

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

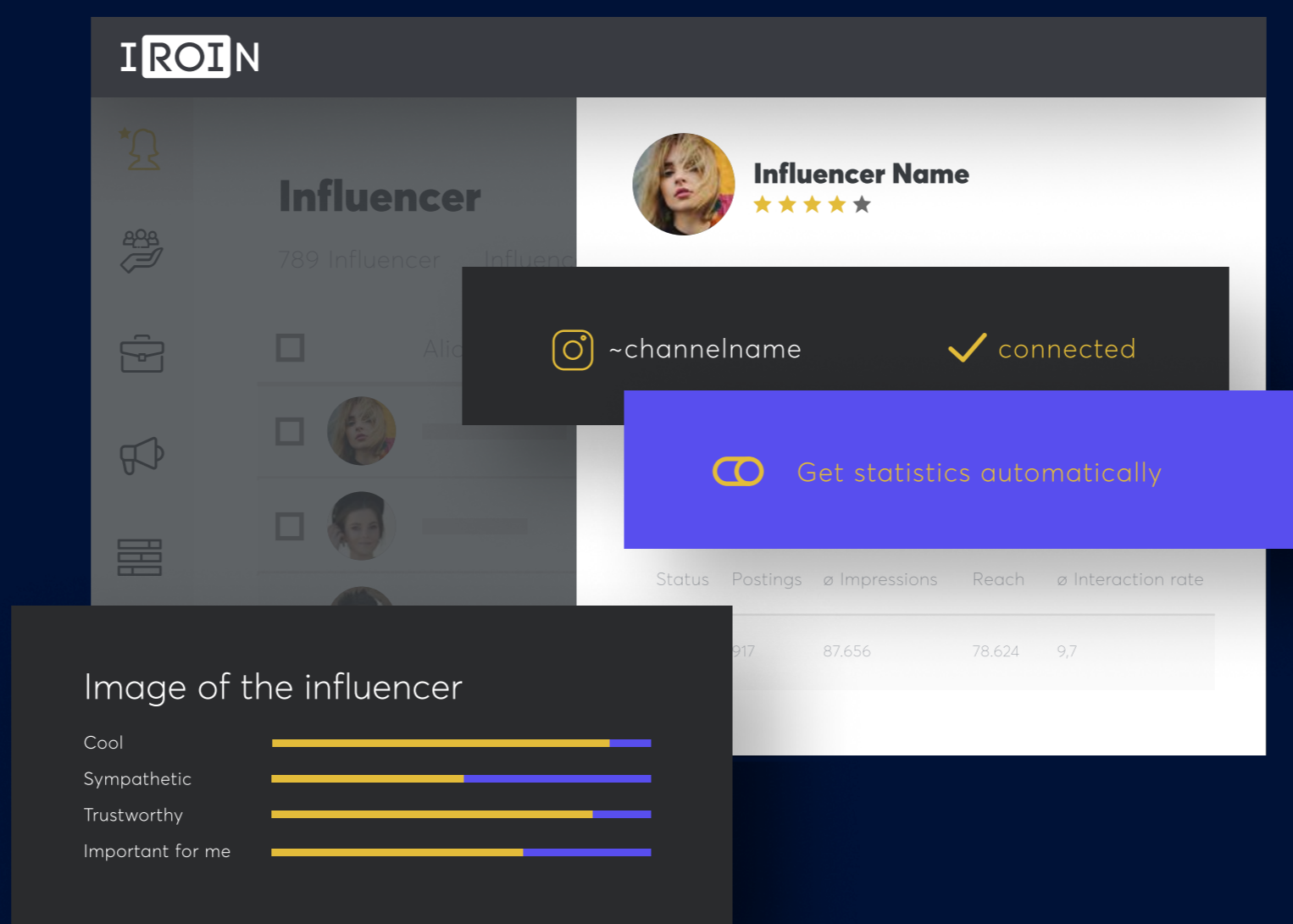
Influencer Portfolio
Build your proprietary database

