

# 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

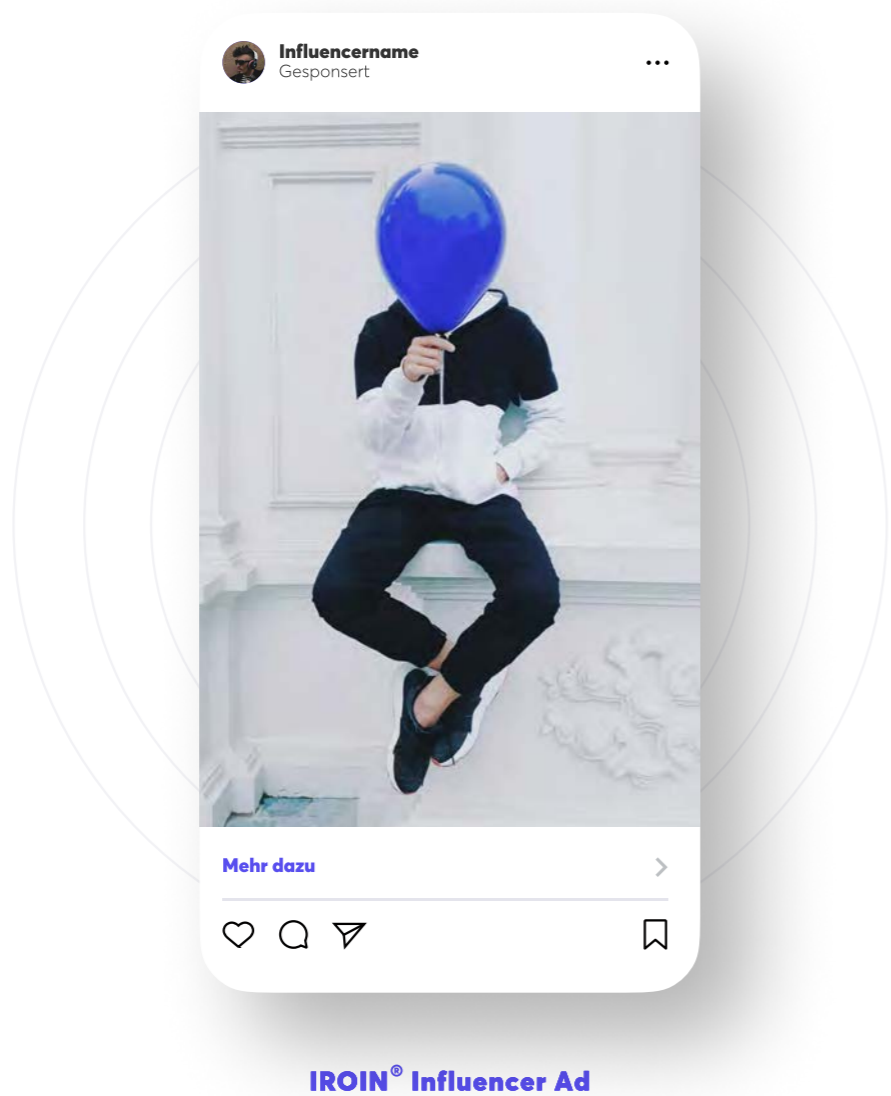
**Influencer Ads**  
Exceed organic reach

**Influencer Ads**

# Exceed organic reach

Our unique access to the API's of all relevant Social Media Platforms, allows you to activate branded content or whitelisting ads on behalf of your influencer community. This type of advertising reaches your target audience and surpasses the organic reach of your Influencers. The control of the advertising media is optimised in real time to your individual goals.

Now also available as a self-service.



