



**POST FOR RENT**

**PLATFORM GUIDE**

**FOR ADVERTISERS**

# Advertiser Guide

This document will show you how to use the new platform for:

- Completing your profile
- Setting up payment
- Getting around the dashboard
- Finding influencers
- Setting up different types of campaigns
- Managing campaigns
- Managing finances
- Exporting reports
- Using market statistics

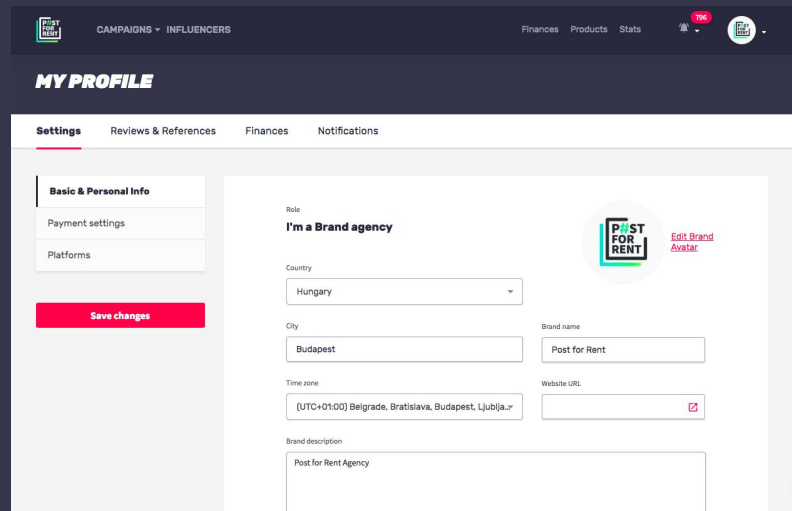
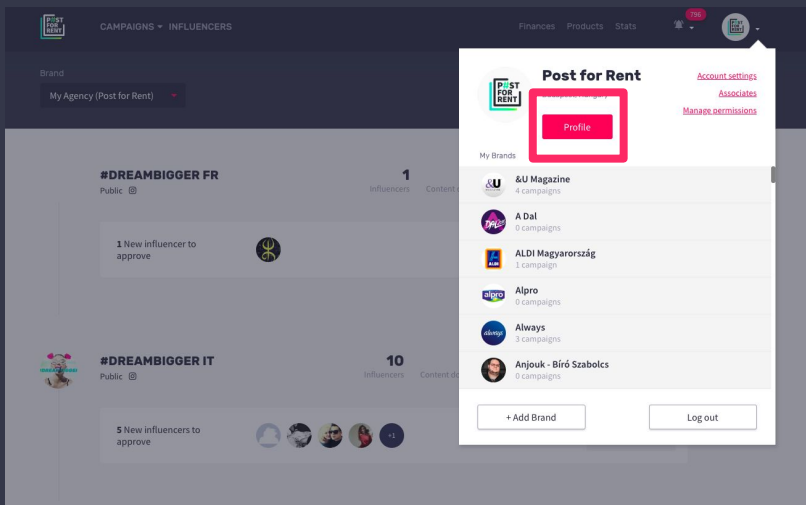
**MY PROFILE**

# COMPLETING YOUR PROFILE

## BASIC INFO

1, Click on the top right corner dropdown and select “Profile” to add all your data.

2, Fill out all necessary info, connect your social media channels and click on “Save Changes” when you finished.

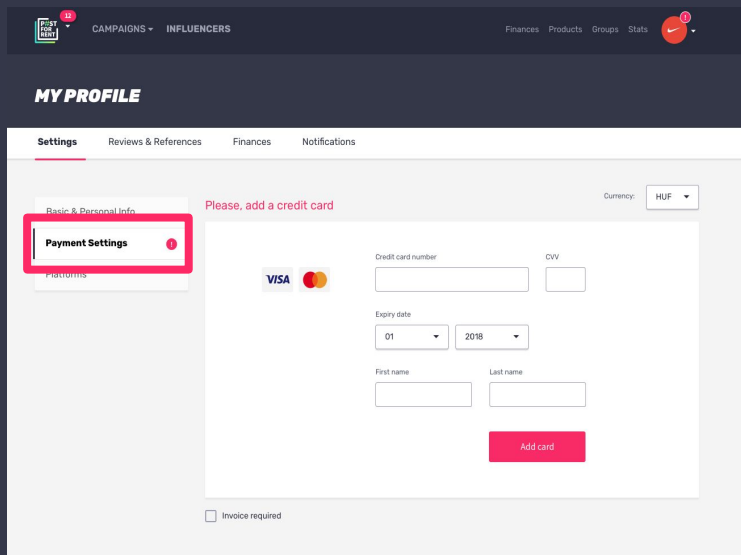




# COMPLETING YOUR PROFILE

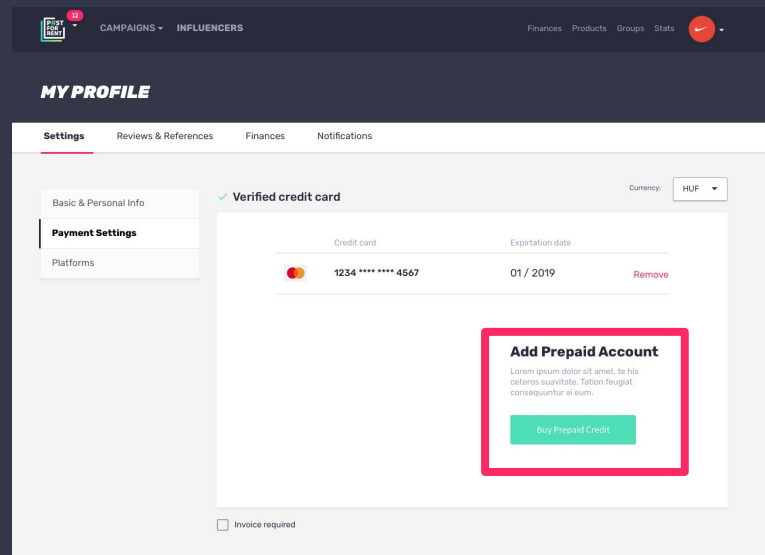
## PAYMENT SETTINGS

1, Add your credit card by clicking on “Payment Settings” and spend by direct charges each transaction.



The screenshot shows the 'MY PROFILE' page with a dark header containing navigation links: CAMPAIGNS, INFLUENCERS, Finances, Products, Groups, and Stats. The 'MY PROFILE' section has tabs for Settings, Reviews & References, Finances, and Notifications. The 'Settings' tab is active, showing a sidebar with 'Basic & Personal Info' and 'Payment Settings' (highlighted with a red box and a red circle with the number 1). The main content area is titled 'Please, add a credit card' and includes a currency selector set to 'HUF'. It contains fields for 'Credit card number', 'CVV', 'Expiry date' (01/2018), 'First name', and 'Last name', followed by an 'Add card' button. A checkbox for 'Invoice required' is at the bottom.

2, Or you can top up your account with credit and spend that without deposits.

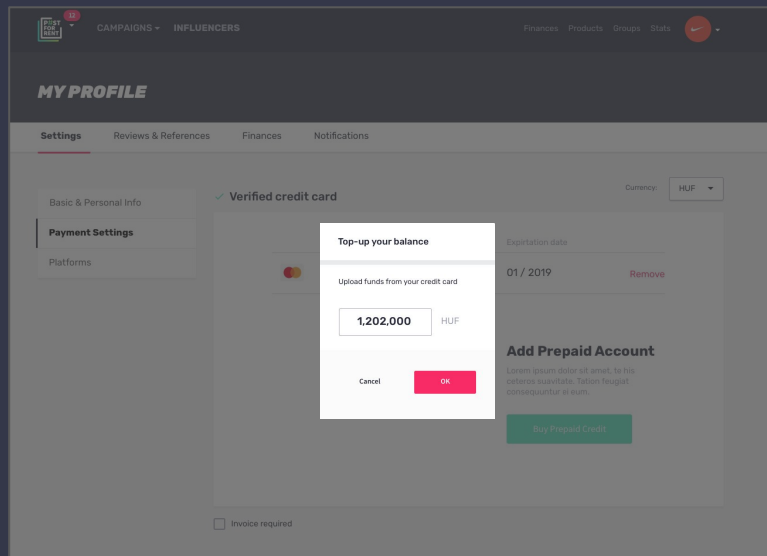


The screenshot shows the 'MY PROFILE' page with the same header and navigation. The 'Settings' tab is active, and the 'Payment Settings' section is now titled 'Verified credit card'. It displays a credit card with the number '1234 \*\*\*\* \* 4567' and an expiry date of '01 / 2019'. A red box highlights a section titled 'Add Prepaid Account' with a green 'Buy Prepaid Credit' button. The 'Invoice required' checkbox is also present at the bottom.

# COMPLETING YOUR PROFILE

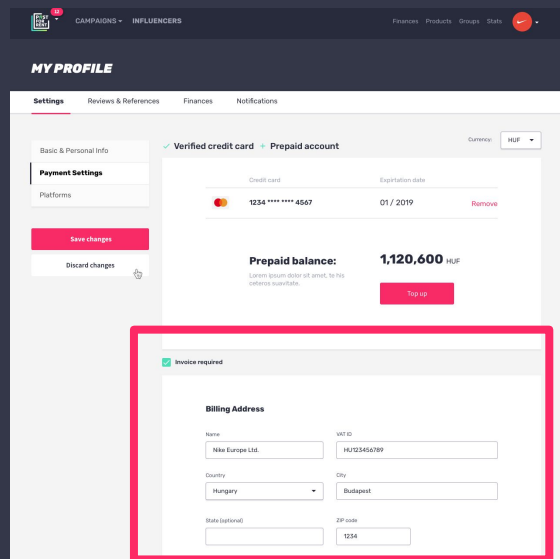
## SETTING UP PAYMENT

3, Type in the amount you need for your campaign, click “OK” and the funds will be available on your account.



The screenshot shows the 'MY PROFILE' settings page. The 'Verified credit card' section is active, displaying a credit card with the number 1234 \*\*\*\* \* 4567 and an expiration date of 01 / 2019. A modal window titled 'Top-up your balance' is open, showing the current balance of 1,202,000 HUF and a 'Top up' button. The modal also includes a 'Cancel' button and an 'OK' button. Below the modal, there is a section for 'Add Prepaid Account' with a 'Buy Prepaid Credit' button. At the bottom left, there is a checkbox labeled 'Invoice required'.

4, Add your billing address to receive invoices in email automatically and send to your finance team directly .

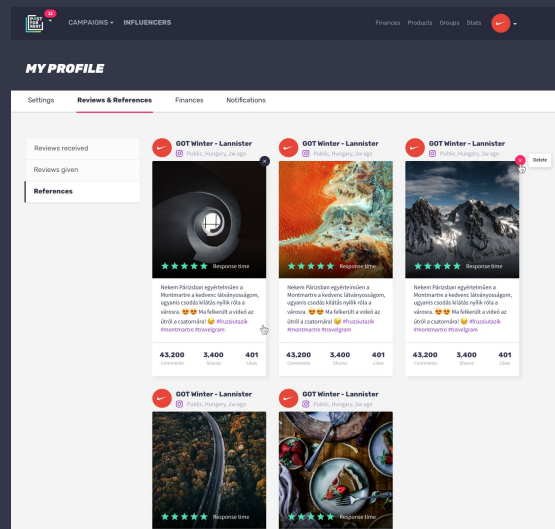
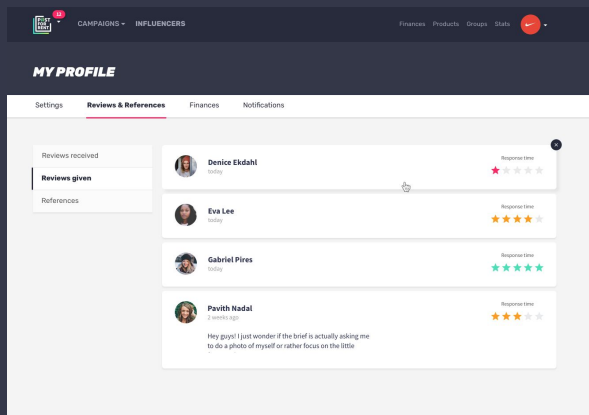
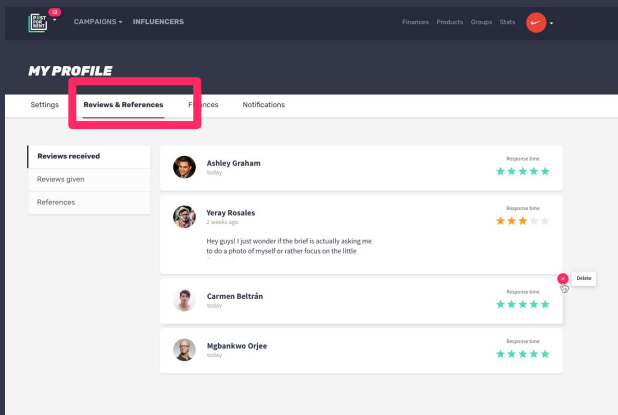


The screenshot shows the 'MY PROFILE' settings page. The 'Billing Address' section is highlighted with a red box. It contains a form with the following fields: Name (Nike Europe Ltd.), VAT ID (HU123456789), Country (Hungary), City (Budapest), State (optional), and ZIP code (1234). The 'Invoice required' checkbox is checked. The 'Prepaid account' section is also visible, showing a prepaid balance of 1,202,000 HUF and a 'Top up' button.

# COMPLETING YOUR PROFILE

## REVIEWS AND REFERENCES

Under “My Profile” you can find the reviews that you gave or received by the time working with influencers. References will show up on your closed campaigns.

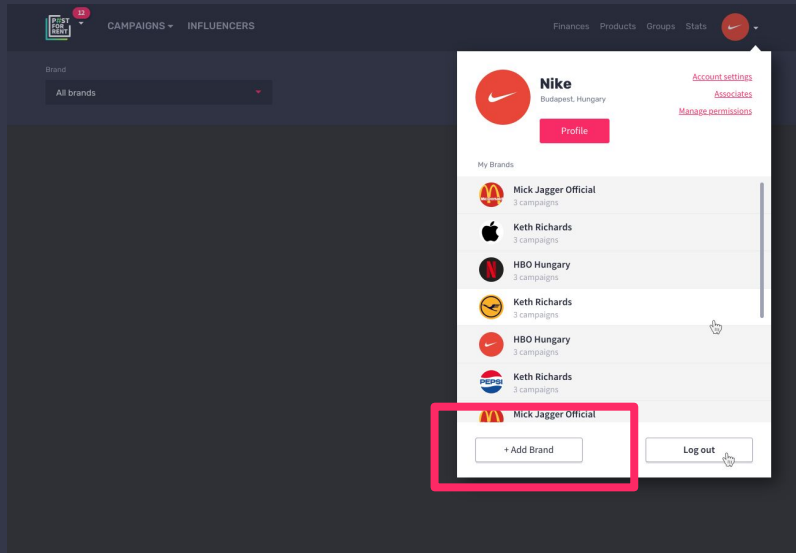


# CREATE A NEW BRAND

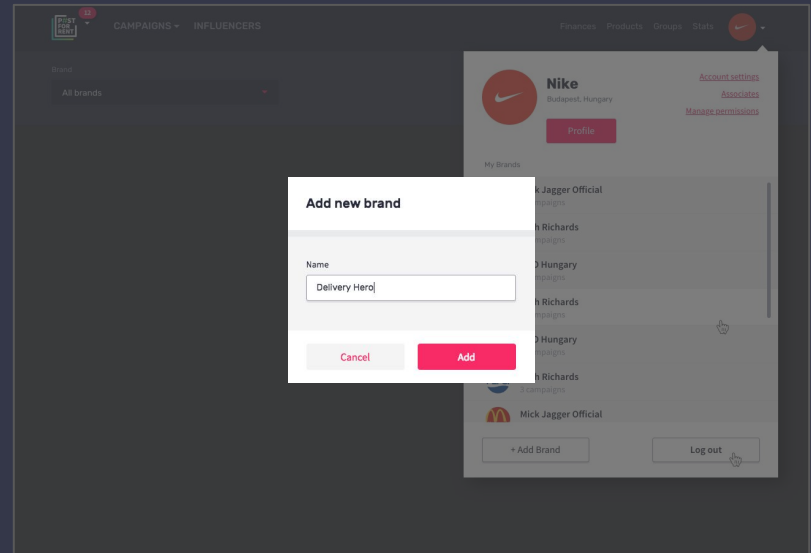
If you work as an agency you need to manage different brands. Now you don't have to create new accounts for these, you can just add new brands under your main profile.

