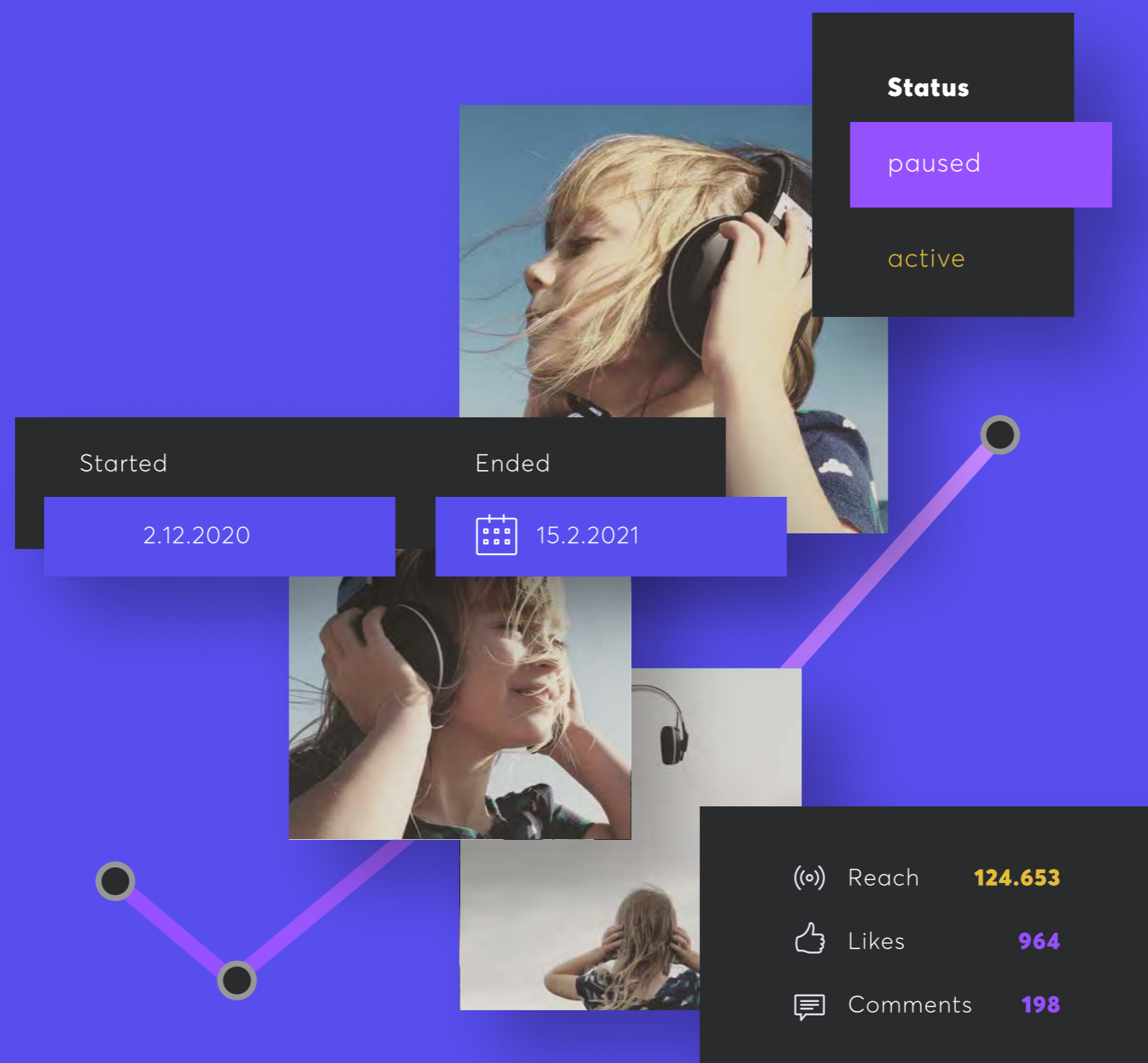
**Influencer Portfolio**  
Build your proprietary database

