

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

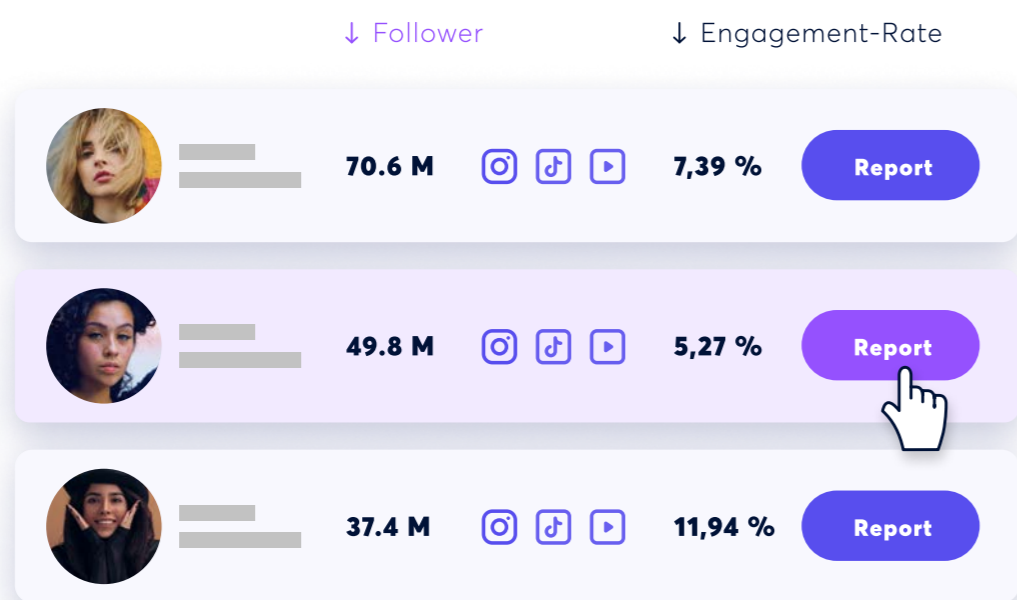
Influencer Ads
Exceed organic reach



Discovery

Search and analyse influencers

Search and find all relevant influencers on Instagram and TikTok. Find the content creators with the best brand and product fit. The structured overview of elaborate KPI's and demographic analyses, enable you to accelerate your selection process.