# CREATING NEW BRANDS

1, Click on the top right corner dropdown and select “+Add Brand”



2, Add the new brand's name in the pop up screen and press “Add”.



# CREATING NEW BRANDS

3, Fill out all necessary data on your new brand's profile and click "Save Changes".

The screenshot shows the 'MY PROFILE' settings page. The left sidebar contains a 'Basic & Personal Info' section with a 'Save changes' button highlighted by a red box. The main content area, also highlighted by a red box, is titled 'I'm a Brand' and contains the following fields:

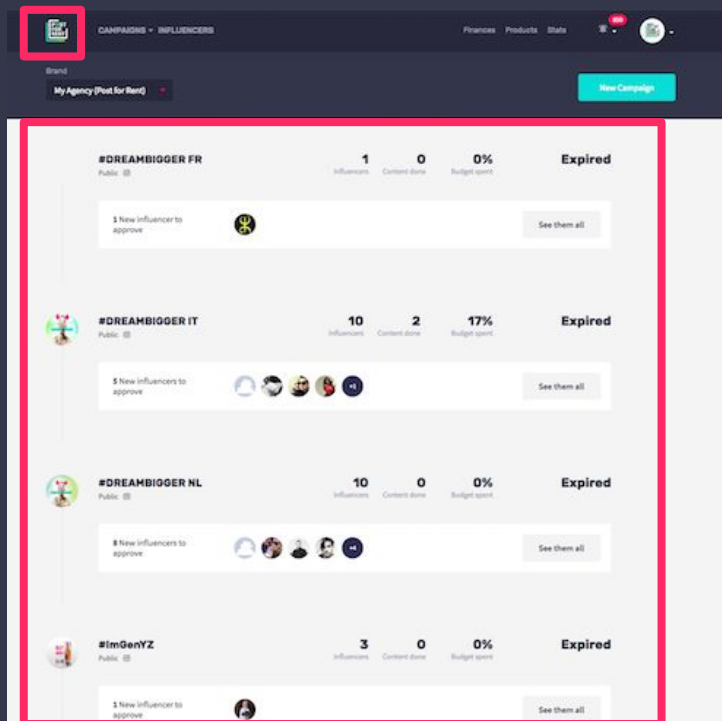
- Role:** I'm a Brand
- Country:** Germany (dropdown menu)
- City:** Berlin
- Brand Name:** Delivery Hero
- Time zone:** [UTC+01:00] Amsterdam, Berlin, Bern, Rome, Stock...
- Website URL:** https://www.deliveryhero. (with a checkmark icon)
- Brand Description:** (empty text area)

A red circular logo with a white bird icon and the text 'Delivery Hero' is visible in the top right corner of the main content area.

# DASHBOARD

# DASHBOARD

Click on the top left corner Post For Rent logo to see your dashboard.

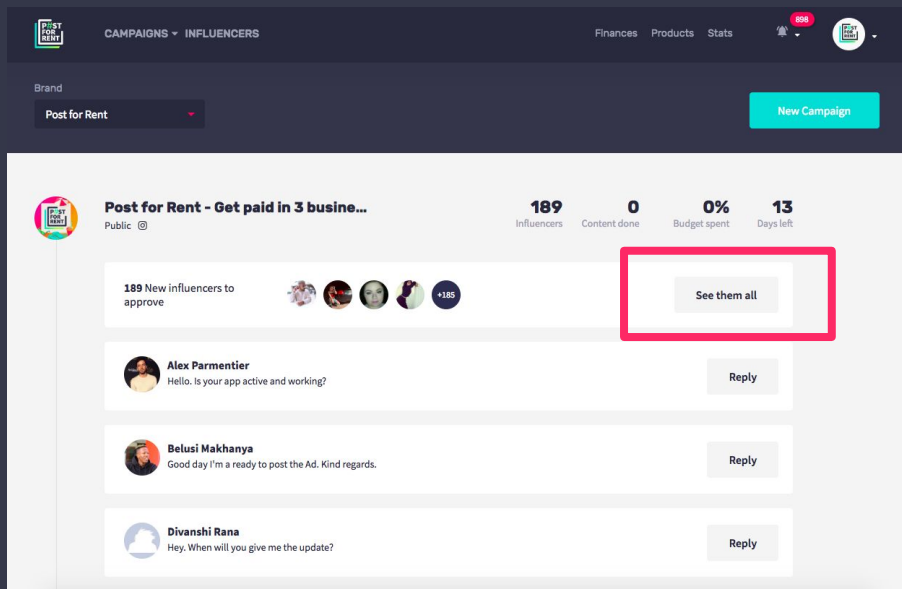


Our dashboard will let you observe all your running campaigns to merge them into one todo page and allow you to navigate easily between your brands.



# INTRODUCING THE HEADER CAMPAIGNS

You can check your influencers applied to your public ad...



**POST FOR RENT** CAMPAIGNS ▾ INFLUENCERS

Finances Products Stats 899

Brand: Post for Rent New Campaign

**Post for Rent - Get paid in 3 business days** Public @

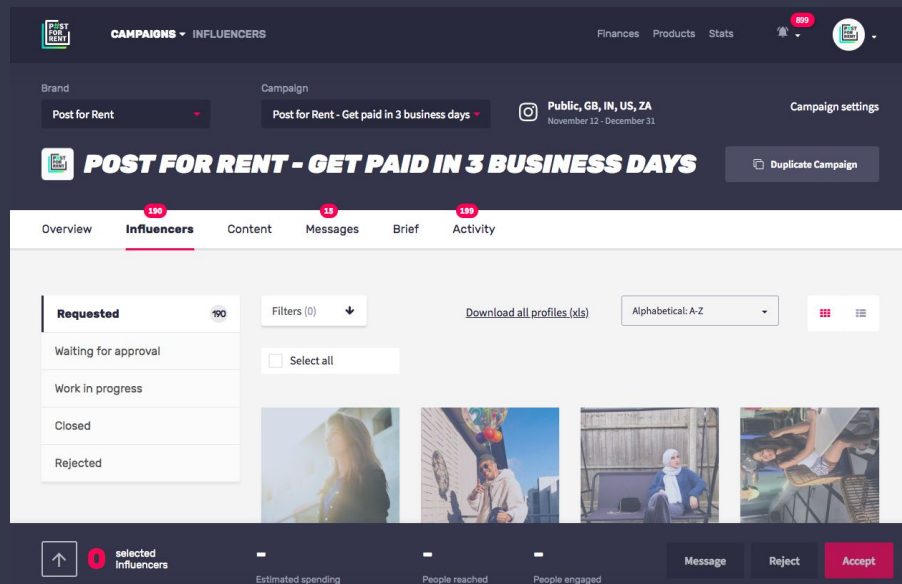
189 Influencers 0 Content done 0% Budget spent 13 Days left

189 New influencers to approve +185 See them all

**Alex Parmentier**  
Hello. Is your app active and working? Reply

**Belusi Makhanya**  
Good day I'm a ready to post the Ad. Kind regards. Reply

**Divanshi Rana**  
Hey. When will you give me the update? Reply



**POST FOR RENT** CAMPAIGNS ▾ INFLUENCERS

Finances Products Stats 899

Brand: Post for Rent Campaign: Post for Rent - Get paid in 3 business days Public, GB, IN, US, ZA November 12 - December 31 Campaign settings

**POST FOR RENT - GET PAID IN 3 BUSINESS DAYS** Duplicate Campaign

Overview **Influencers** Content Messages Brief Activity

**Requested** 190 Filters (0) Download all profiles (xls) Alphabetical: A-Z Grid

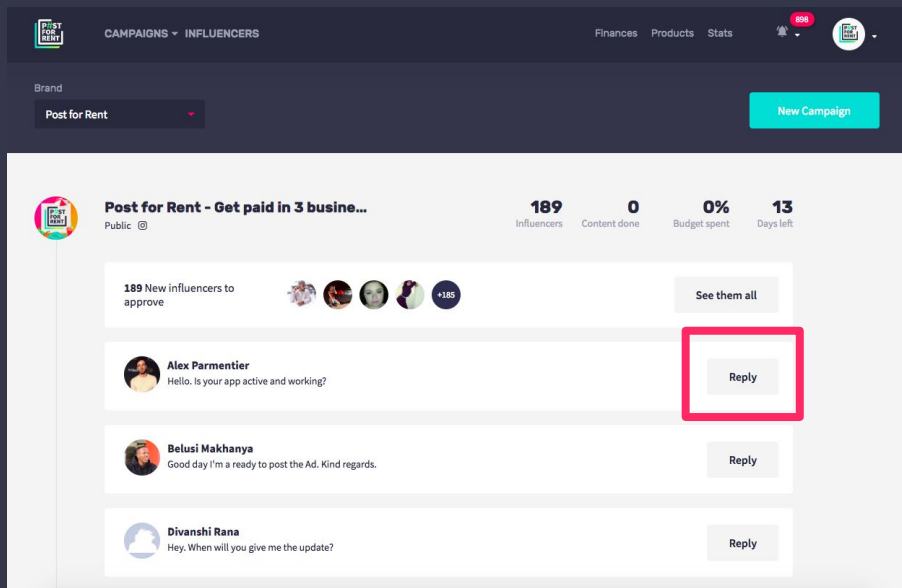
☐ Select all

Waiting for approval  
Work in progress  
Closed  
Rejected

↑ 0 selected influencers Estimated spending People reached People engaged Message Reject Accept

# INTRODUCING THE HEADER CAMPAIGNS

...or you can message them instantly.



The screenshot shows the 'Post for Rent' campaign page. At the top, there's a navigation bar with 'CAMPAIGNS' and 'INFLUENCERS' tabs. Below this, a 'Brand' dropdown menu is set to 'Post for Rent'. A 'New Campaign' button is visible. The main content area displays the campaign details: 'Post for Rent - Get paid in 3 busine...', 'Public @', '189 Influencers', '0 Content done', '0% Budget spent', and '13 Days left'. Below this, there's a section titled '189 New influencers to approve' with a '+185' button and a 'See them all' link. A list of influencers is shown, each with a profile picture, name, and a message. The first influencer is Alex Parmentier, followed by Belusi Makhanya, and Divanshi Rana. Each influencer has a 'Reply' button next to their message. The 'Reply' button for Alex Parmentier is highlighted with a red box.

Brand: Post for Rent

New Campaign

Post for Rent - Get paid in 3 busine...  
Public @

189 Influencers 0 Content done 0% Budget spent 13 Days left

189 New influencers to approve +185 See them all

Alex Parmentier  
Hello. Is your app active and working?

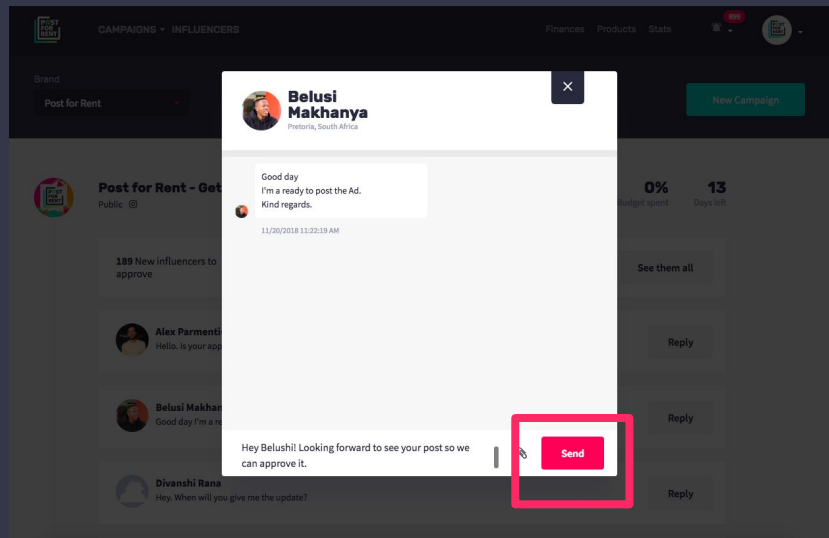
Reply

Belusi Makhanya  
Good day I'm a ready to post the Ad. Kind regards.

Reply

Divanshi Rana  
Hey. When will you give me the update?

Reply



The screenshot shows the 'Post for Rent' campaign page with a modal window open for messaging an influencer. The modal window is titled 'Belusi Makhanya' and shows a message conversation. The message content is: 'Good day I'm a ready to post the Ad. Kind regards.' with a timestamp of '11/26/2018 11:22:19 AM'. At the bottom of the modal, there's a text input field with the text 'Hey Belushil Looking forward to see your post so we can approve it.' and a 'Send' button. The 'Send' button is highlighted with a red box.

CAMPAIGNS INFLUENCERS

Brand: Post for Rent

New Campaign

Post for Rent - Get paid in 3 busine...  
Public @

189 New influencers to approve

Alex Parmentier  
Hello. Is your app active and working?

Reply

Belusi Makhanya  
Good day I'm a ready to post the Ad. Kind regards.

Reply

Divanshi Rana  
Hey. When will you give me the update?

Reply

Belusi Makhanya  
Good day I'm a ready to post the Ad. Kind regards.  
11/26/2018 11:22:19 AM

Hey Belushil Looking forward to see your post so we can approve it.

Send

# INTRODUCING THE HEADER

## CAMPAIGNS - MASTER

### ACCOUNT

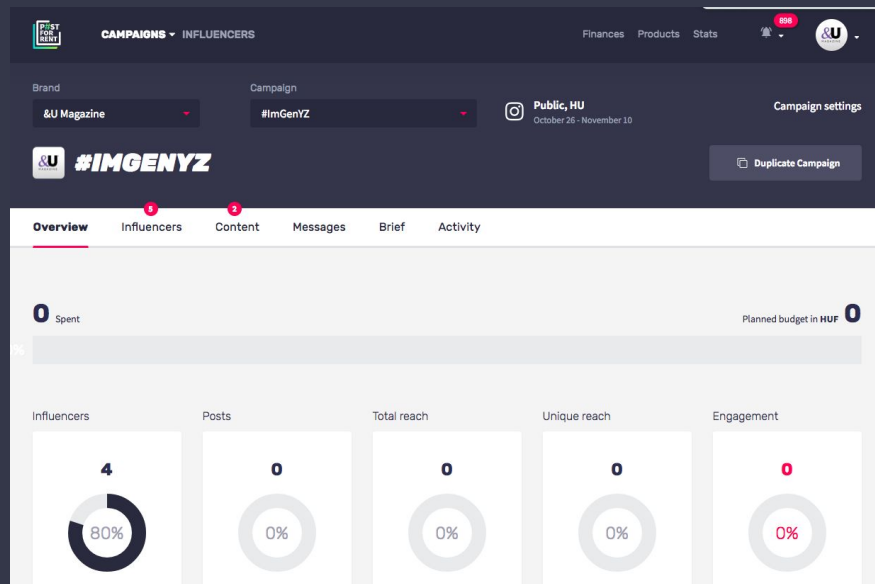
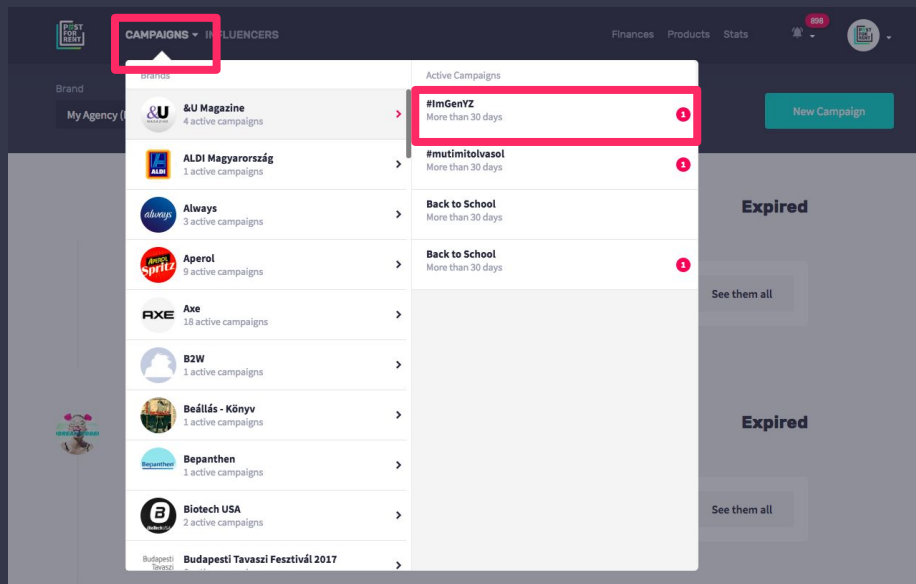
Switch back easily to your master account and see all your todos related to all your brands and campaigns.