**Overlaps** New  
Calculate Follower-Overlaps

**Influencer Connect**  
Get First Party Data

**Campaigning**  
Manage and evaluate campaigns

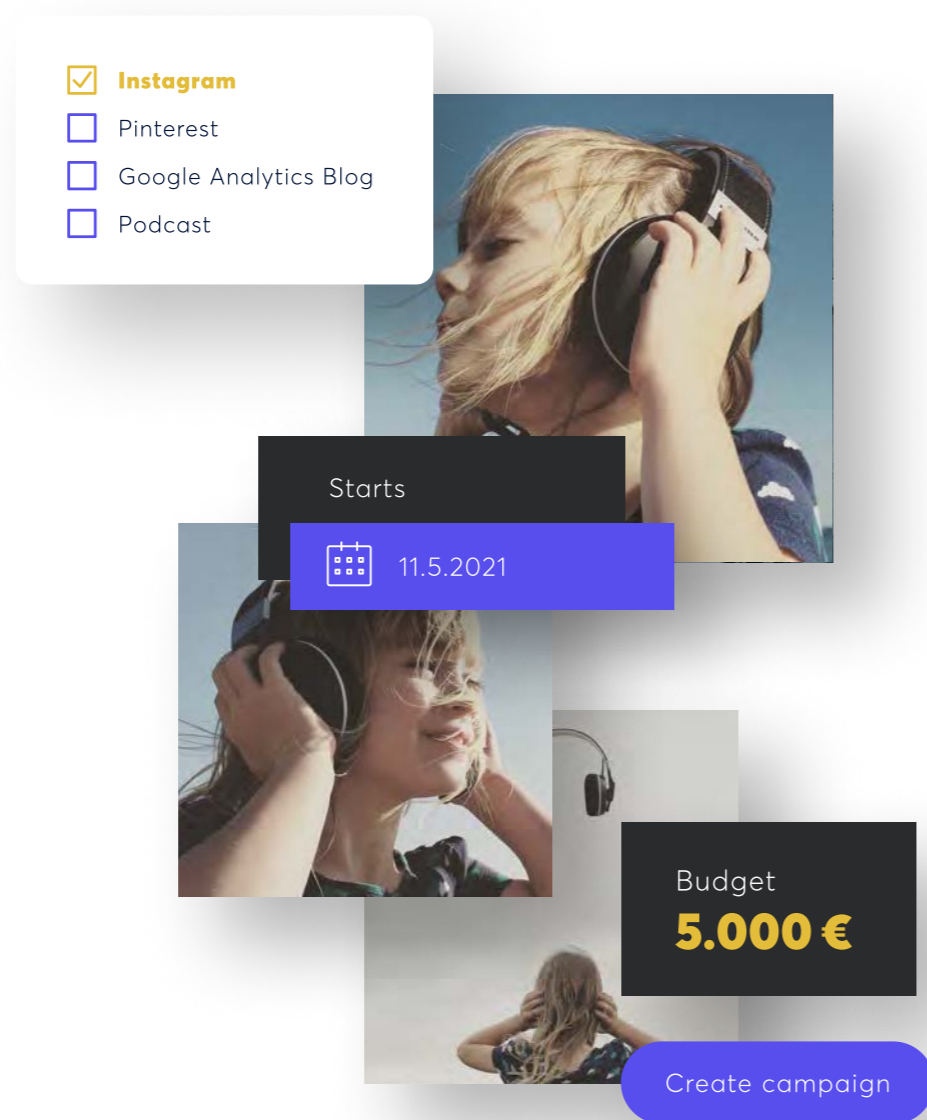
**Influencer Ads**  
Exceed organic reach



## Campaigning

# Manage and evaluate campaigns

User management, briefings or review assets: with our management module, you have a 360 view at any time. You can export the results of your campaigns at any time in your corporate design.