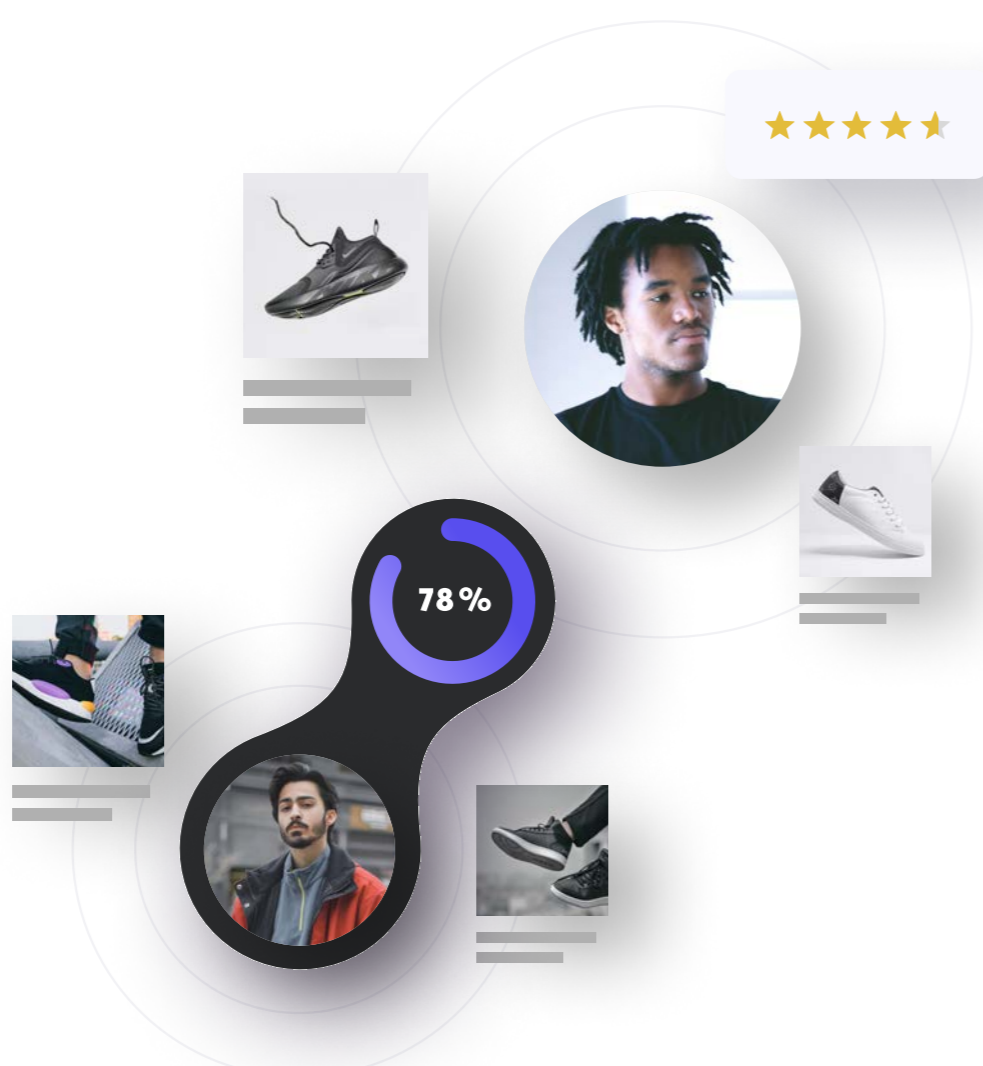
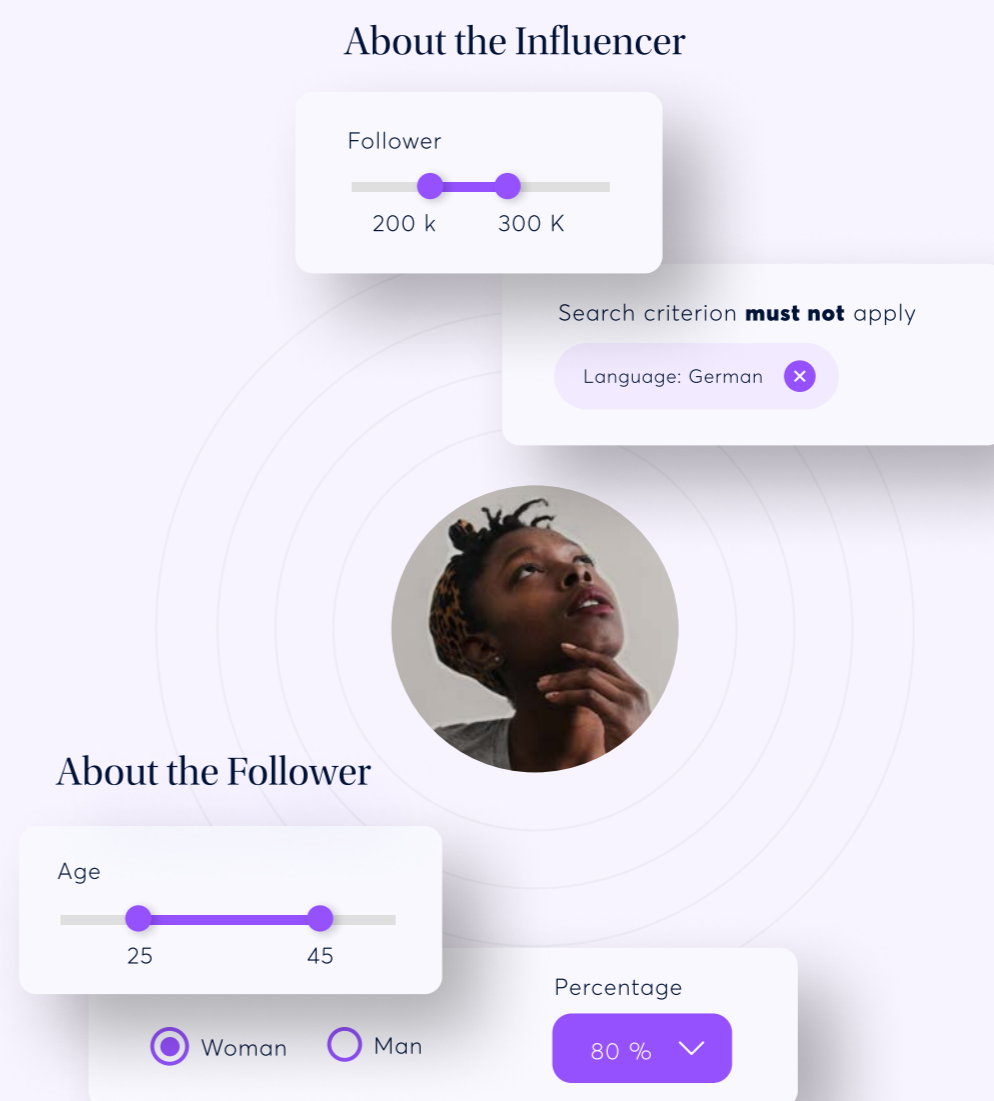