The screenshot shows the 'CAMPAIGNS - INFLUENCERS' header. A dropdown menu is open under the 'Brand' section, listing several options: '&U Magazine', 'My Agency (Post for Rent)' (highlighted with a red box), 'A Dal', 'ALDI Magyarország', and 'Alpro'. The main content area displays two campaign cards. The first card is for '&U Magazine' with 3 influencers, 0 content done, and 0% budget spent, marked as 'Expired'. The second card is for '#mutimitolvasol' with 8 influencers, 5 content done, and 49% budget spent, also marked as 'Expired'. Both cards have a 'See them all' button.

The screenshot shows the 'CAMPAIGNS - INFLUENCERS' header with 'My Agency (Post for Rent)' selected in the 'Brand' dropdown. The main content area displays two campaign cards. The first card is for '#DREAMBIGGER FR' with 1 influencer, 0 content done, and 0% budget spent, marked as 'Expired'. The second card is for '#DREAMBIGGER IT' with 10 influencers, 2 content done, and 17% budget spent, also marked as 'Expired'. Both cards have a 'See them all' button.

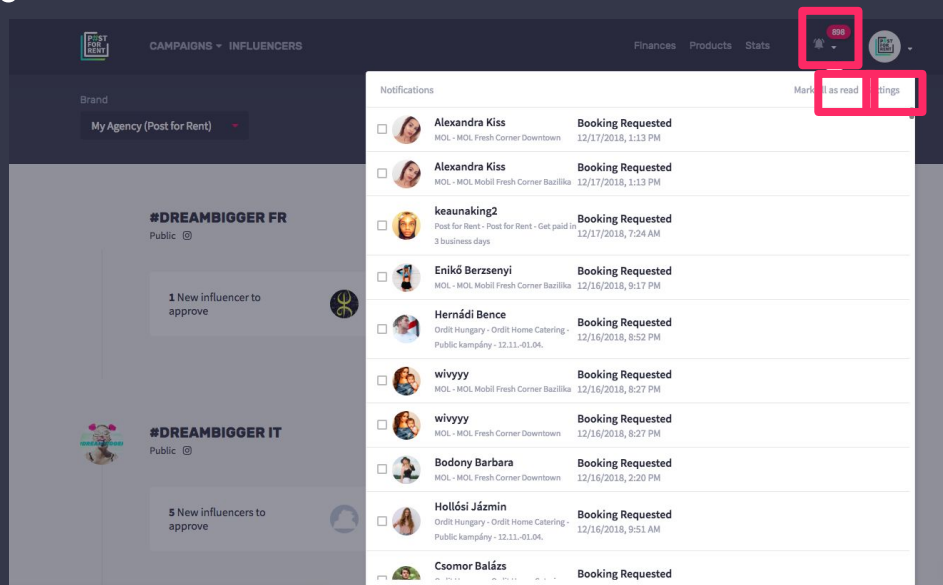
# INTRODUCING THE HEADER CAMPAIGNS

If you want to focus on a specific campaign switch between your brands' other campaigns easily.



# INTRODUCING THE HEADER NOTIFICATIONS

Go to the top right corner and hover on the dropdown to see all your notifications.

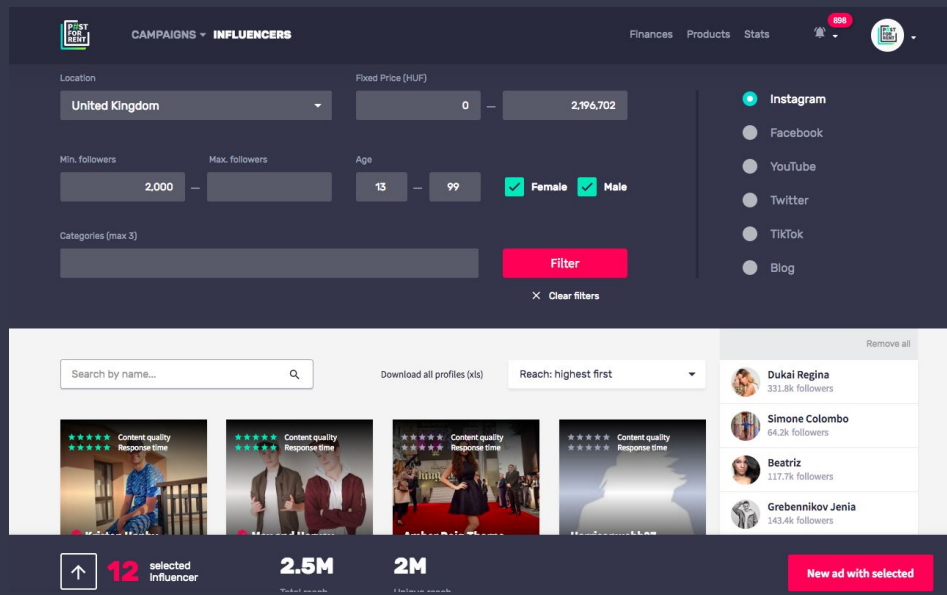
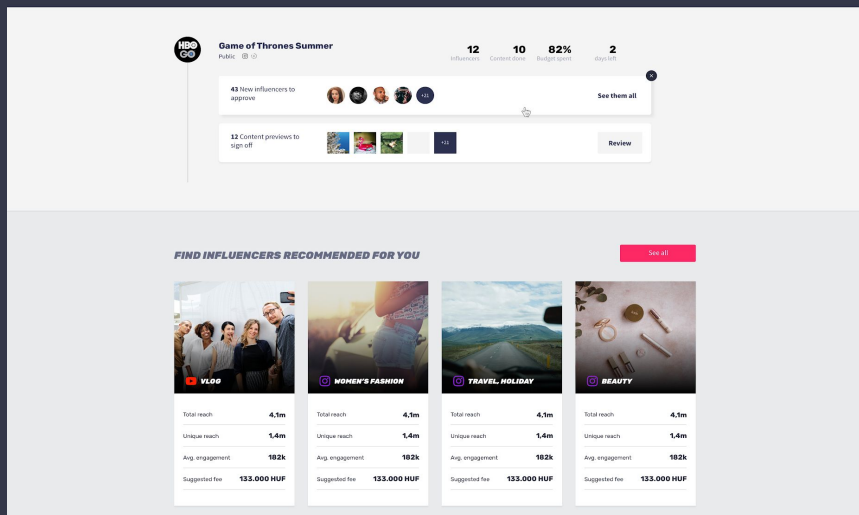
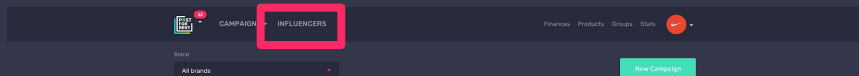


You can mark them all as read, or you can go to manage your notifications settings from here.

# INTRODUCING THE HEADER

## FIND INFLUENCERS

Click on “INFLUENCERS” on the top, search all registered influencers and check their profiles.



# INTRODUCING THE HEADER

## INFLUENCER PROFILE

Click on “INFLUENCERS” in the top, and search all registered influencers and check their profiles.

The screenshot shows the top navigation bar with 'CAMPAIGNS' and 'INFLUENCERS' (highlighted with a red box). Below it, the 'Game of Thrones Summer' campaign page is displayed. It features a '12 New influencers to approve' section with a 'See them all' link, and a '12 Content previews to sign-off' section with a 'Review' link. At the bottom, there's a 'FIND INFLUENCERS RECOMMENDED FOR YOU' section with a 'See all' link. The recommended influencers are categorized by 'VLOG', 'WOMEN'S FASHION', 'TRAVEL, HOLIDAY', and 'BEAUTY'. Each category shows a grid of influencers with their total reach (4.1m), unique reach (1.4m), average engagement (182k), and suggested fee (133,000 HUF).

The screenshot shows the 'INFLUENCERS' search and filter interface. The top navigation bar includes 'CAMPAIGNS' and 'INFLUENCERS'. The search bar is set to 'United Kingdom' with a fixed price of 0 HUF and a total of 2,196,702 influencers. Filters for 'Min. followers' (2,000), 'Max. followers', 'Age' (13-99), 'Gender' (Female, Male), and 'Categories (max 3)' are visible. A 'Filter' button is present. On the right, social media platform filters for Instagram, Facebook, YouTube, Twitter, TikTok, and Blog are shown. Below the filters, there's a search bar, a 'Download all profiles (x1s)' button, and a 'Reach: highest first' dropdown. A list of influencers is displayed, including Dukai Regina (331.8k followers), Simone Colombo (64.2k followers), Beatriz (117.7k followers), and Grebennikov Jenia (143.4k followers). At the bottom, a summary shows '12 selected influencer' with a total reach of '2.5M' and '2M'.

# INTRODUCING THE HEADER

## FIND INFLUENCERS

You can start a new direct ad with the influencers you've selected.

The screenshot displays the 'POST FOR ME' Influencers interface. At the top, there's a navigation bar with 'CAMPAIGNS' and 'INFLUENCERS' tabs, and a '598' badge. Below this, the 'Location' is set to 'United Kingdom' and the 'Fixed Price (HUF)' is '0' to '2,196,702'. The 'Min. followers' is '2,000' and 'Max. followers' is empty. The 'Age' is '13' to '99'. The 'Gender' is 'Female' and 'Male'. The 'Categories (max 3)' is empty. A 'Filter' button is present. On the right, a list of social media platforms is shown: Instagram, Facebook, YouTube, Twitter, TikTok, and Blog. Below the filters, there's a search bar 'Search by name...' and a 'Download all profiles (x1s)' button. The 'Reach: highest first' dropdown is set to 'Reach: highest first'. A list of influencers is shown, including 'Dukai Regina' (331.8k followers), 'Simone Colombo' (64.2k followers), 'Beatriz' (117.7k followers), and 'Grebennikov Jenia' (143.4k followers). At the bottom, there's a '12 selected influencer' button and a 'New ad with selected' button.

POST FOR ME CAMPAIGNS INFLUENCERS Finances Products Stats 598

Location: United Kingdom Fixed Price (HUF): 0 — 2,196,702

Min. followers: 2,000 Max. followers: Age: 13 — 99 Female Male

Categories (max 3): Filter Clear filters

Instagram Facebook YouTube Twitter TikTok Blog

Search by name... Download all profiles (x1s) Reach: highest first

Dukai Regina 331.8k followers  
Simone Colombo 64.2k followers  
Beatriz 117.7k followers  
Grebennikov Jenia 143.4k followers

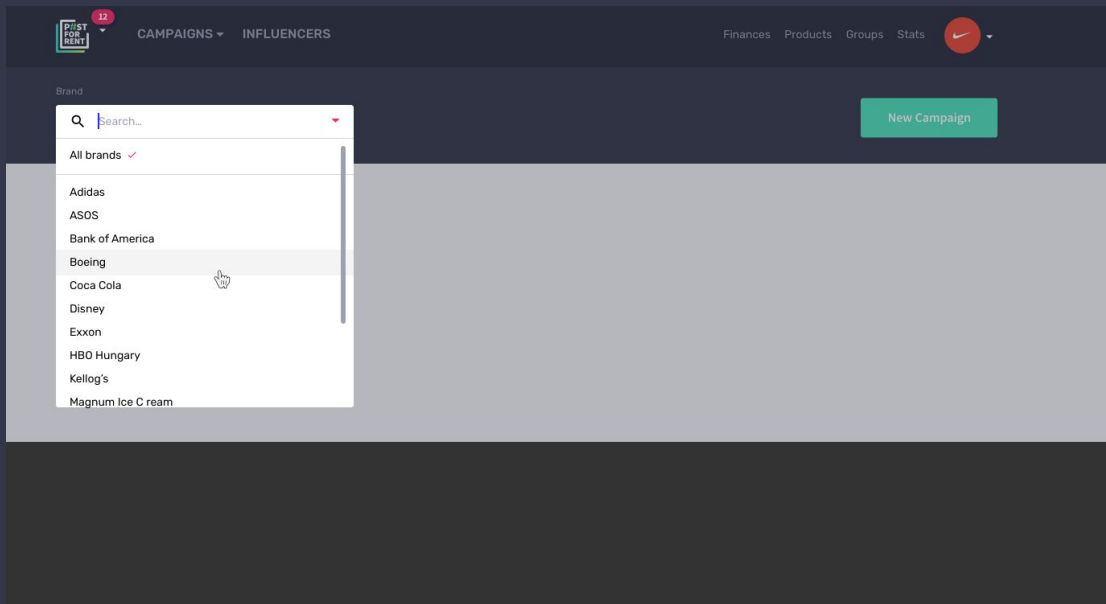
12 selected influencer 2.5M 2M New ad with selected



# INTRODUCING THE HEADER

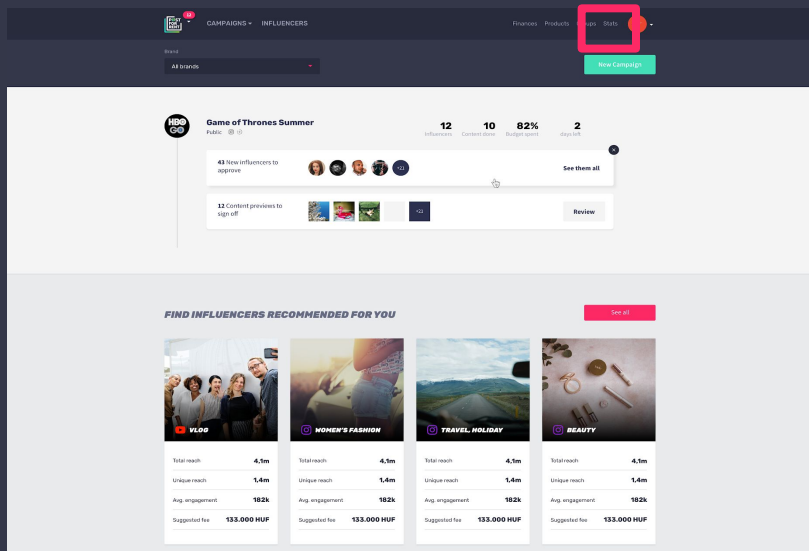
## SWITCH BETWEEN BRANDS

Go to the “Brands” dropdown menu in the header, and choose the brand profile you want to work with.

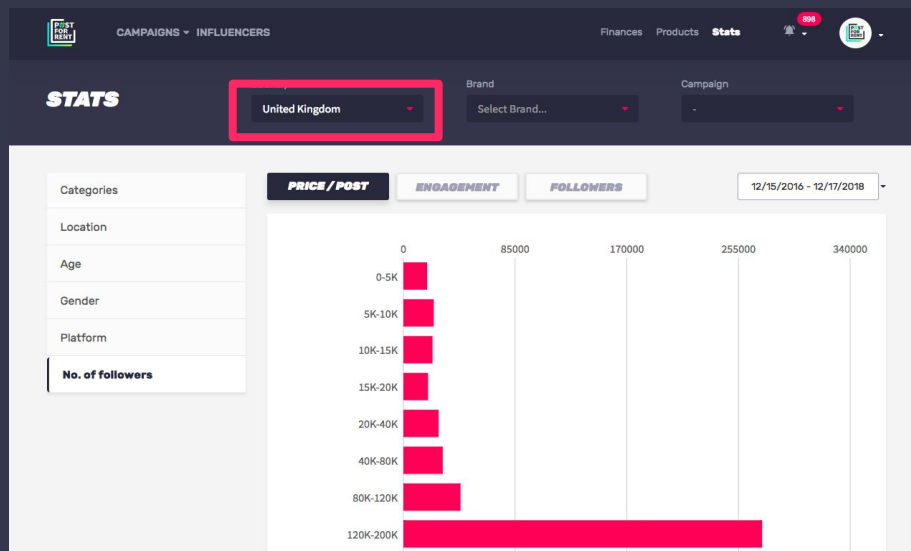


# INTRODUCING THE HEADER STATS

1, In the header click on “Stats” to see beyond your campaigns’ performance.