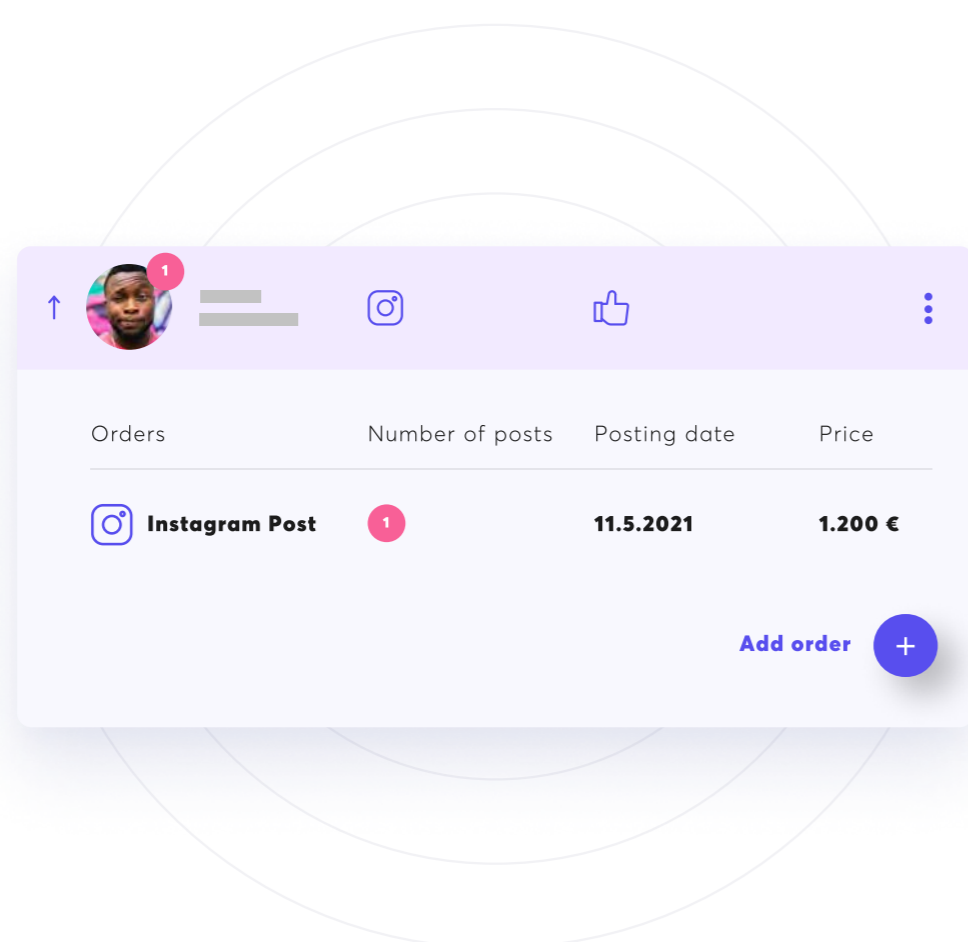
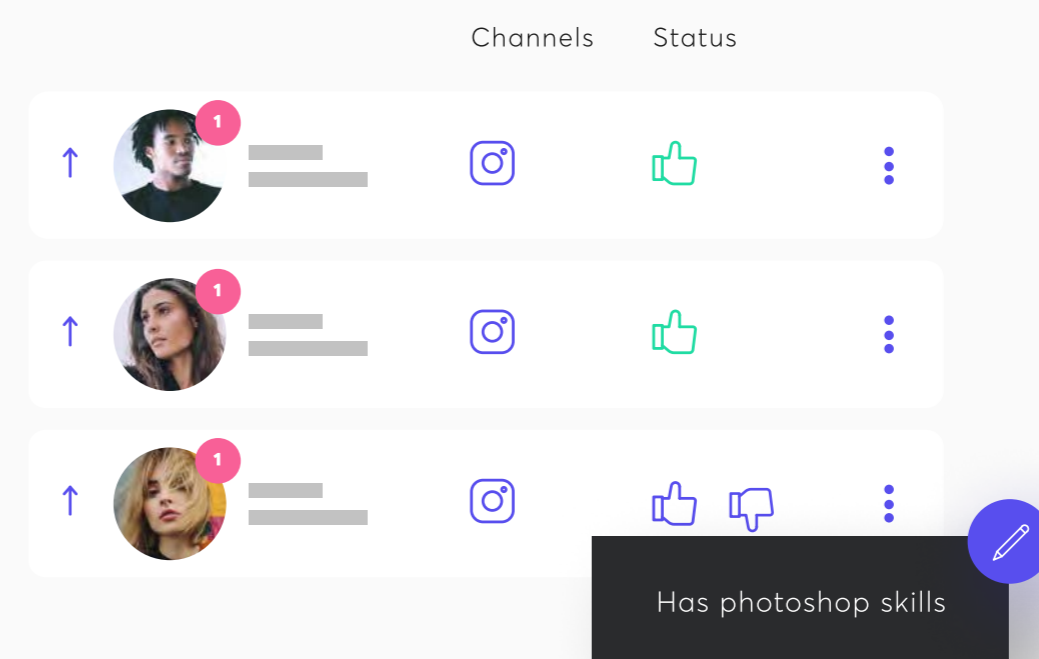
## Successful campaigns start here

IROIN® Campaign Management simplifies and accelerates your workflow and makes your life easier. Define all relevant parameters in the campaign setup, or use custom fields to generate the KPI's relevant to you. Set goals for your campaigns so you can measure the efficiency of your influencer activities.

## Teamwork makes the dream work

The suggestion lists make working together even easier, simply reject or confirm influencers with one click. Our seamless integration saves your negotiations and internal conversations so your remarks and notes are transparent and readily available for future co-operations. If team members or clients do not use the software, you can simply export the suggestion list as a pdf or an excel.