Overlaps New
Calculate Follower-Overlaps

Influencer Connect
Get First Party Data

Campaigning
Manage and evaluate campaigns

Influencer Ads
Exceed organic reach

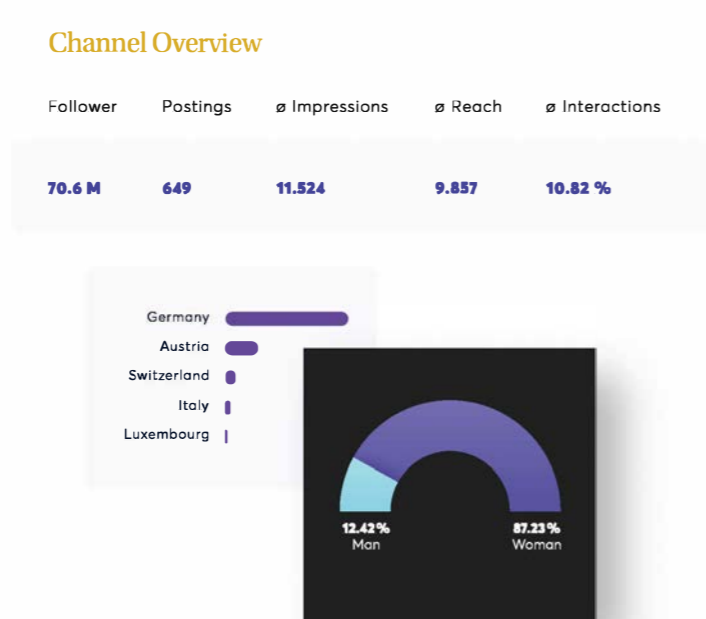


Influencer Connect

Get First Party Data

No more cumbersome sending of Influencer Insights as screenshots: After the approval process, the performance data of your influencers is automatically exported and synchronised into your software. This means your proprietary database is always up to date and the performance of your co-operations and campaigns are enriched with first party data insights such as reach, impressions, clicks, saves and much more.

The tedious back and forth of screenshots is a thing of the past.