2, Select specific campaigns or choose other countries to see more statistics and trends.



# CAMPAIGN SETUP

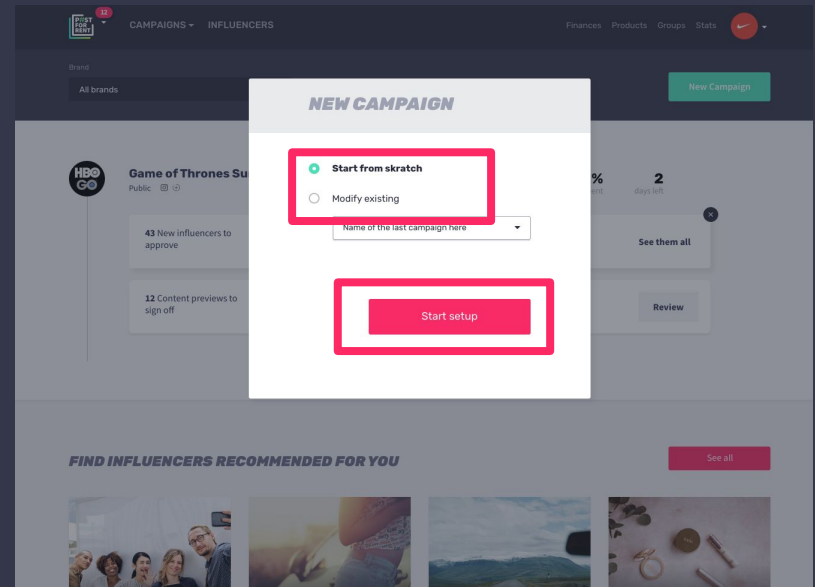
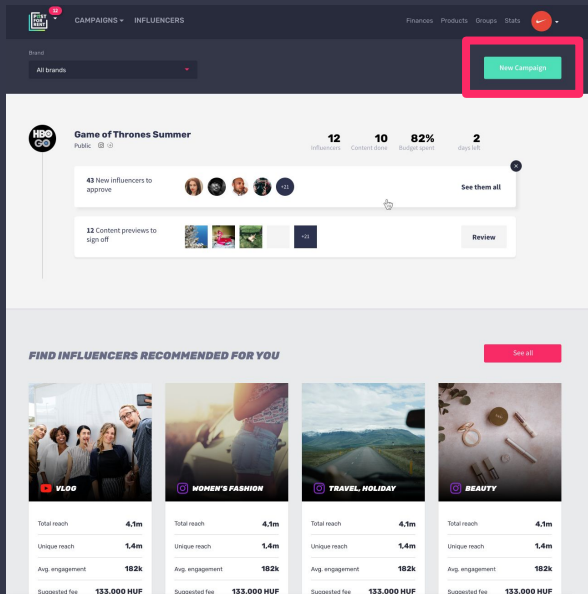
# REACH CAMPAIGN

No time for picking Influencers or accepting / rejecting their requests? Set your Reach campaign and our system will spend your budget for the best Influencers in line with your defined requirements.

# CREATE A REACH AD

1, Click on “New Campaign” at the overview screen.

2, Modify one of your previous ads or start a new from scratch - and click “Start setup”.



# CREATE A REACH AD

3, Add name, set countries, choose channel and the amount of content you want from influencers. Check in “Enable preview” so influencers will apply with content proposal.

4, Choose reach ad type to get a fully automated campaign managed by the system.

**SETUP NEW CAMPAIGN**

Autosaving... Next

Basics Type Brief Timing Influencers **Payment** Overview

**Title & Location**

Campaign title: G0T - Spring Lamerider Country: United States, Canada, Mexico

**Post type**

SINGLE CONTENT MULTI-CONTENT

0 News feed posts 12 Insta stories

**Preview**

☒ Enable Preview Preview System allows you to check and approve the influencer's post before it's published.

**Platform**

INSTAGRAM, YOUTUBE, FACEBOOK, TWITTER, TIKTOK, BLOG, VIKONTAKTE

**SETUP NEW CAMPAIGN**

Saved as draft Next

Basics **Type** Brief Timing Influencers Overview

**REACH beta**

Lorem ipsum dolor sit amet, nam.

- Let the Influencers matching your Ad come to you.
- You can accept or reject their application.

**PUBLIC**

Lorem ipsum dolor sit amet, nam.

- Let the Influencers matching your Ad come to you.
- You can accept Or reject their application.

**DIRECT**

Lorem ipsum dolor sit amet, nam.

- Let the Influencers matching your Ad come to you.
- You can accept or reject their application.

# CREATE A REACH AD

5, Fill out the briefing screen with all the details. Add wording of the post, a link to share, upload photos to guide influencers, add a mobile cover and click next.

6, Set application period and posting period so influencers will know the timeframe of the campaign and click next.

**SETUP NEW CAMPAIGN**

Basics Ad type **Brief** Timing Influencers Overview

✓ Saved as draft Next

**Instructions**

**HL**

There's no morning without corn flakes, there's no childhood memory without a funny story.

- Buy one of your far Kellogg's product which you have loved the most when you were a kid.

- Start your day with a nice dose of flakes!

**Link to share**

<http://www.mazafra.com/>

**Images (optional)**

☒ Upload pictures to share

☐ Use influencer's own pictures

**Wording of the Post**

**Short**

Describe the exact wording you like to see in the post.

**Freestyle**

Let the influencer write the post. (You can specify a tone)

**#KelloggMemories @kelloggsvn**

**Take your Ad to the next level and upload a branded photo (the influencer to share or upload mood photos to inspire them).**

**COVER IMAGE**

**SETUP NEW CAMPAIGN**

Basics Ad type **Brief** **Timing** Influencers Overview

✓ Saved as draft Next

**Application period**

From 4 Jun 2018 To 4 Sep 2018

**Posting period**

From 4 Jun 2018 To 4 Sep 2018

Posts must be completed within 2 days.

# CREATE A REACH AD

7, Add your budget or desired reach, filtered by influencer details. The system calculates your campaign's potential with suggested influencers.

8, The last screen gives a quick overview to check everything is good to go. Click “Finish” and wait for influencers’ response.

**SETUP NEW CAMPAIGN**

Basic Ad type Brief Timing **Influencers** Overview

✓ Saved as draft **Next**

**FIXED REACH** **FIXED BUDGET**

**Reach goal**  
99,000,000

**Filter influencers**  
Min. 2,000,000 followers  
Age: 0 - 99  
Gender: ☒ Female ☒ Male  
Minimum Rating: ★★★★★

**Filter by audience**  
Gender: Mostly female  
Country: United Arab Emirates  
Min. 80% credibility

**Calculate**

Influencer	Followers	Engagement	Feed fee
Mazin Qader	65k	34%	4,000 HUF
Bryla Chitani	65k	34%	34,000 HUF
Kiandra Lowe	65k	34%	9,900 HUF
Sina Garmann	65k	34%	9,900 HUF
Xenia Dolezelova	65k	34%	9,900 HUF

5 suggested influencers  
Total spending: 119,860 HUF  
Total reach: 4,3M  
109k likes  
278k views  
12k comments

**SETUP NEW CAMPAIGN** Import data from Previous Campaigns

Basic Ad type Brief Timing Influencers **Overview**

✓ Saved as draft **Finish**

**Instructions**

HL  
There's no morning without com flakes, there's no childhood memory without a funny story.  
- Buy one of your fav Kellogg's product which you have loved the most when you were a kid.  
- Start your day with a nice dose of flakes, take a pic and share it on your Instagram by using the hashtag #KelloggMemories and tag @kelloggsworld as well.  
- Tell one of your funniest childhood story and ask your followers to do the same in comment!

**Wording of the posts**

Freestyle  
#kelloggMemories  
@kelloggsworld

**Links to share**

www.kellogg.com

**Photos to share**

**Ad Summary**

Title: The Long Title of an Instagram Cam.  
Country: United States  
Channel: Instagram  
Ad type: Reach / Fixed reach goal  
News feed posts: -  
Insta stories: 12  
Application period: 23 Nov - 23 Feb 2019  
Application period: 24 Feb - 24 April 2019  
Reach goal: 4.3M  
Estimated budget: 120,000 HUF

**Selected influencers**

- Kiandra Lowe
- Thakurjet Bhawana
- Chameka Vabachukw...
- Hadi Huss
- Aaron Almaraz
- Maria Paula Morter...



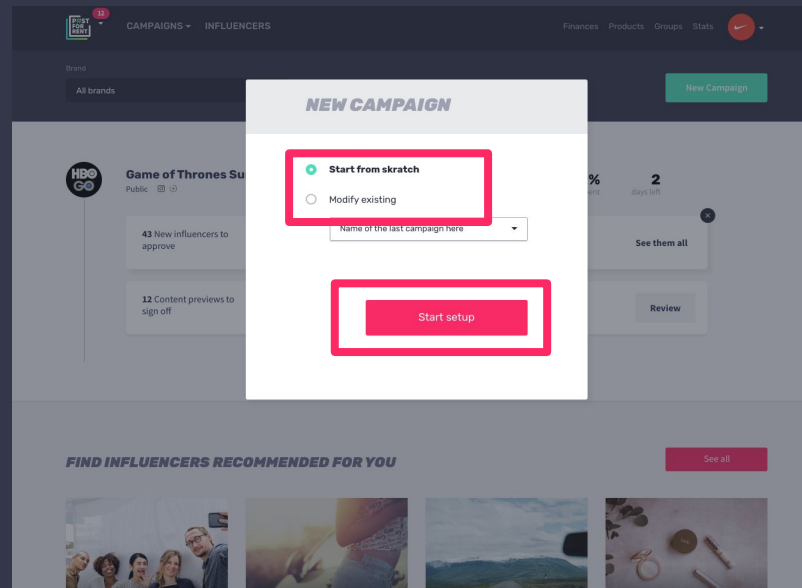
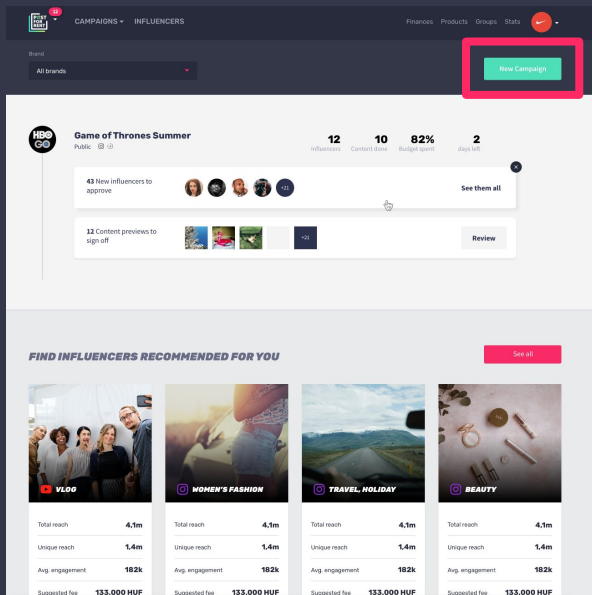
# PUBLIC CAMPAIGN

Best way to start exploring the platform without commitment. Just start the campaign and see which influencers would apply to work with you. Until you approve their application, you don't have anything settled.

# CREATE A PUBLIC AD

1, Click on “New Campaign” at the overview screen.

2, Modify one of your previous ads or start a new from scratch - and click “Start setup”.



# CREATE A PUBLIC AD

3, Add name, set countries, choose channel and the amount of content you want from influencers. Check in “Enable preview” so influencers will apply with content proposal.

4, Choose public ad type and let Influencers matching your Campaign come to you. When they apply you can accept or reject their application.

**SETUP NEW CAMPAIGN**

Basics Type Brief Timing Influencers **Payment** Overview

Autosaving... Next

**Title & Location**

Campaign title: GOT - Spring Laminator

Country: United States, Canada, Mexico

**Post type**

SINGLE CONTENT MULTI-CONTENT

News feed posts: 8, Insta stories: 12

**Enable Preview**

Preview System allows you to check and approve the influencer's post before it's published.

**Platform**

INSTAGRAM, YOUTUBE, FACEBOOK, TWITTER, TIKTOK, BLOG, VKONTAKTE

**SETUP NEW CAMPAIGN**

Basics **Type** Brief Timing Influencers Payment Overview

Next

**REACH** beta

The scalable and quick solution

- No time for picking influencers or accepting / rejecting their requests
- Set your Reach campaign and our system will spend your budget for the best influencers in line with your defined requirements

**PUBLIC**

Avoid picking one by one

- Create your Public campaign by just defining a brief, the payment method
- Let the Influencers matching your Campaign come to you, when they apply you can accept or reject their application

**DIRECT**

Do you need more control?

- Pick the Influencer(s) on your own, based on your brand's strategy
- You can also use your groups and send out the campaign directly to them

# CREATE A PUBLIC AD

5, Fill out the briefing screen with all the details. Add wording of the post, a link to share, upload photos to guide influencers, add a mobile cover and click next.

6, Set application period and posting period so influencers would know the timeframe of the campaign and click next.

**SETUP NEW CAMPAIGN**

Basics Ad type **Brief** Timing Influencers Overview

✓ Saved as draft Next

**Instructions**

**HL**

There's no morning without corn flakes, there's no childhood memory without a funny story.

- Buy one of your far Kellogg's product which you have loved the most when you were a kid.

- Start your day with a nice dose of flakes!

**Link to share**

<http://www.mqainfma.com/>

**Images (optional)**

☒ Upload pictures to share

☐ Use influencer's own pictures

**Wording of the Post**

**Sketch**

Describe the exact wording you like to see in the post.

**Freestyle**

Let this influencer write the post. (You can specify a tone)

**#KelloggMemories @kelloggus**

**Take your Ad to the next level and upload a branded photo. The influencer to share or upload mood photos to inspire them.**

**COVER IMAGE**

**SETUP NEW CAMPAIGN**

Basics Ad type Brief **Timing** Influencers Overview

✓ Saved as draft Next

**Application period**

From 4 Jun 2018 To 4 Sep 2018

**Posting period**

From 4 Jun 2018 To 4 Sep 2018

Posts must be completed within 2 days.

# CREATE A PUBLIC AD

7, Add your preferences to filter and match influencers who can apply to your campaign.

**SETUP NEW CAMPAIGN**

Basics Ad type Brief Timing **Influencers** Overview

✓ Saved as draft Next →

**Narrow influencers**

No. of followers: 2,000,000 - 99,000,000 Age: 0 - 99

Categories (max 5): Sport X Cars&Motorcycles X

☒ Female ☒ Male Minimum Rating: ★★☆☆☆

**Filter by audience**

Age: 0 - 99 ☒ Min. 80% credibility

Gender: Mostly female Country: United Arab Emirates

Set filters

No. of matching Influencers: 2

These are the people who will be offered to participate in the campaign.

8, Add your budget you want to spend on your campaign, set prices for follower ranges to fulfill your brief and/or you can give product as extra payment.

**SETUP NEW CAMPAIGN**

Basics Ad type Brief Timing Influencers **Payment** Overview

✓ Saved as draft Next →

**PRICING BY FOLLOWER RANGE**

**PAY PER CLICK (PPC)**

**Budget**

99,000,000 HUF

Service fee: 2,000,000 HUF

Spendable: 97,000,000 HUF

Lorem ipsum dolor sit amet, vivendum anulligam eam fe, mei ne fabellae, gloriatur elaboraret. Quod quisque dui no, ei per possit commodi debetis.

**Follower ranges**

below 20k	0 HUF	Very, very long name for a prod..
20-40k	60,000 HUF	No product
40-200k	120,000 HUF	No product
over 200k	350,000 HUF	No product

# CREATE A PUBLIC AD

9, You can also pay influencers per clicks they deliver to your landing page.

**SETUP NEW CAMPAIGN**

Basics Ad type Brief Timing Influencers **Payment** Overview

✓ Saved as draft **Next**

**PRICING BY FOLLOWER RANGE**

**PAY PER CLICK (PPC)**

**Amount**

12,000 HUF

Limit

99,000,000 HUF

10, The last screen gives a quick overview to check everything is good to go. Click “Finish” and wait for influencers’ response.

**SETUP NEW CAMPAIGN**

Basics Ad type Brief Timing Influencers **Overview**

✓ Saved as draft **Finish**

**Instructions**

Hi,

There's no morning without corn flakes, there's no childhood memory without a funny story.