### Suggestion List



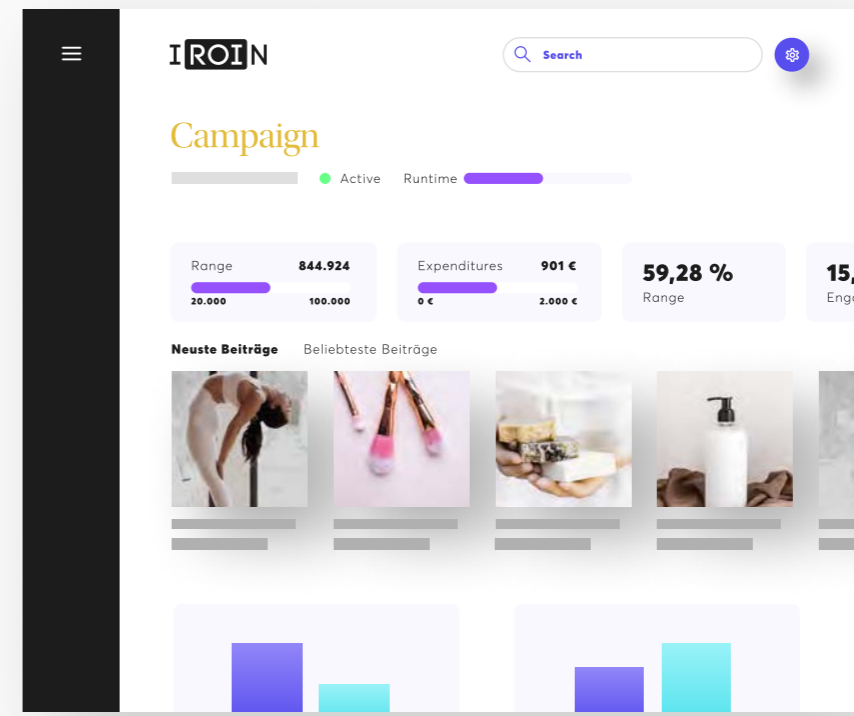
## Take detailed planning into your own hands

With the IROIN® Campaigning you can easily plan co-operations for each influencer. Set the platform, type of content, define the number of sequences, the date of publication and the budget distribution. Any other KPI you'd like to measure can be added though our custom fields.

New

## Track your campaign successes live

The campaign dashboard gives you a quick overview of current KPIs such as reach, interactions, and engagement rate. Check what has been spent so far of the total budget and how many of the planned posts have already been published. The posting schedule helps you keep track of everything. In addition, you can view the latest and the best-performing posts.