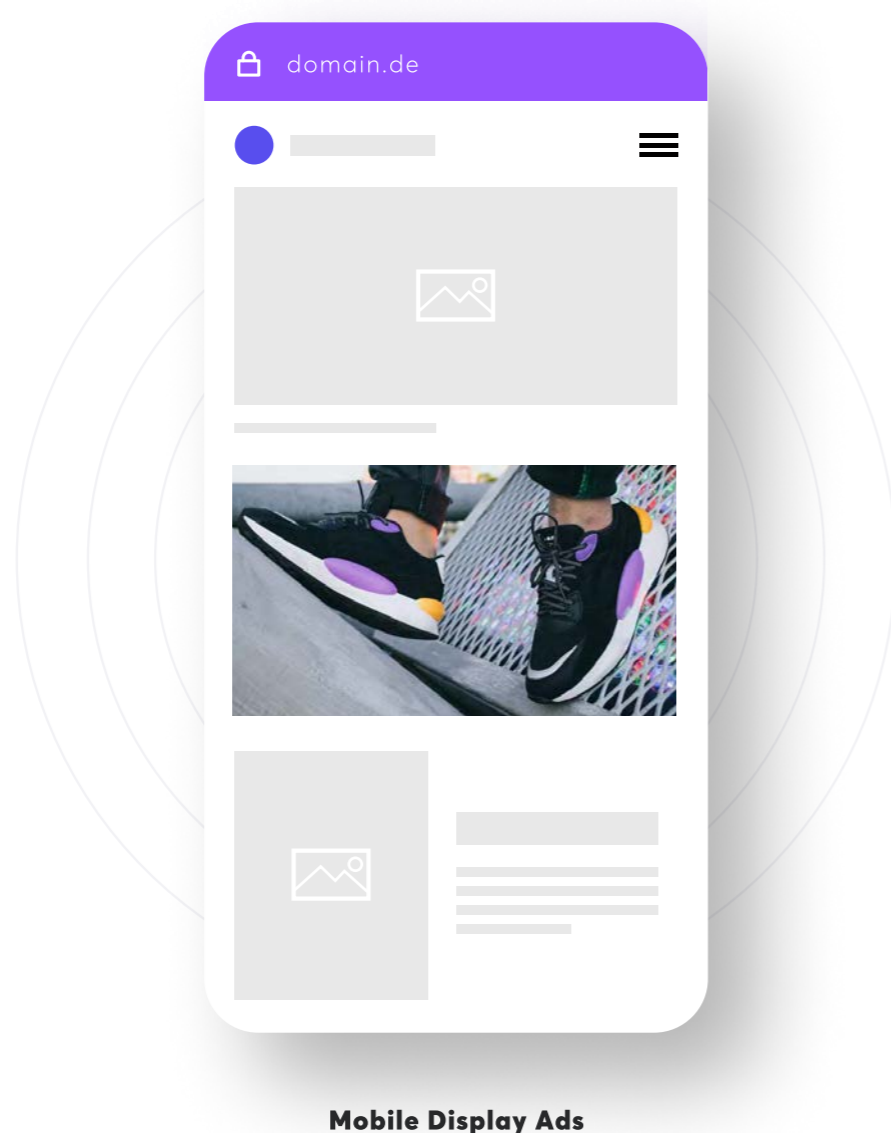
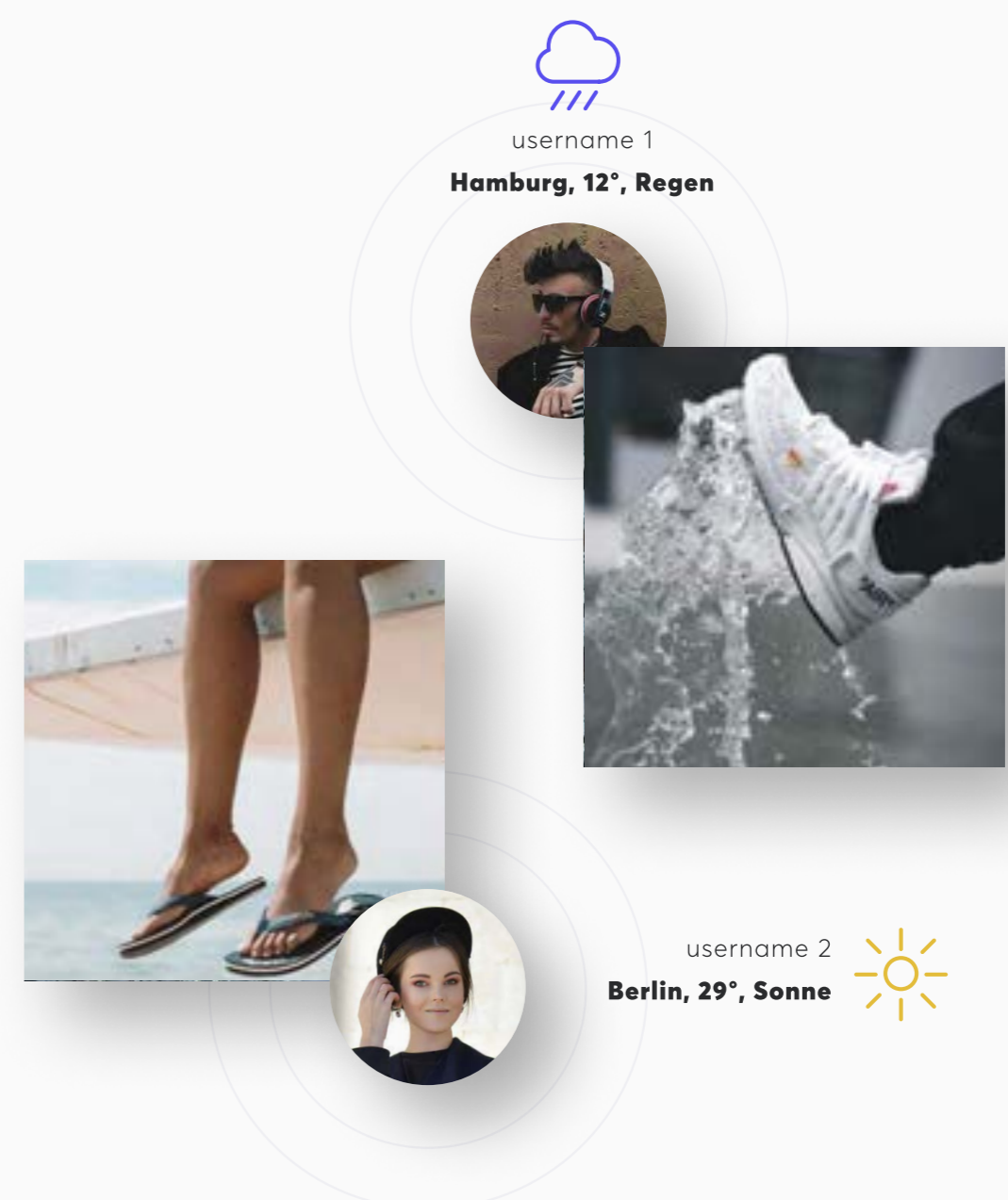
IROIN® Influencer Ad