- Buy one of your fav Kellogg's product which you have loved the most when you were a kid.
- Start your day with a nice dose of flakes, take a pic and share it on your Instagram by using the hashtag #KelloggMemories and tag @kelloggsvic as well...
- Tell one of your funniest childhood story and ask your followers to do the same in comment!

**Wording of the posts**

Freestyle

#KelloggMemories  
@kelloggsvic

**Links to share**

[www.wafaris.com](https://www.wafaris.com)

**Photos to share**

**Ad Summary**

Title: The Long Title of an Instagram Cam.

Country: United States

Channel: Instagram

Ad type: Reach / Fixed reach goal

News feed posts: -

Insta stories: 12

Application period: 23 Nov - 23 Feb 2019

Application period: 24 Feb - 24 April 2019

Reach goal: 4.5M

Estimated budget: 100,000 HUF

**Selected influencers**

- Kiandra Lowe
- Thakurjett Thawana
- Chimeke Yabzhuksuk...
- Nado Husa
- Aaron Almaraz
- Maria Paula Monteron

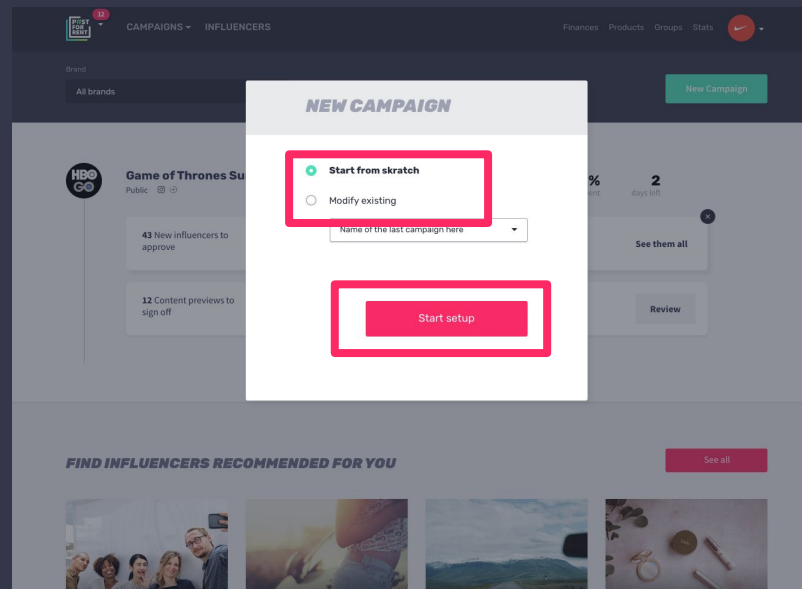
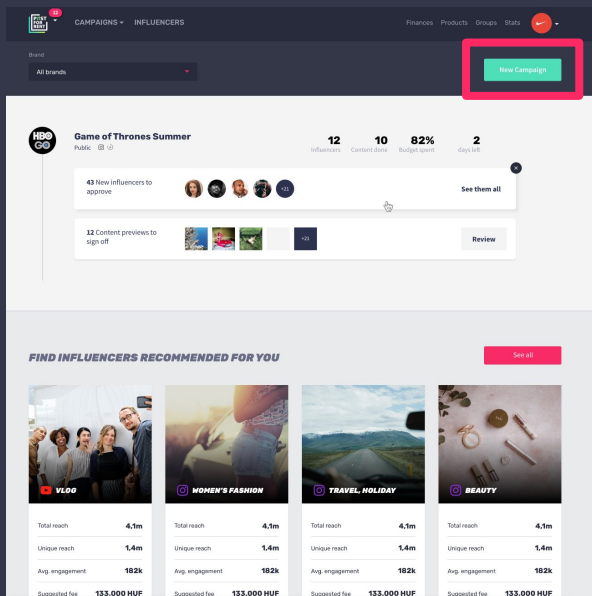
# DIRECT CAMPAIGN

You can reach out to influencers directly through this ad type. Important to keep in mind, if they approve your request, your cooperation is sealed with them.

# CREATE A DIRECT AD

1, Click on “New Campaign” at the overview screen.

2, Modify one of your previous ads or create a new from scratch - and click “Start setup”.





# CREATE A DIRECT AD

3, Add name, set countries, choose channel and the amount of content you want from influencers. Check in “Enable preview” so influencers will apply with their content proposals.

4, Choose direct ad type and pick Influencer(s) on your own, based on your brand’s strategy.

**SETUP NEW CAMPAIGN**

Autosaving... Next

Basics Type Brief Timing Influencers **Payment** Overview

**Title & Location**

Campaign title: GOT - Spring Lamerider Country: United States, Canada, Mexico

**Post type**

SINGLE CONTENT MULTI-CONTENT

0 News feed posts 12 Insta stories

**Platform**

INSTAGRAM, YOUTUBE, FACEBOOK, TWITTER, TIKTOK, BLOG, VIKONTAKTE

**Preview**

☒ Enable Preview Preview System allows you to check and approve the influencer's post before it's published.

**SETUP NEW CAMPAIGN**

Basics **Type** Brief Timing Influencers Payment Overview Next

**REACH** beta

The scalable and quick solution

- ✓ No time for picking Influencers or accepting/rejecting their requests
- ✓ Set your Reach campaign and our system will spend your budget for the best Influencers in line with your defined requirements

**PUBLIC**

Avoid picking one by one

- ✓ Create your Public campaign by just defining a brief, the payment method
- ✓ Let the Influencers matching your Campaign come to you, when they apply you can accept or reject their application

**DIRECT**

Do you need more control?

- ✓ Pick the Influencer(s) on your own, based on your brand's strategy
- ✓ You can also use your groups and send out the campaign directly to them

# CREATE A DIRECT AD

5, Fill out the briefing screen with all the details. Add wording of the post, a link to share, upload photos to guide influencers, add a mobile cover and click next.

6, Set application period and posting period so influencers would know the timeframe of the campaign and click next.

**SETUP NEW CAMPAIGN**

Basics Ad type **Brief** Timing Influencers Overview

✓ Saved as draft Next

**Instructions**

**HL**

There's no morning without com flakes, there's no childhood memory without a funny story.

- Buy one of your far Kellogg's product which you have loved the most when you were a kid.

- Start your day with a nice dose of flakes!

**Link to share**

<http://www.mamainma.com/>

**Images (optional)**

☒ Upload pictures to share

☐ Use influencer's own pictures

**Wording of the Post**

☒ **Short**

Describe the exact wording you like to see in the post.

**#KelloggMemories @kelloggus**

☐ **Freestyle**

Let this influencer write the post. (You can specify a tone)

**COVER IMAGE**

**SETUP NEW CAMPAIGN**

Basics Ad type **Brief** **Timing** Influencers Overview

✓ Saved as draft Next

**Application period**

From 4 Jun 2018 To 4 Sep 2018

**Posting period**

From 4 Jun 2018 To 4 Sep 2018

Posts must be completed within 2 days.

# CREATE A DIRECT AD

7, Add your preferences to filter and match influencers and add them to your campaign.

**SETUP NEW CAMPAIGN**

Basic Type Brief Timing **Influencers** Overview

Location: Hungary Price (USD): 120,000

Min. followers: 1200,000 Max. followers: 100,000 Age: 18-34 Gender: Female Male

Categories: Sport Cars&Motorcycles

Search by name...

Thakusipet Bhawana 187k 34k 722 440,000 HUF

Halim Qutbi 65k 34k 722 4,000 HUF

Raja Chaitanya 65k 34k 722 34,000 HUF

Kiandra Lowe 65k 34k 722 6,990 HUF

Thakusipet Bhawana 187k 34k 722 440,000 HUF

Halim Qutbi 65k 34k 722 4,000 HUF

Raja Chaitanya 65k 34k 722 34,000 HUF

Kiandra Lowe 65k 34k 722 6,990 HUF

8, Set prices for each influencer or you can price their follower range and/or you can give product as extra payment.

**SETUP NEW CAMPAIGN**

Basic Ad type Brief Timing Influencers **Payment** Overview

**PRICING BY FOLLOWER RANGE**

**PAY PER CLICK (PPC)**

**PRICING PER INFLUENCER**

**BUDGET CALCULATION**

Total influencer fee	120,000 HUF
Total service fee	2,000 HUF
Total spending	118,000 HUF

**PERFORMANCE ESTIMATION**

Total reach	87%
Total unique reach	832x
Likes	37x
Views	93x
Comments	189

Kiandra Lowe 322,000 HUF No product

Deveeprasad Acharya 0 HUF Very Long product nam...

Daya Chitanis 0 HUF No product

Lia Castro 0 HUF No product

+ Add Product

+ Add Voucher

# CREATE A DIRECT AD

8, You can also pay influencers per clicks they deliver to your landing page.

**SETUP NEW CAMPAIGN**

Basics Ad type Brief Timing Influencers **Payment** Overview

✓ Saved as draft **Next**

**PRICING BY FOLLOWER RANGE**

**PAY PER CLICK (PPC)**

**Amount**

12,000 HUF

**Limit**

99,000,000 HUF

9, The last screen gives a quick overview to check everything is good to go. Click “Finish” and wait for influencers’ response.

**SETUP NEW CAMPAIGN** Import data from Previous Campaigns

Basics Ad type Brief Timing Influencers **Overview**

✓ Saved as draft **Finish**

**Instructions**

Hi,

There's no morning without corn flakes, there's no childhood memory without a funny story.

- Buy one of your fav Kellogg's product which you have loved the most when you were a kid.
- Start your day with a nice dose of flakes, take a pic and share it on your Instagram by using the hashtag #KelloggMemories and tag @kelloggsworld as well.
- Tell one of your funniest childhood story and ask your followers to do the same in comment!

**Wording of the posts**

Freestyle

#KelloggMemories  
@kelloggsworld

**Links to share**

[www.ollato.com](https://www.ollato.com)

**Photos to share**

**Ad Summary**

Title The Long Title of an Instagram Cam.

Country United States

Channel Instagram

Ad type Reach / Fixed reach goal

News feed posts -

Insta stories 12

Application period 23 Nov - 23 Feb 2019

Application period 24 Feb - 24 April 2019

Reach goal 4.3M

Estimated budget 120,000 HUF

**Selected influencers**

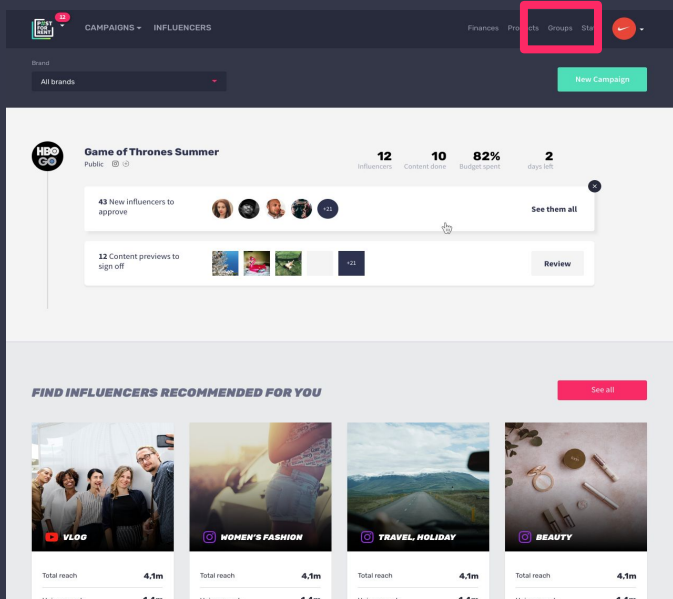
- Kiandra Lowe
- Thakurjet Bhawana
- Chameka Vabachukw...
- Hudo Huss
- Aaron Almaraz
- Maria Paula Mortensen

# PRODUCT & VOUCHER

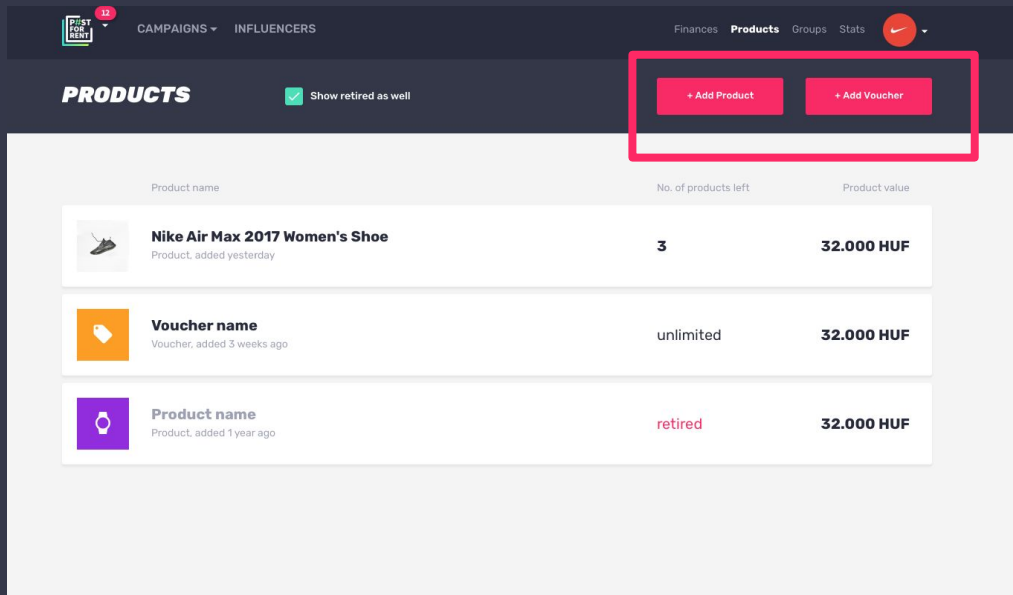
Paying influencers with product or service is also supported in our platform so you can keep on with those barter agreements, but easier and automated.

# PRODUCT & VOUCHER SETUP

1, Click “Products” in the header.



2, Create your product or voucher in the system, so you can use it as payment in your future campaigns. You can edit your products here.



## PRODUCT

# VOUCHER

You can add a discount coupon, e-ticket QR code and save them, so you can use them anytime.

**EDIT VOUCHER**

Voucher Summary

Add image

### Voucher name

Active

Total value of redeemed Products	32.000 HUF
Total number of Vouchers	1
Ads we offer this voucher	Campaign Title 01 Campaign Title 02

Voucher Details

Mandatory Voucher

Gift Voucher

Provides an alternative payment for sponsored posts(), which entitles the Influencer to exchange it for goods worth the same amount. Gift Voucher will send automatically for influencers when their post has been approved.

Voucher category

Value

Video Games & Consoles

12,000 HUF

Voucher name

Description

☒ PDF  
☐ Code  
☐ Link

Banned could be banned.pdf  
  
[Remove PDF](#)

Influencers (2)

Jampan Chany

Banaraman

Tanaki Ryushi

89% Credibility

Instagram

Ang Reclaim

Ang Engagement

65k

\$4k

72%

Follower like

4.000 HUF

Images (optional)

Add Image

Ad cum falli choro audiam, feque namquam dui sit.