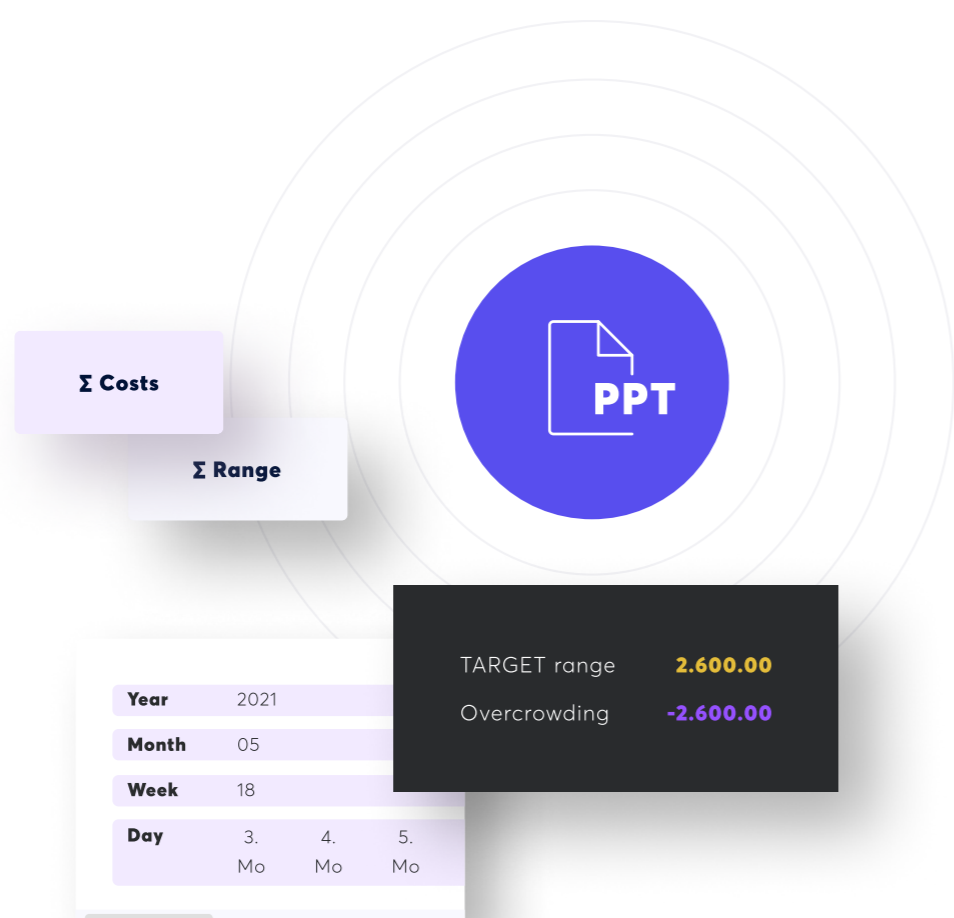
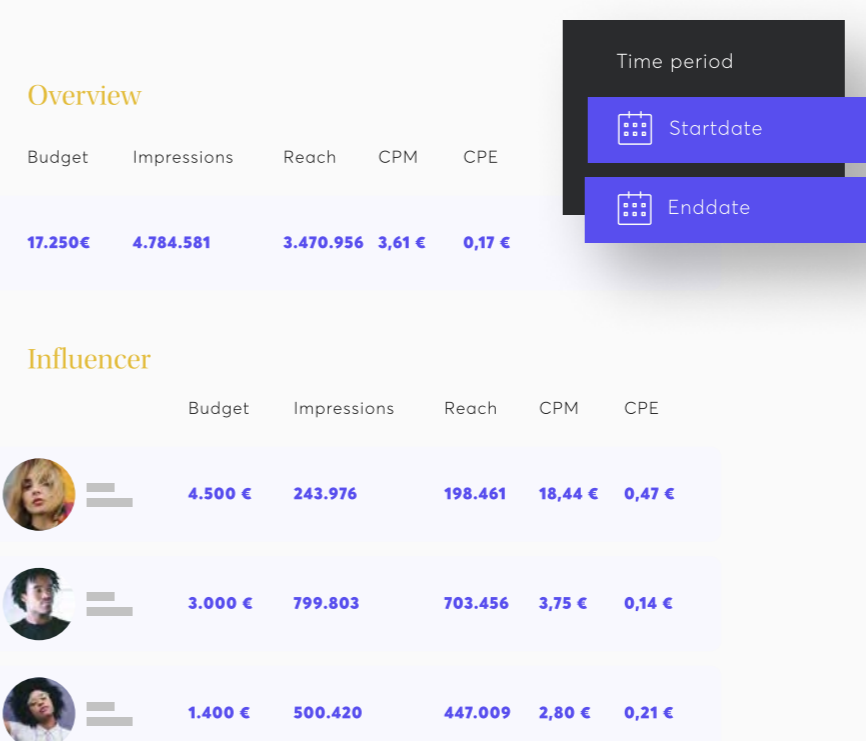


## Your content monitored by our AI

IROIN® Campaigning monitors and saves all reels, shorts, feed posts, podcasts and stories. Based on defined hashtags and mentions, the automated content check searches for posts and identifies them for each influencer. Missing hashtags or mentions are marked for you.

## Measure creative content with surgical precision

Our data-driven technology continuously analyses your campaign with real-time data, such as posting impressions or story views. During and after the campaign, reports visualize all relevant KPIs. Get deep performance insights beyond the CPM and CPE, so you can optimise your spending.



## 2020 Vision - even for analog users

With the IROIN® workbook you get a complete overview of your campaign and can share your campaign workflow with others. The workbook is downloaded as an Excel file so "analog" users can participate too. You'll be provided with all important data, the posting schedule and the calculation of costs in relation to reach.

# Let our product specialists guide you through the software

Make an appointment and get to know the IROIN® Influencer Marketing Suite. Our consultants are happy to learn more about your personal use case and show you how to get the most out of your influencer marketing with the software.

[Book a meeting](#)

## Procedure of your consultation appointment

1

### Get a free consultation

We analyze your status quo and explain how software can help you

2

### Define strategy

Together we identify your use case and define your software strategy

3

### Software Demo

Our specialists guide you through suitable software functionalities