

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

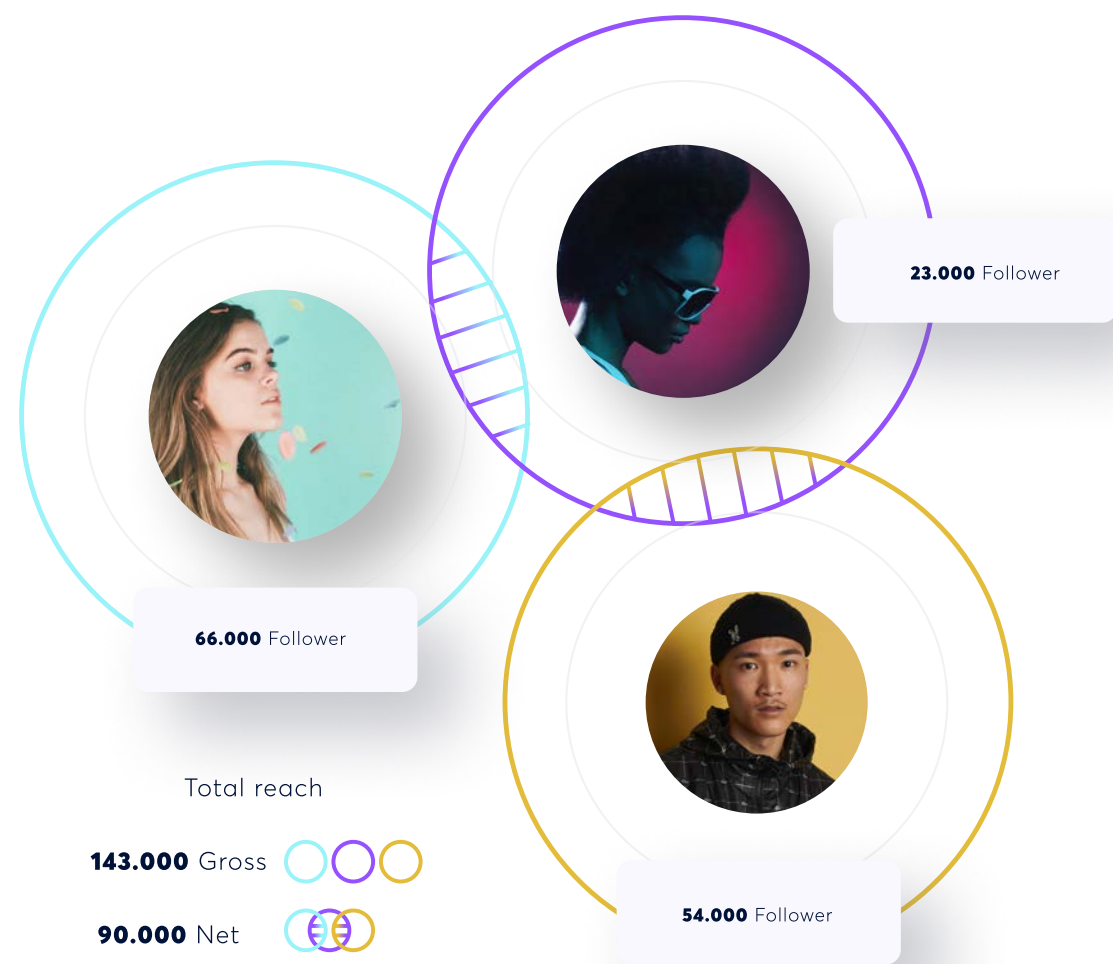
Influencer Ads
Exceed organic reach

**Overlaps**

Calculate Follower-Overlaps

The overlaps module calculates the loss of reach due to duplicate followers. Evaluations and comparison options support you in optimizing your influencer selection. This allows you to find the constellations with the highest reach for your campaigns.

Effectively reduce duplicate followers in your campaigns and find the influencer constellations with the highest reach.