Upload

Save

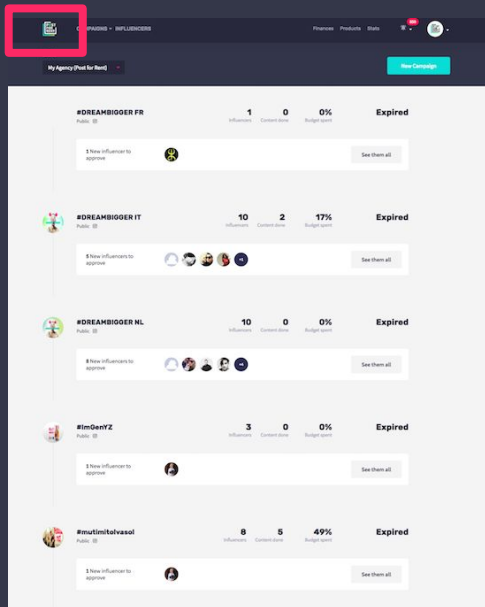
Cancel

**MANAGE CAMPAIGNS**



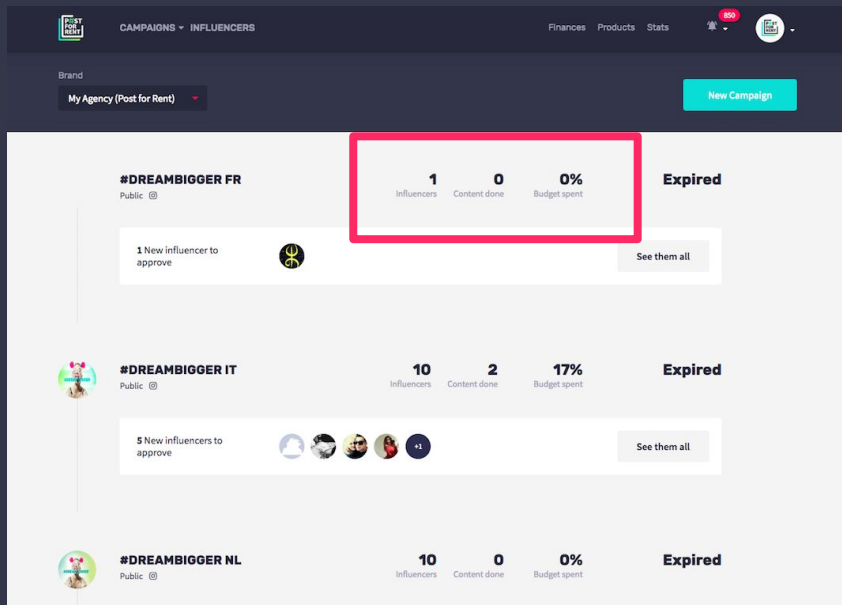
# DASHBOARD - TODOS

See all your brands and campaign todos on one screen, with all the necessary infos in order, so you'll know what you need to do.



This screenshot shows the 'My Agency (Post for Rent)' dashboard. A red box highlights the 'CAMPAIGNS + INFLUENCERS' tab in the top navigation bar. The dashboard displays a list of five expired campaigns, each with a brand name, public status, and a summary of influencers, content, and budget.

Brand	Public	Influencers	Content done	Budget spent	Status
#DREAMBIGGER FR	@	1	0	0%	Expired
#DREAMBIGGER IT	@	10	2	17%	Expired
#DREAMBIGGER NL	@	10	0	0%	Expired
#imDentZ	@	3	0	0%	Expired
#nutritotalvaal	@	6	5	49%	Expired



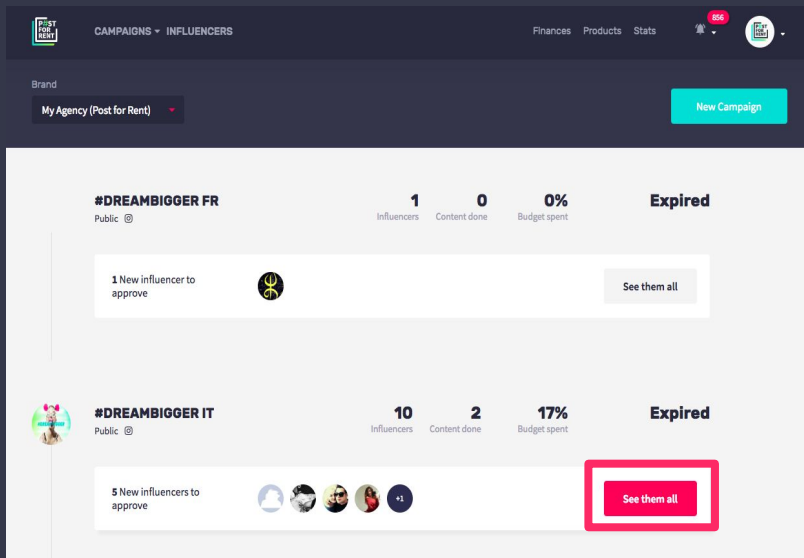
This screenshot shows a detailed view of an expired campaign for '#DREAMBIGGER FR'. A red box highlights the summary statistics: 1 Influencer, 0 Content done, and 0% Budget spent. The dashboard also shows a list of new influencers to approve for each campaign.

Brand	Public	Influencers	Content done	Budget spent	Status
#DREAMBIGGER FR	@	1	0	0%	Expired
#DREAMBIGGER IT	@	10	2	17%	Expired
#DREAMBIGGER NL	@	10	0	0%	Expired

# DASHBOARD - TODOS

Click on “See them all” to manage the selected campaign.

You'll see the selected campaign's screen to manage requests and todos.



This screenshot shows the 'DREAMBIGGER FR' campaign page. The header includes navigation links for 'CAMPAIGNS' and 'INFLUENCERS', and a status bar with 'Finances', 'Products', and 'Stats'. The campaign is marked as 'Expired'. The main content area displays statistics: 1 Influencer, 0 Content done, and 0% Budget spent. A card below shows '1 New influencer to approve' with a 'See them all' button. At the bottom, there's a section for 'DREAMBIGGER IT' with 10 Influencers, 2 Content done, and 17% Budget spent. A red box highlights the 'See them all' button for this campaign.

Brand: My Agency (Post for Rent) [New Campaign](#)

**#DREAMBIGGER FR** Public @ **Expired**

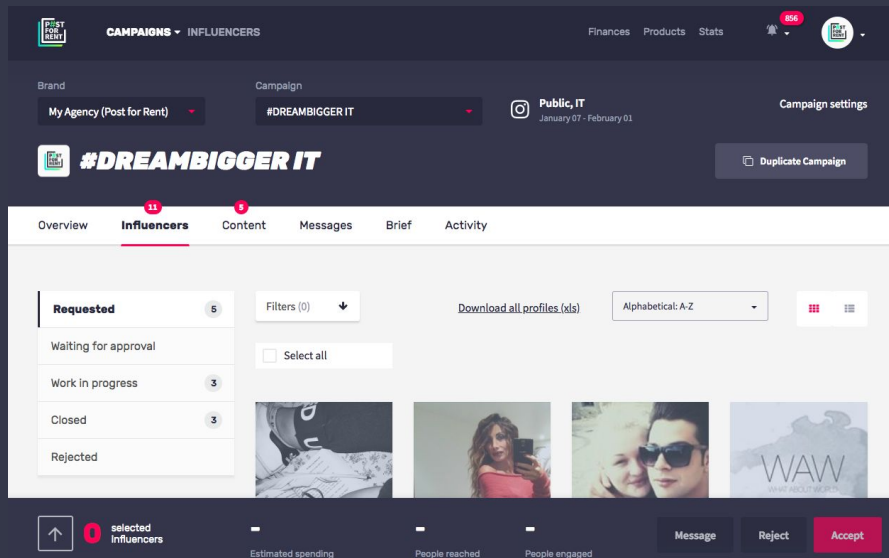
1 Influencers 0 Content done 0% Budget spent

1 New influencer to approve [See them all](#)

**#DREAMBIGGER IT** Public @ **Expired**

10 Influencers 2 Content done 17% Budget spent

5 New influencers to approve [See them all](#)



This screenshot shows the 'DREAMBIGGER IT' campaign page. The header includes navigation links for 'CAMPAIGNS' and 'INFLUENCERS', and a status bar with 'Finances', 'Products', and 'Stats'. The campaign is marked as 'Expired'. The main content area displays statistics: 11 Influencers, 5 Content done, and 17% Budget spent. A card below shows '11 New influencers to approve' with a 'See them all' button. At the bottom, there's a section for 'DREAMBIGGER IT' with 10 Influencers, 2 Content done, and 17% Budget spent. A red box highlights the 'See them all' button for this campaign.

Brand: My Agency (Post for Rent) [New Campaign](#)

**#DREAMBIGGER IT** Public, IT January 07 - February 01 [Campaign settings](#)

[Duplicate Campaign](#)

**#DREAMBIGGER IT**

Overview **Influencers** Content Messages Brief Activity

**Requested** 5 Filters (0) [Download all profiles \(xls\)](#) Alphabetical: A-Z

Waiting for approval

Work in progress 3

Closed 3

Rejected

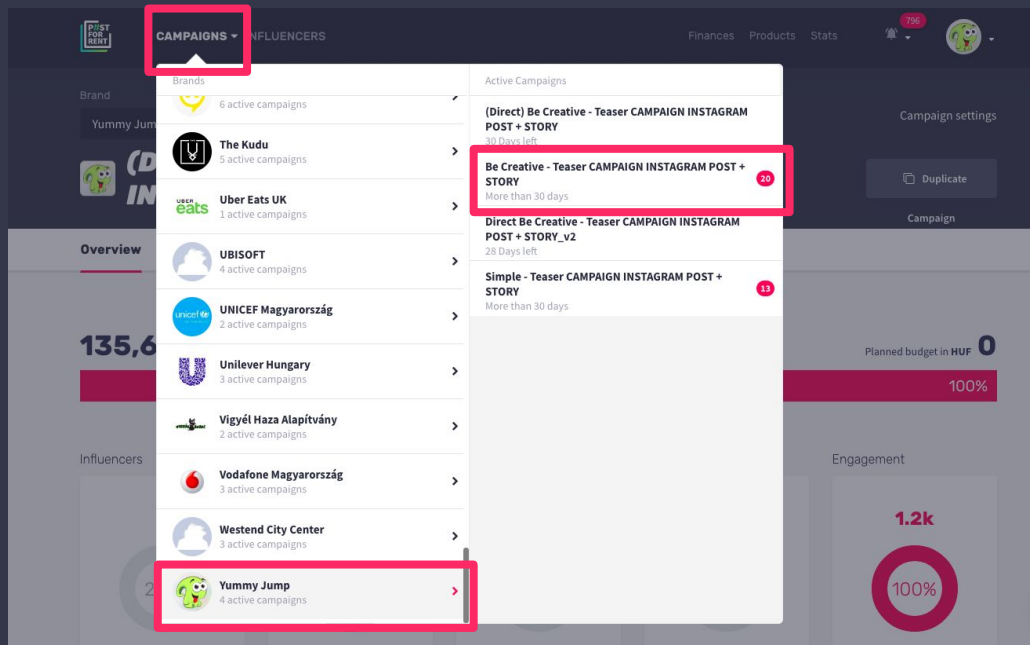
0 selected influencers

Estimated spending People reached People engaged

[Message](#) [Reject](#) [Accept](#)

# HEADER CAMPAIGN MENU

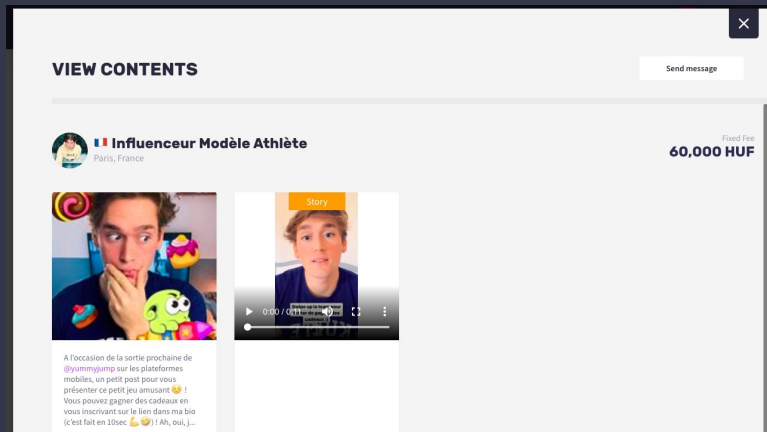
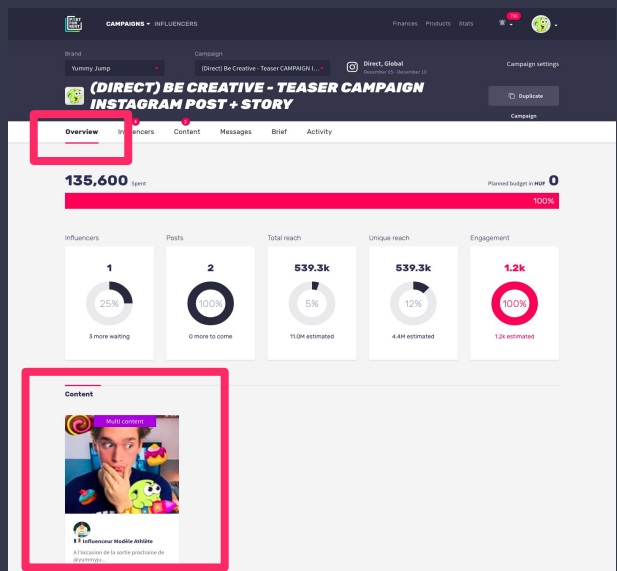
Hover your cursor on the “CAMPAIGN” menu to have a quick glance of all your brands and and campaigns and select the one you want to manage.



# HOW TO MANAGE CAMPAIGNS?

See the overview of your campaign's performance, how much you've spent and what is left to deal with.

Click on the contents at the bottom to review all content submitted by influencers.



# HOW TO MANAGE CAMPAIGNS?

Click “Influencers” in the header and browse easily between different statuses. You can select multiple influencers for bulk actions, like message them or cancel your request on them.

You can see the selected influencers’ audience combined, which will help you to approve or reject faster.

The screenshot shows the 'Influencers' tab in a campaign management tool. At the top, there's a header with 'Brand' (Yummy Jump), 'Campaign' (Simple - Teaser CAMPAIGN INSTAGRAM P...), 'Public, Global', and 'Campaign settings'. Below this is a title 'SIMPLE - TEASER CAMPAIGN INSTAGRAM POST + STORY' and a 'Duplicate Campaign' button. The main area has tabs: Overview, **Influencers**, Content, Messages, Brief, and Activity. Under the 'Influencers' tab, there's a 'Requested' filter menu on the left with options: Waiting for approval (15), Work in progress (2), Closed (3), and Rejected (99). A 'Filters (0)' dropdown and a 'Download all profiles (.xls)' button are also present. A list of four influencers is shown, each with a profile picture, name, reach, average engagement, and HUF / Post value. At the bottom, there's a summary bar showing '181,930 HUF' estimated spending, '5M' people reached, and '595.3k' people engaged. A '7 selected influencers' button is visible on the left, and a 'Message', 'Reject', and 'Accept' action bar is at the bottom right.

Influencer	Reach	Avg. Engagement	HUF / Post
Anna Nezhya	27.3k	1.9k	10,000
Chantelle.leanora	6.3k	93	5,000
Diamond	4.0k	95	4,000
Felicciannaccorbi	26.0k	1.2k	10,000

The screenshot shows the 'ESTIMATED RESULTS' dashboard for a campaign. It includes a title 'ESTIMATED RESULTS' and a 'Download results (.xls)' button. The dashboard is divided into several sections: 'Audience brand affinity' (NBA 1%, Rockstar Games 1%, Starbucks 1%, Marvel 1%, Xbox 1%), 'Audience age' (0-17 2%, 18-25 86%, 26-32 7%, 33+ 5%), 'Audience gender' (36% Female, 64% Male), 'Topics' (Popular hashtags: #mefst, #antilla\_elegance, #vadin\_yatsun; Popular tags: @mefst, @antilla\_elegance, @vadin\_yatsun), 'Top 5 engaged users' (societyfeelings 8.6M, rosbutter 6.2M, supremepatty 3.4M), and 'Location by country' (United Kingdom 58.0%, Germany 3.0%, Spain 2.0%, N/A 11.0%, United States of America 10.0%).