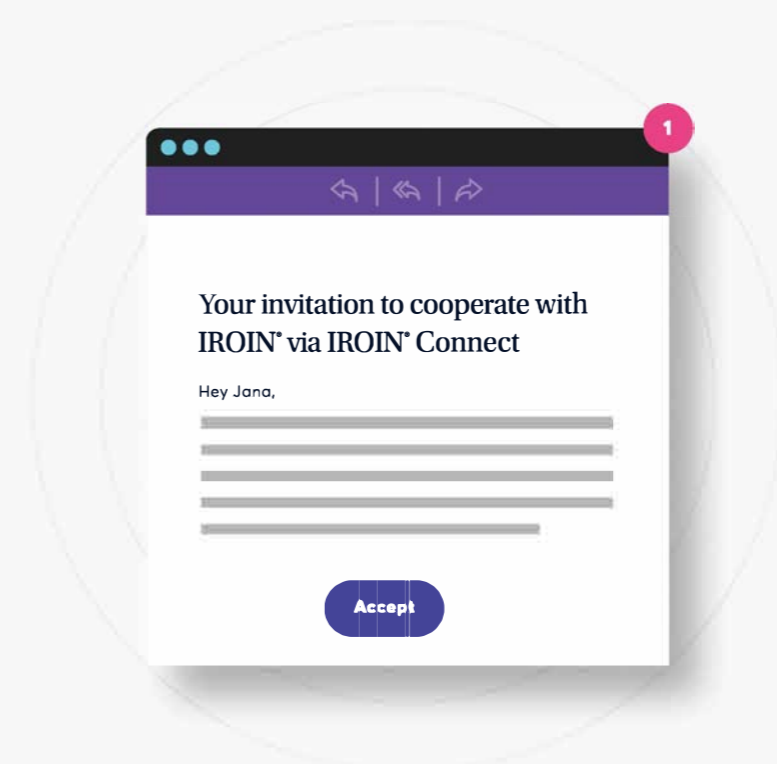


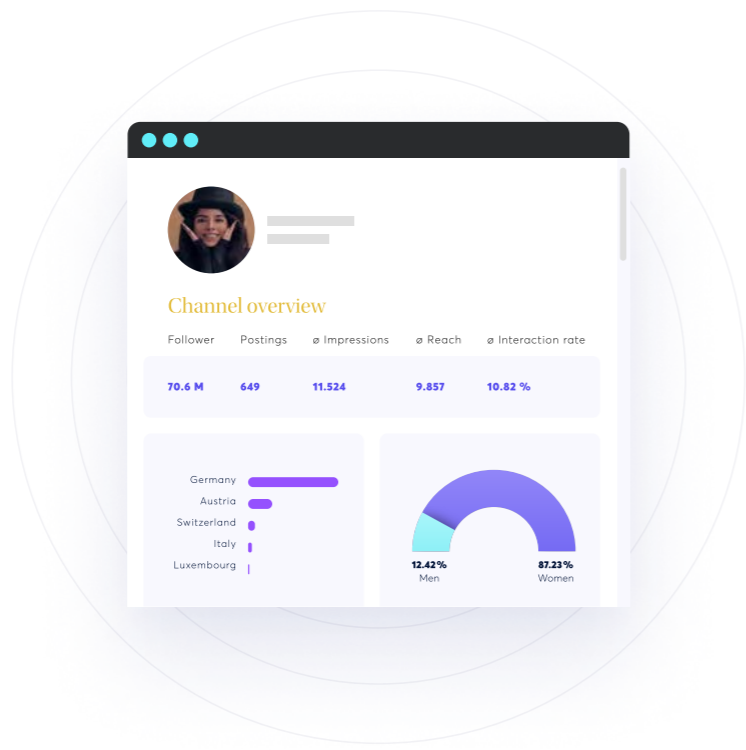
Plug and Play instead of Copy Paste

Influencer Connect enables access to the performance data of your influencers. The official Graph API of Facebook and Instagram are used for this purpose. You get real-time access to exclusive influencer insights such as net reach, posting impressions or story views as well as follower data such as country, gender or age distribution.

Onboard your community quickly and easily

Your influencer contacts receive an automated invitation email in your corporate design. The frictionless onboarding takes care of all user and content rights, so you don't need to worry about the legal ramifications anymore. Use our pre populated templates or create your own to ensure all precautions are taken.