## IROIN® Influencer Ads

Influencer Ads are sponsored advertising media that are published on influencer profiles. These ads reach your target audience far beyond the followers of your influencers, increasing credibility and reducing negative associations of your brand through excessive advertising. Create targeted click campaigns, conversion campaigns and simply optimise your ad content through A/B testing.

## More relevance through context

We use the "Dynamic Creative Optimisation Method" for influencer ads. This uses meta-information such as regional weather data, locations and times. The influencers create content for predefined scenarios and our technology publishes it in a contextually appropriate way.



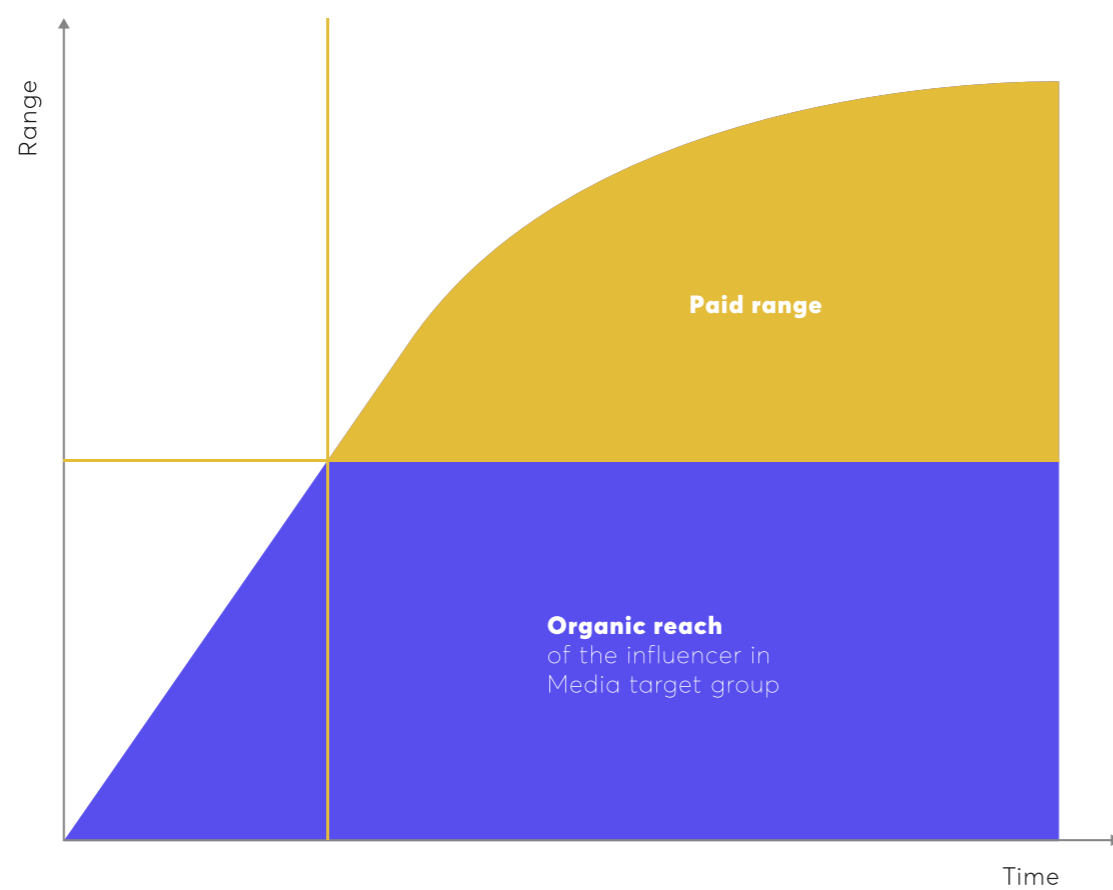
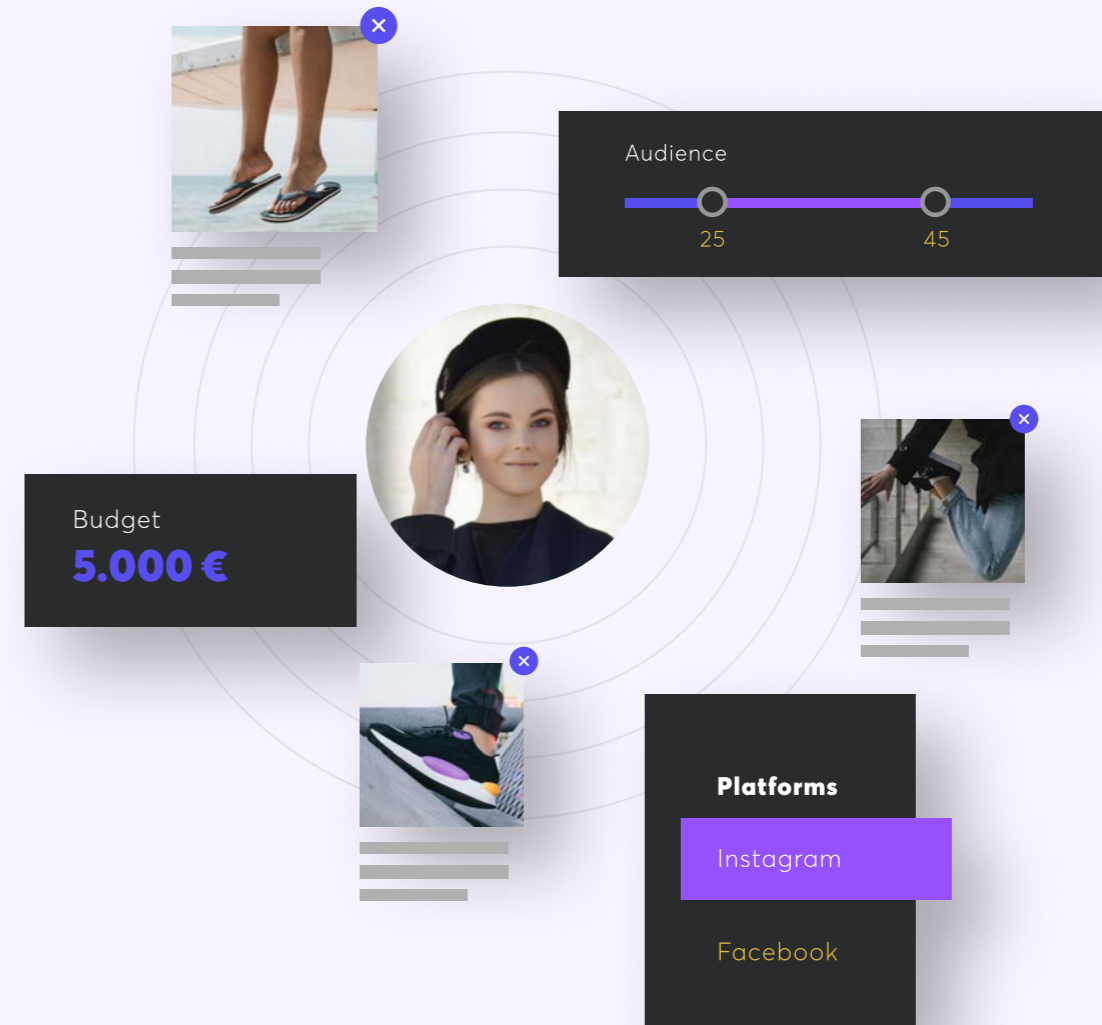
Mobile Display Ads