Brand	Percentage
NBA	1%
Rockstar Games	1%
Starbucks	1%
Marvel	1%
Xbox	1%

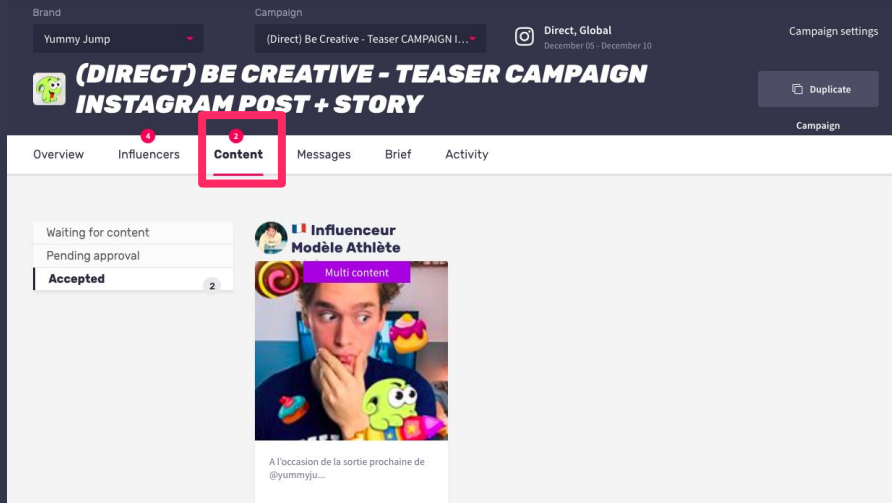
Age Group	Percentage
0-17	2%
18-25	86%
26-32	7%
33+	5%

Gender	Percentage
Female	36%
Male	64%

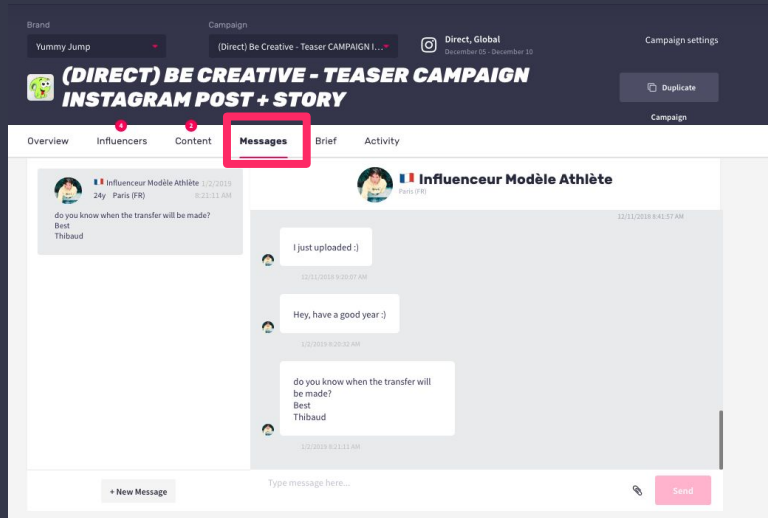
Country	Percentage
United Kingdom	58.0%
Germany	3.0%
Spain	2.0%
N/A	11.0%
United States of America	10.0%

# HOW TO MANAGE CAMPAIGNS?

Click on “Content” to see the submitted images and videos in status order so you’ll know what you need to do with them.



Go to “Messages” to see all relevant chat messaging and attachment with influencers regarding your campaign.



# HOW TO MANAGE CAMPAIGNS?

Click on “Content” to see the submitted images and videos in status order so you’ll know what you need to do with them.

The screenshot shows the 'Content' tab of the 'SIMPLE - TEASER CAMPAIGN INSTAGRAM POST + STORY' for the 'Yummy Jump' brand. The interface includes a top navigation bar with 'Overview', 'Influencers', 'Content' (highlighted with a red box), 'Messages', 'Brief', and 'Activity'. Below the navigation bar, there are three columns of content cards. Each card displays a thumbnail image, the influencer's name, and engagement metrics (Views, Likes, Comments). The first card is for 'ELMENS' with 2.7k views, 6 likes, and 0 comments. The second card is for 'Giuseppe Giorlando' with 0 views, 3.6k likes, and 29 comments. The third card is for 'IamEdith' with 7.0k views, 734 likes, and 39 comments. At the bottom of each card, there is a 'Post Fee' listed in HUF: 10,000 HUF, 20,000 HUF, and 15,000 HUF respectively.

“Messages” has all relevant chat with influencers regarding your campaign. You can send specific messages with +New Message.

The screenshot shows the 'Messages' tab of the 'SIMPLE - TEASER CAMPAIGN INSTAGRAM POST + STORY' for the 'Yummy Jump' brand. The interface includes a top navigation bar with 'Overview', 'Influencers', 'Content', 'Messages' (highlighted with a red box), 'Brief', and 'Activity'. Below the navigation bar, there is a list of messages from influencers. The first message is from 'Ábel von Müller' (Szarvas 010) dated 12/6/2018 at 8:07:55 PM. The message content is: 'Hi there, Thank you for your application and for your patience! We received a lot of applications, evaluated them and unfortunately we cannot work with you in this particular campaign. Thank you for your understanding, and have a great day! Best regards, Yummy's team'. Below the message list, there is a '+ New Message' button (highlighted with a red box) and a text input field labeled 'Type message here...'. At the bottom right, there is a 'Send' button.

# HOW TO MANAGE CAMPAIGNS?

You can check the brief again to see if the contents are ok to approve.

Activity shows the history of the campaign. Each action is stored here, anytime you get confused who did what, just come here to check it.

The screenshot shows the 'Brief' tab selected in the campaign management interface. The top navigation bar includes 'Brand' (Yummy Jump), 'Campaign' (Simple - Teaser CAMPAIGN INSTAGRAM P...), 'Public, Global' (November 26 - December 13), and 'Campaign settings'. The main title is 'SIMPLE - TEASER CAMPAIGN INSTAGRAM POST + STORY'. Below the title, there are tabs for 'Overview', 'Influencers', 'Content', 'Messages', 'Brief', and 'Activity'. The 'Brief' tab is highlighted with a red box. The content area is divided into two sections: 'Instructions' and 'Wording of the posts'. The 'Instructions' section contains a list of tasks and goals for the campaign, including signing up for a contest, adding a link to the bio, and posting the attached images to the Instagram feed. The 'Wording of the posts' section contains a 'Freestyle' section with a text box for writing the post content. Below this, there is a 'Photos to share' section with two images: a black t-shirt with a yellow logo and a colorful game box for 'Yummy's Big Giveaway Contest'.

Brand: Yummy Jump Campaign: Simple - Teaser CAMPAIGN INSTAGRAM P... Public, Global November 26 - December 13 Campaign settings

**SIMPLE - TEASER CAMPAIGN INSTAGRAM POST + STORY** Duplicate Campaign

Overview Influencers Content Messages **Brief** Activity

**Instructions**



1. BACKGROUND - Yummy Jump is a fun mobile game, which will launch in December - We want to raise awareness, and get people to sign up so we can alert them when the newest mobile game will be available. - To support this we made a sign up contest, and we want you to promote it. - <https://www.yummyjump.com/giveaway2>. GOALS Get your followers to sign up to the free contest and challenge them. 3. TASK - You need to sign up here <https://www.yummyjump.com/giveaway> - Get you own link that you can share with your followers. It will look something like this: <https://www.yummyjump.com/private/123121> - Add link to your bio. - Post the attached images to your Instagram feed and post a story with your link to the contest. - You can also make your own image post by taking a selfie with the <https://www.yummyjump.com> website on your laptop or phone. - Tag @yummyjump in your post - Add the following hashtags: #cute #mobilegame #yummyjump 4. MESSAGE Join Yummy's Big Giveaway Contest and win \$50 000 worth of in-game goodies and more! Get access to the game before anyone else, prizes and guaranteed fun for all participants. Don't wait, join now! Link in my bio 5. TIMING Post needs to be online before December 10.

**Wording of the posts**

Freestyle

Join Yummy's Big Giveaway Contest and win \$50 000 worth of in-game goodies and more! Get access to the game before anyone else, prizes and guaranteed fun for all participants. Don't wait, join now! Link in my bio

**Photos to share**

**Links to share**

















<https://www.yummyjump.com/giveaway>

The screenshot shows the 'Activity' tab selected in the campaign management interface. The top navigation bar is identical to the previous screenshot. The main title is 'SIMPLE - TEASER CAMPAIGN INSTAGRAM POST + STORY'. Below the title, there are tabs for 'Overview', 'Influencers', 'Content', 'Messages', 'Brief', and 'Activity'. The 'Activity' tab is highlighted with a red box. The content area displays a list of activities, including reviews, references, and chat messages, with timestamps and user avatars. The activities are listed in a table format with columns for the action, the user, and the timestamp.

Brand: Yummy Jump Campaign: Simple - Teaser CAMPAIGN INSTAGRAM P... Public, Global November 26 - December 13 Campaign settings

**SIMPLE - TEASER CAMPAIGN INSTAGRAM POST + STORY** Duplicate Campaign

Overview Influencers Content Messages Brief **Activity**

Giuseppe Girolando review added	17/10/2019 14:20	
Giuseppe Girolando reference added	17/10/2019 13:34	
Giuseppe Girolando reference added	17/10/2019 13:14	
Giuseppe Girolando review added	17/10/2019 13:14	
Giuseppe Girolando sent a chat message	17/10/2019 16:30	
Giuseppe Girolando sent a chat message	17/10/2019 17:07	
IamEdith review added	18/11/2019 13:40	
IamEdith sent a chat message	18/11/2019 13:40	
IamEdith review added	18/11/2019 13:40	
2 influencers reference added	18/11/2019 16:30	
IamEdith sent a chat message	18/11/2019 16:30	
Giuseppe Girolando sent a chat message	18/11/2019 16:44	
2 influencers reference added	18/11/2019 16:30	
ELMENS review added	18/11/2019 16:30	
ELMENS sent a chat message	18/11/2019 16:30	
IamEdith sent a chat message	18/11/2019 16:30	



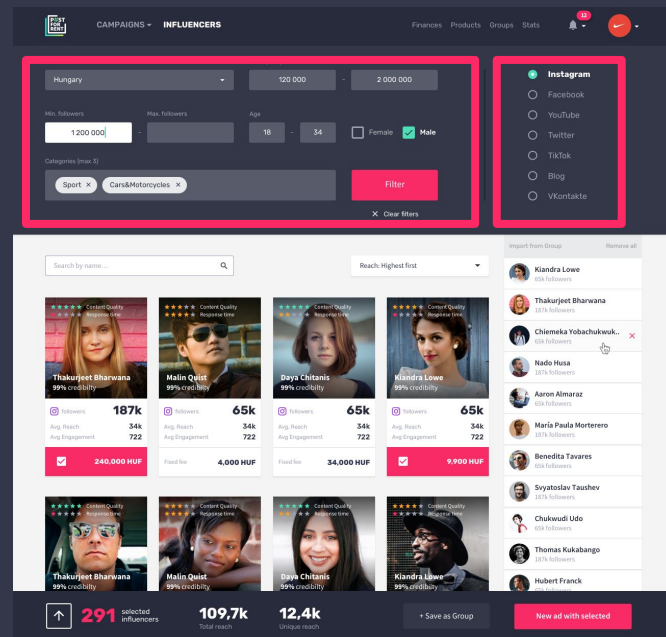
**FIND INFLUENCERS**

# HOW TO FIND INFLUENCERS?

1, Click “INFLUENCERS” in the header.

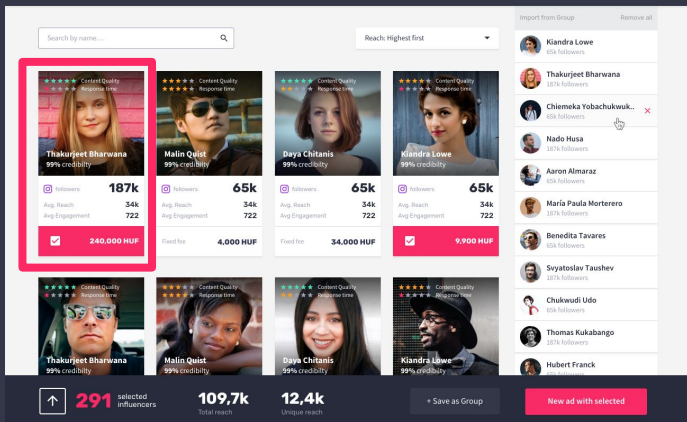
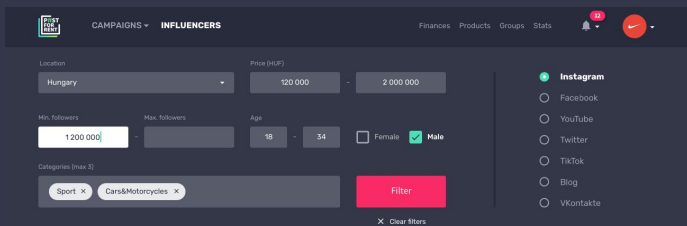


2, Set the filter and the channel to find influencers matching your campaign needs.

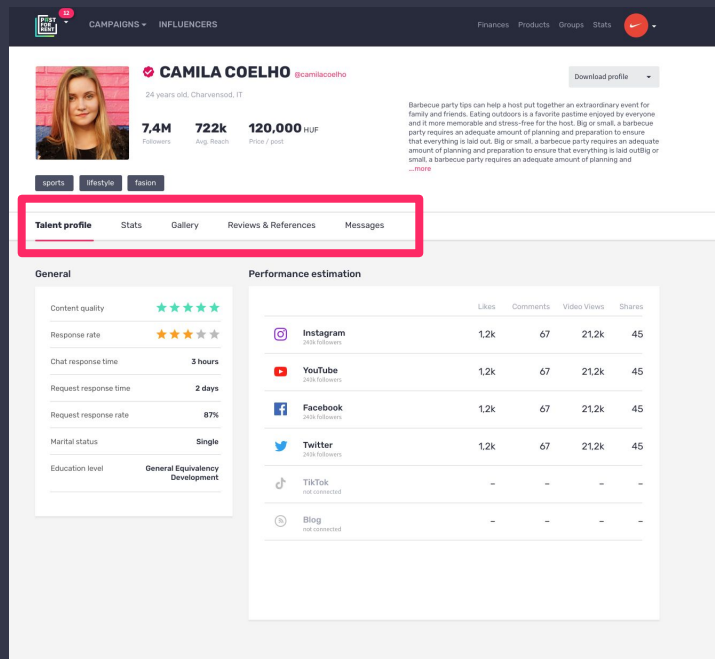


# HOW TO FIND INFLUENCERS?

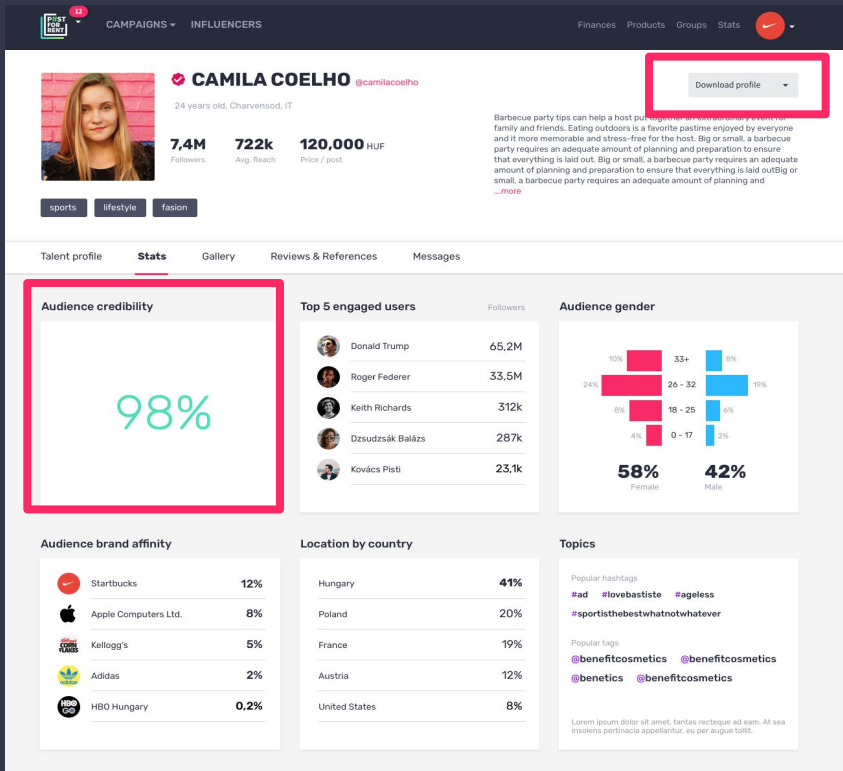
### 3, Check a specific influencers' profile and learn more about them.



4, Influencer profile will show you overall stats of the talent:



# INFLUENCER PROFILE



You can see the influencers':

- Audience credibility
- Followers' gender
- What sort of topics they are interested in
- TOP 5 engaged users
- Location by country
- Brand affinity
- Popular tags used
- Reviews by other brands
- Messages you've had with them

Export the user data to use it in presentations.

# CREATE GROUPS

3, Add the selected influencers into your basket.

Location: Hungary Price (HUF): 120 000 - 2 000 000

Min. Followers: 1 000 000 Max. Followers: Age: 18 - 34 Female Male

Categories (max 5): Sport Cars/Motorcycles

Filter

Search by name...

Reach: Highest first

291 selected influencers

109.7k total reach

12.4k unique reach

Save as Group

Add ad with selected

4, Check the potential that your group have and what audience you'll reach with them. Save the group for the future, export it or start a campaign right away with them.