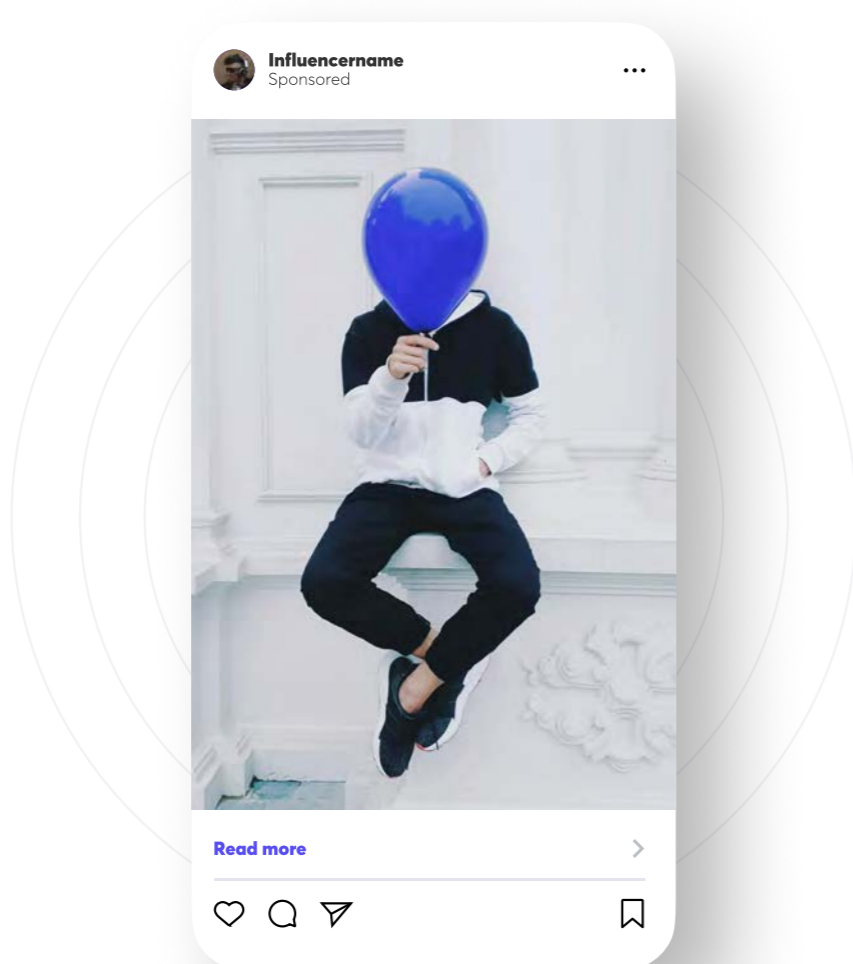
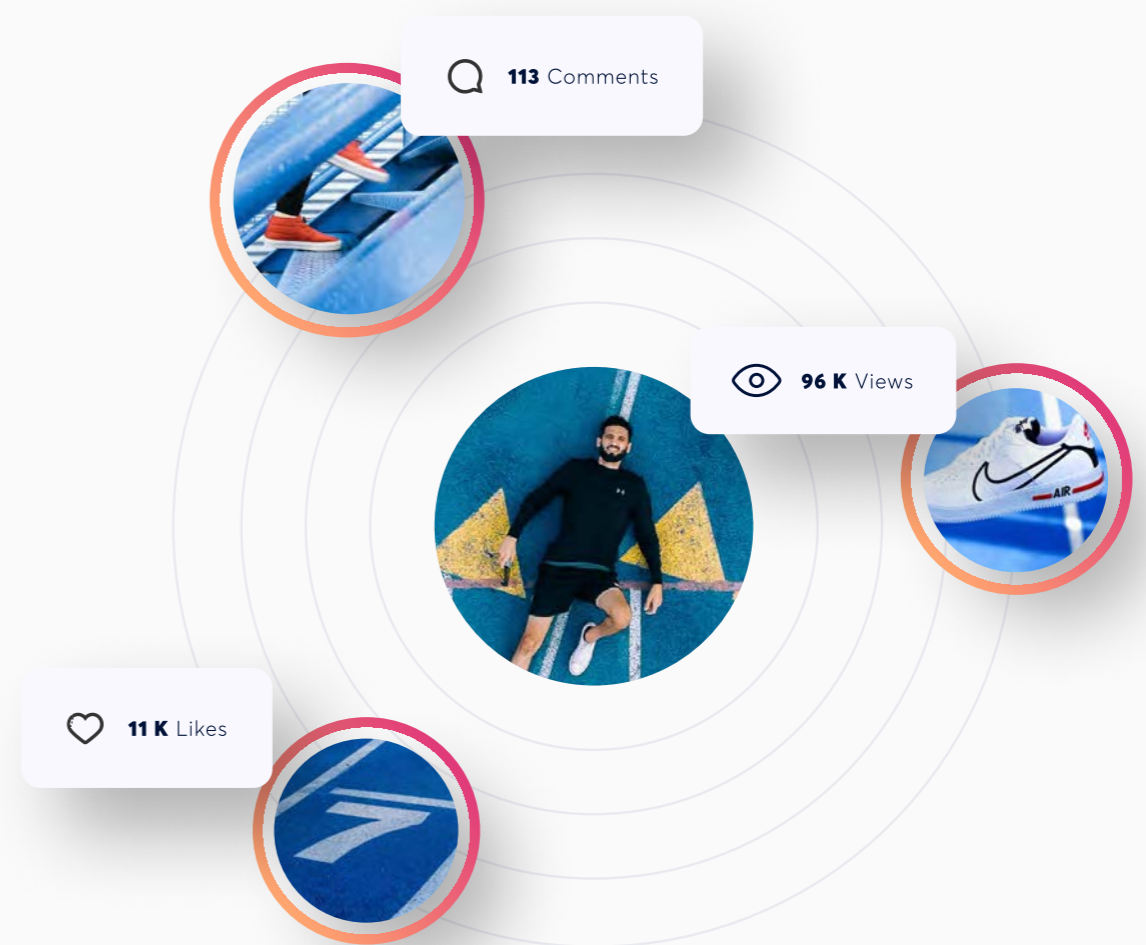
Plan with real-time data

Once an influencer is onboarded, you have real-time performance data at your fingertips. This enables you to make data-driven decisions and thereby lets you build, scale and expand your Influencer Marketing Activities more accurately than ever before.

New

No more cumbersome Story screenshots

From the moment the influencer approves, Connect also saves stories in the portfolio's posting history. This allows you to view the story style and community reactions as often as you like, even though they are no longer published.



IROIN® Influencer Ad

Exceeding organic reach

Document the costs of your influencers. Use the history to see what was invested in past campaigns. This means you always have an overview of the budget and can fall back on it for future campaign planning.

Read more

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