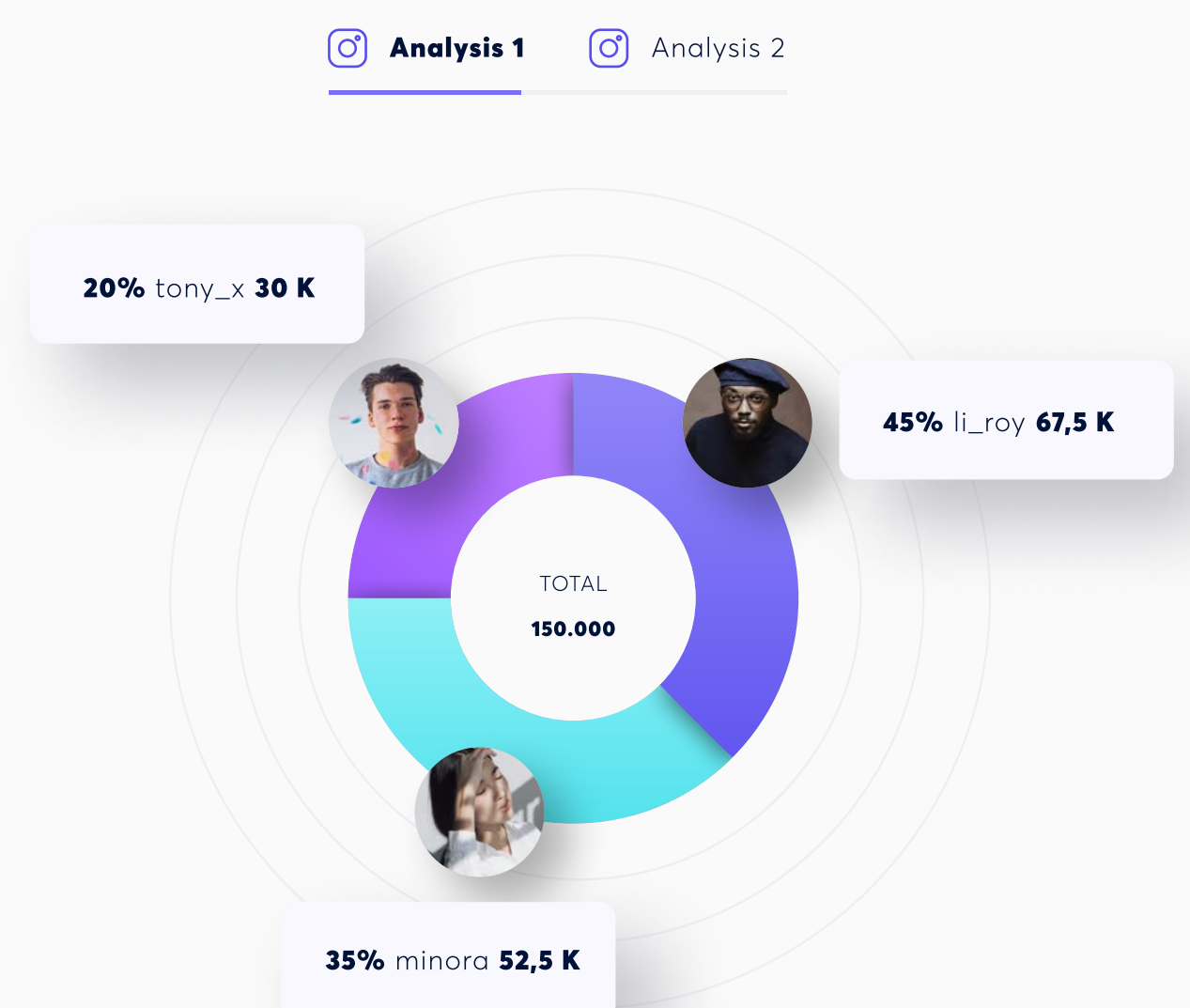


In the end, the net reach counts

Are you planning a campaign and already have suitable influencers in your portfolio? Then check the quality of your reach with just a few clicks: Select several influencers in the overlaps module and the tool directly calculates the follower overlaps. Compare the gross and net reach to ensure that you reach as many unique contacts as possible.

The right mix makes the difference

The clear evaluation shows you with which influencer constellations you lose reach and how much. By indicating the follower overlaps per influencer, the tool supports you in optimization. This way, you can compile the influencer selection with the highest reach for your campaigns on Instagram and YouTube.



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