ESTIMATED RESULTS Public, Hungary

320,000 HUF Jan 12 - Feb 12 (30 days)

Download results

3,8M total reach

1,3M unique reach

622k total engagements

0,35 HUF cost per reach

Performance

No. of influencers	Total followers	Eng. post reach
12	242,214	3,8M
13,120	39	325

Influencer brand affinity

Brand	Percentage
Starbucks	12%
Apple	8%
Nutella	5%

Audience brand affinity

Brand	Percentage
Starbucks	12%
Apple	8%
Nutella	5%
Adidas	2%
Holt Disney	0.2%

Audience age

Age Group	Percentage
35+	9%
26-32	8%
18-25	7%
0-17	3%

Audience gender

Gender	Percentage
Male	58%
Female	42%

Topics

Topic	Percentage
Beauty	12%
Food	8%
Travel	5%

Top 5 engaged users

User	Followers
Alex Edwards	12,4M
Helena Brauer	8,2M
Luis Calvillo	877k
Quentin Aschner	651k

Location by country

Country	Percentage
Hungary	41%
Poland	20%
France	1%

2 selected influencers

109.7k total reach

12.4k unique reach

Save as Group

Export selection

**FINANCES**

# HOW TO MONITOR PAYMENTS?

1, Go to “My Profile” and choose “Finances”.

2, You can see your spendings here, download invoices, export your history or top up your account credit.



## MY PROFILE

Settings | Reviews & References | **Finances** | Notifications

**Overview**

Pending payments

Pending deposits

Total spending  
**1,120,600 HUF**

Lifetime [Payment settings](#)

Influencer	Date	Invoice	Type	Fee
<b>Vikentiy Chaykovsky</b> Pending payment	yesterday		Credit	<b>22,880,600 HUF</b>
<b>Xian Zhou</b> Pending deposit	12 Jun 2018		Credit	<b>239 USD</b>
<b>Yong Tonghyon</b> Paid	12 Jun 2018		Credit	<b>1,200 USD</b>
<b>Afonso Pinto</b> Pending payment	yesterday		Credit	<b>2,600 USD</b>
<b>Gypsy Hardinge</b> Pending deposit	12 Jun 2018		Credit	<b>239 USD</b>
<b>Paulina Gayoso</b> Paid	12 Jun 2018		Credit	<b>1,200 USD</b>



## MY PROFILE

Settings | Reviews & References | **Finances** | Notifications

**Overview**

Pending payments

Pending deposits

Total spending  
**1,120,600 HUF**

Lifetime [Payment settings](#)

[Top up](#)

Influencer	Date	Type	Fee
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<b>Gypsy Hardinge</b> Pending deposit	12 Jun 2018		<b>239 USD</b>
<b>Paulina Gayoso</b> Paid	12 Jun 2018	Credit	<b>1,200 USD</b>

# REPORTING

Learn more of your campaign statistics. Check global trends, what are the costs of working with influencers from different countries and industries.  
Get a full landscape of the market with our unique data.



# HOW TO GET REPORTS?

First, you need to have the campaign in closed status before you export your summary report. Go to your active campaigns.

Click on the selected campaign's dropdown menu at the right side, and select close.

The screenshot shows the 'CAMPAIGNS - INFLUENCERS' dashboard for the brand 'Aperol'. The top navigation bar includes 'Finances', 'Products', and 'Stats'. The main content area shows a list of active campaigns. The first campaign is 'Aperol Spritz' with 09/12/2018 - 12/12/2018 dates. The second campaign is 'Aperol Spritz - Bónusz' with 30.2k Reached and 11,300 HUF Spent. The third campaign is 'Aperol Spritz - Nyári kampány (2018. j...' with 473.3k Reached and 288,150 HUF Spent. The fourth campaign is 'Aperol Spritz - Nyári kampány (2018. j...' with 19 Days Left, 184.4k Reached, and 135,600 HUF Spent.

Campaign Name	Dates	Reached	Spent	Days Left
Aperol Spritz	09/12/2018 - 12/12/2018			
Aperol Spritz - Bónusz		30.2k	11,300 HUF	
Aperol Spritz - Nyári kampány (2018. j...		473.3k	288,150 HUF	
Aperol Spritz - Nyári kampány (2018. j...		184.4k	135,600 HUF	19

The screenshot shows the 'CAMPAIGNS - INFLUENCERS' dashboard for the brand 'Aperol'. The top navigation bar includes 'Finances', 'Products', and 'Stats'. The main content area shows a list of active campaigns. The first campaign is 'Aperol Spritz' with 09/12/2018 - 12/12/2018 dates. The second campaign is 'Aperol Spritz - Bónusz' with 30.2k Reached and 11,300 HUF Spent. The third campaign is 'Aperol Spritz - Nyári kampány (2018. j...' with 473.3k Reached and 288,150 HUF Spent. The fourth campaign is 'Aperol Spritz - Nyári kampány (2018. j...' with 19 Days Left, 184.4k Reached, and 135,600 HUF Spent. A dropdown menu is open for the fourth campaign, showing options: 'Send message', 'Close', 'Export influencers', and 'Duplicate'.

Campaign Name	Dates	Reached	Spent	Days Left
Aperol Spritz	09/12/2018 - 12/12/2018			
Aperol Spritz - Bónusz		30.2k	11,300 HUF	
Aperol Spritz - Nyári kampány (2018. j...		473.3k	288,150 HUF	
Aperol Spritz - Nyári kampány (2018. j...		184.4k	135,600 HUF	19

# HOW TO GET REPORTS?

Now you can export your summary report by switching to closed campaigns and clicking on the dropdown menu at the right side, and select Export Report.

This screenshot shows the 'Closed' tab selected in the campaign management interface. The top navigation bar includes 'CAMPAIGNS' and 'INFLUENCERS' tabs, with 'CAMPAIGNS' being active. Below the navigation bar, there's a 'Brand' dropdown menu set to 'Aperol' and a 'New Campaign' button. The main content area displays a list of closed campaigns for the date range '09/12/2018 - 12/12/2018'. The list is sorted by 'Time: ending soonest first'. Two campaigns are visible: 'Aperol Spritz Direct' and 'Aperol Spritz Public'. Each campaign entry shows metrics for likes, reached, and spent, along with a profile picture and a menu icon.

Campaign	Like	Reached	Spent
Aperol Spritz Direct	5.2k	143.0k	45,200 <sup>HUF</sup>
Aperol Spritz Public	5.7k	210.4k	79,100 <sup>HUF</sup>

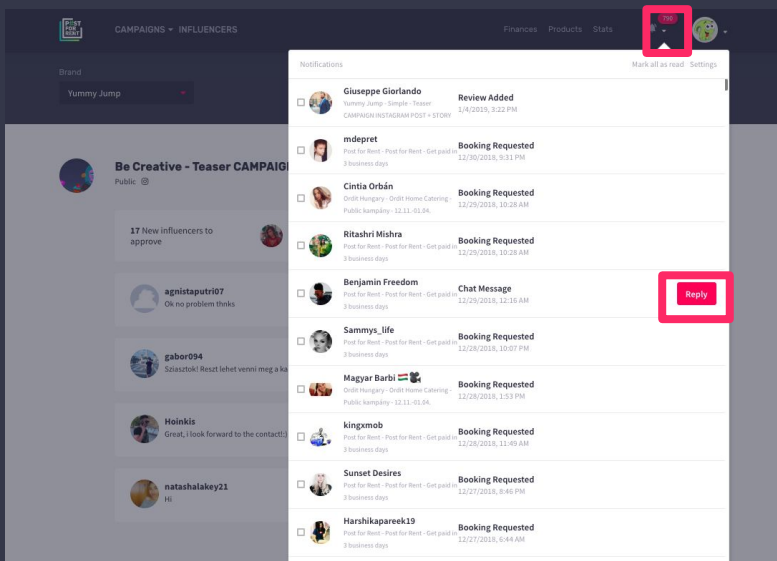
This screenshot shows the 'Closed' tab selected in the campaign management interface, with the dropdown menu open for the 'Aperol Spritz Public' campaign. The top navigation bar is the same as the previous screenshot. The main content area displays the list of closed campaigns. The dropdown menu for the 'Aperol Spritz Public' campaign is open, showing options: 'Activate', 'Export Influencers', and 'Duplicate'. The 'Export Influencers' option is highlighted.

Campaign	Like	Reached	Spent
Aperol Spritz Direct	5.2k	143.0k	45,200 <sup>HUF</sup>
Aperol Spritz Public	5.7k	210.4k	79,100 <sup>HUF</sup>

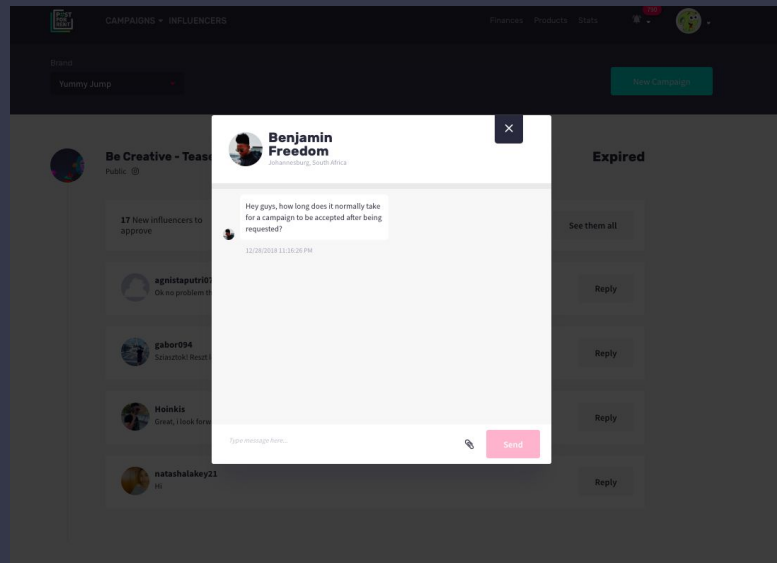
**NOTIFICATIONS**

# MANAGE NOTIFICATIONS

You can always check your notifications in the top right corner by hovering the bell.

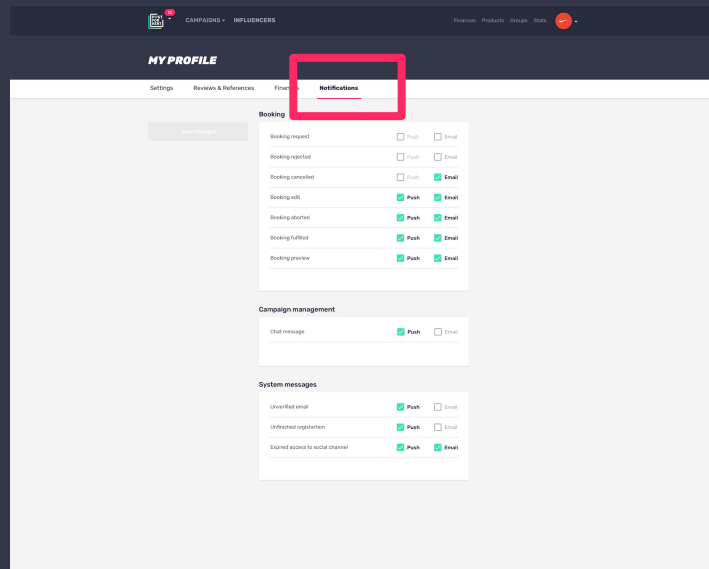
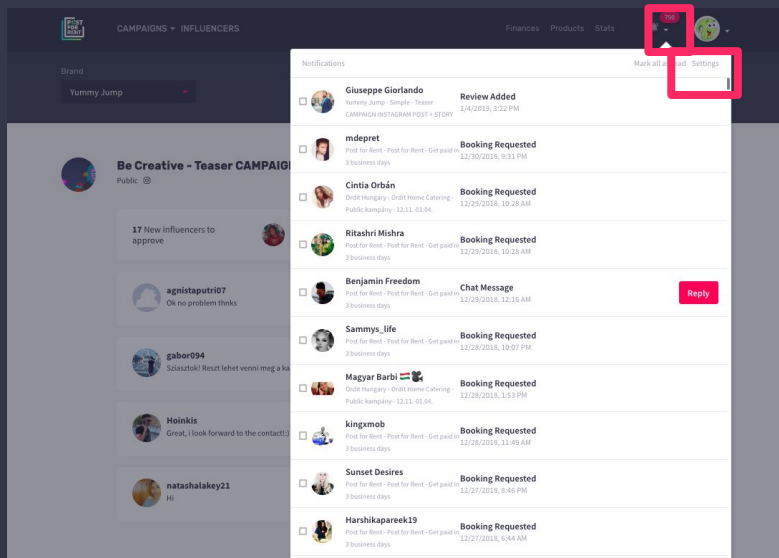


Respond instantly for your messages by clicking reply and type in the pop-up.



# MANAGE NOTIFICATIONS

Click on setting on the dropdown to navigate into your profile where you can set what types of notifications you want to receive at different actions.



# STATISTICS

Learn more of your campaign statistics. Check global trends, what are the costs of working with influencers from different countries and industries.  
Get a full landscape of the market with our unique data.

# HOW TO GET STATS?

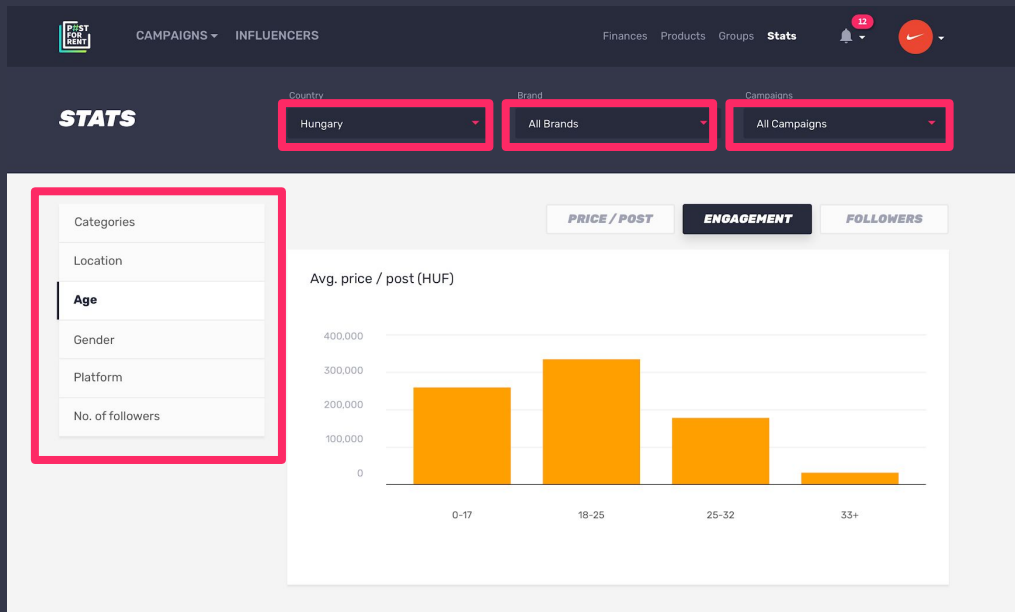
Click on “Stats” in the header and learn more of your campaign statistics.

The screenshot displays a dashboard for the 'Game of Thrones Summer' campaign. The top navigation bar includes 'CAMPAIGNS' and 'INFLUENCERS', with a red box highlighting the 'Stats' link. Below the navigation bar, the campaign details are shown: 'Game of Thrones Summer' (Public), with 12 influencers, 10 content items, 82% budget spent, and 2 days left. Two sections are visible: '43 New influencers to approve' and '12 Content previews to sign off'. The bottom section, 'FIND INFLUENCERS RECOMMENDED FOR YOU', features four categories: VLOG, WOMEN'S FASHION, TRAVEL, HOLIDAY, and BEAUTY, each with a table of statistics.

Category	Total reach	Unique reach	Avg. engagement	Suggested fee
VLOG	4.1m	1.4m	182k	133.000 HUF
WOMEN'S FASHION	4.1m	1.4m	182k	133.000 HUF
TRAVEL, HOLIDAY	4.1m	1.4m	182k	133.000 HUF
BEAUTY	4.1m	1.4m	182k	133.000 HUF

# HOW TO GET STATS?

You can get instant data in general or check your previous campaigns' specifics like which platform brings the most engagement or which demography is the most cost efficient etc.





# HOW TO GET STATS?

Learn more on global trends and local market specifics.