Use unlimited possibilities

With the IROIN® Influencer Marketing Suite you have access to over 262+ million influencers on Instagram, TikTok and YouTube. Find the cooperation partners that suit your brand, target group and campaign goals.

Clear ideas? That's what our search is all about!

Are you planning a fashion campaign that will appeal to women in England? Simply select suitable categories and sort the influencers by follower count or engagement rate. German-speaking doesn't fit? No problem with our inclusion and exclusion criteria. In the follower filter, you can now set your minimum demographic requirements and reduce wastage to a minimum.

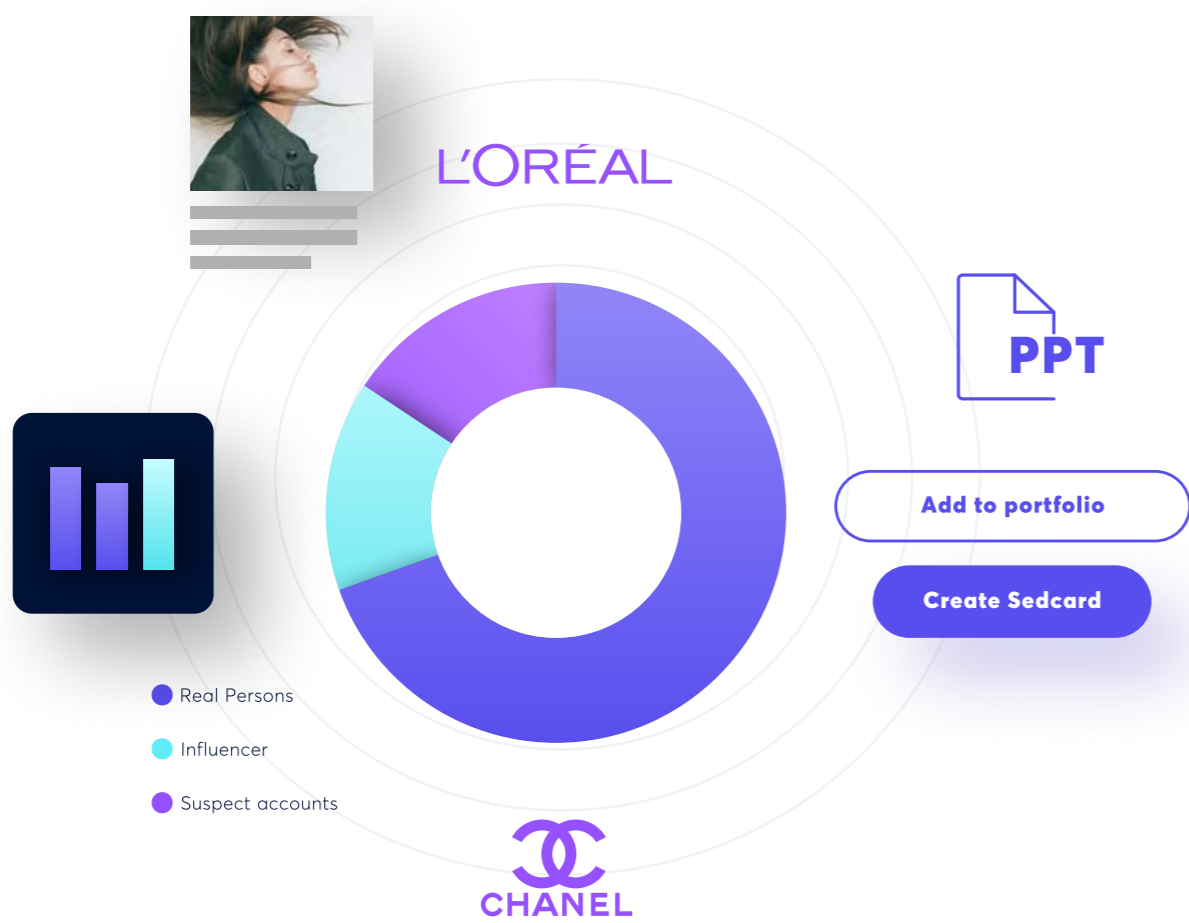
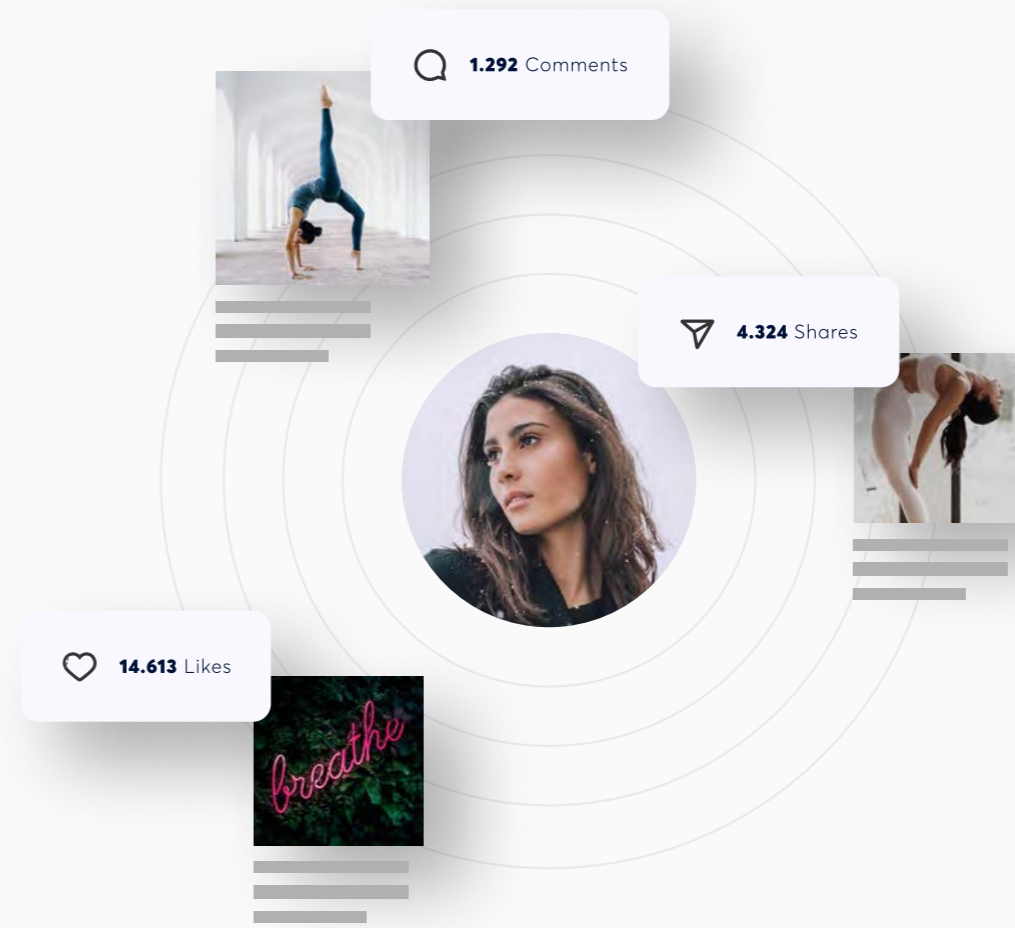


Multiply success with lookalikes

If you already cooperate with influencers who generate high sales, you will love the Lookalike tool. Search for statistical twins based on metrics or follower structure and build your successful creator setup.