## Visibility beyond social media

Continue to use the high-quality content of your influencers and also reach users of your target group who are not on social networks. In cooperation with one of our partner agencies, we extend your campaign to mobile display ads.

## Local modulation easier than ever

With our campaign construction kit, marketing packages can be created for individual and regional use. Branches decide themselves which influencers advertise which products. Local partners can determine budget, regions and the demographic target audience.



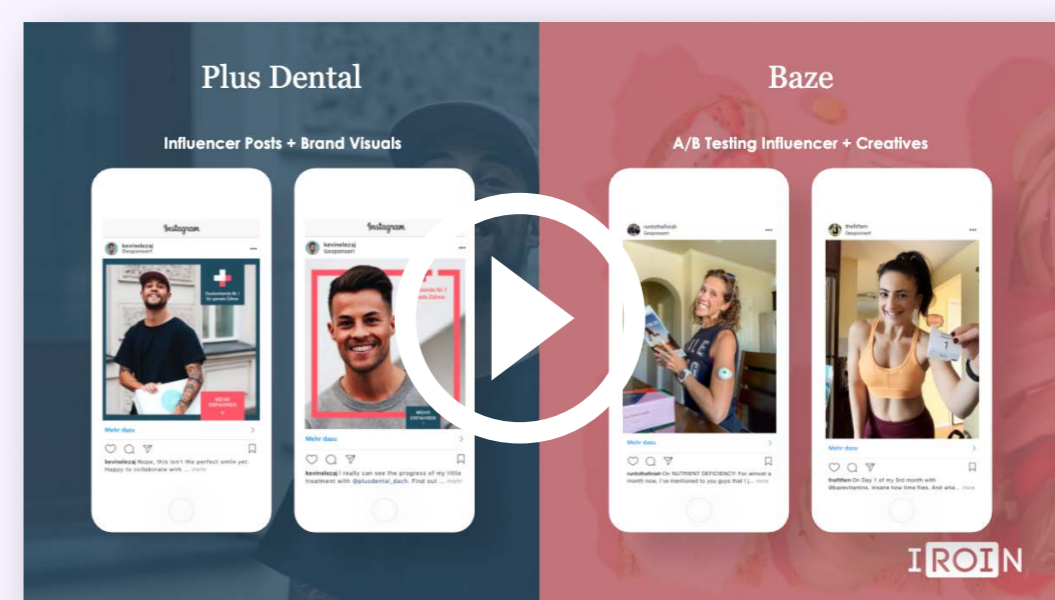
## Did you know?

Influencer posts are only visible to 20-30% of followers and are quickly replaced by new content. Influencer ads not only reach the entire following, but also new users with the same characteristics.

Tip: In our free webinar, you will receive exclusive insights into real cases and best practices on the topic of influencer ads.

## Best practice as a demo

Watch the video on Influencer Ads now. Moritz Wasserek, CEO of IROIN®, and Thomas Kuchling, CMO of Baze, explain: What's behind the American trend of Influencer Ads and how to use them for your own campaigns thanks to IROIN® technology. Get exclusive insights into real cases and best practices from the professionals.



[Watch Video](#)

# 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