Clarify the question of style in advance

How creative are the shortlisted influencers? Does their style match the brand? Take a look at the most popular posts and get an impression of the advertising style. The statistics data show you not only the post frequency but also how strongly the followers interact with the posts.

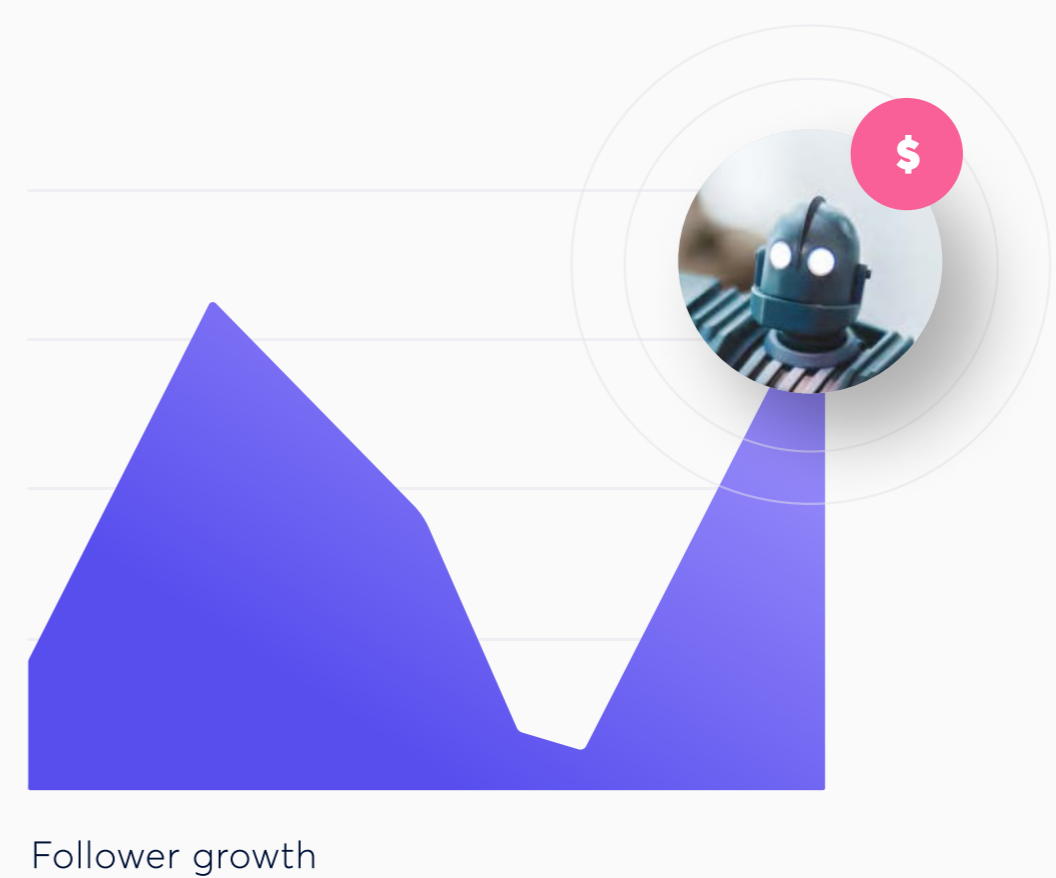


More data, more good decisions

Highlight the performance of the influencers and look at all relevant KPIs over time. You can also check which brands have cooperated with in the past. Does everything look good? Then download all influencer data as a PowerPoint or add your new discoveries directly to your portfolio.

Don't get faked out!

With fraud analysis, you can check the authenticity and accessibility of followers. It shows at a glance the percentages of real people, other influencers and suspicious accounts. The follower growth curve also helps you analyse unusual activities in the follower structure.



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