

**Help.**

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*VoxFeed*



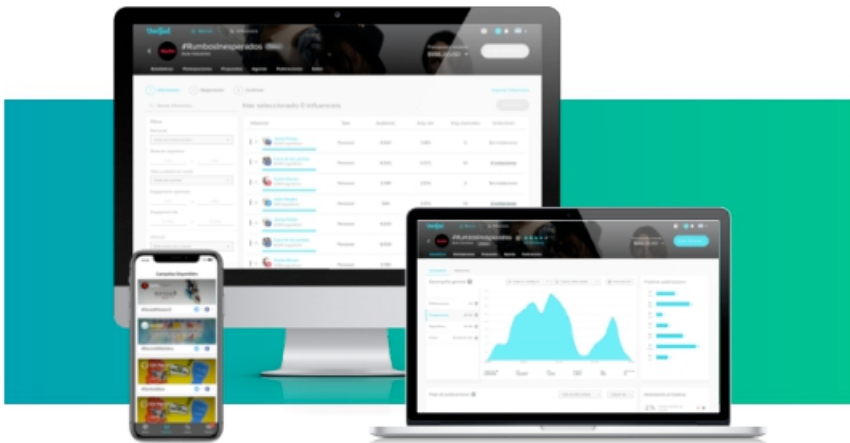
# Advertiser User Manual

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# 1. General

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## 1.1 What is the platform?

The platform connects brands and content creators. It is a space where you can find the ideal content creator for your brand and control the way you work together.

The platform allows you to create and automate campaigns with content creators. It helps you:

- **Search for content creators:** Access a catalog of thousands of content creators and select the most suitable content creator for your brand; filter them by demographics, location, interests, as well as by performance metrics.
- **Manage your campaigns:** Control all of your campaigns from just one account; group them by brand, draft different proposals for campaigns, and set permission levels for the users that you wish to have access.
- **Moderate content:** Review proposals that content creators have sent to you, request changes or approve them by setting a date and time you would like them to be published.

- **Analyze your results:** Obtain campaign results in real time, analyze them by social network or specific time periods, and download them to excel with just one click.

## 1.2 Guarantee

We know that your brand's image and security are extremely important.

The platform protects your brand with the following campaign guarantees:

- All of the proposals sent to you by content creators will have the links, hashtags or mentions that you set as mandatory. The platform reviews them automatically and if the proposal does not contain them, they can not be sent for approval. This way, you maintain your line of communication without having to worry about omissions made by the content creator.

- Only authorized content will be posted. The content creators can only post in their own social networks once you approve the proposal. If you are not happy with the content, you can ask for the necessary modifications until you are satisfied with the message to be posted.
- You can control your campaign's timings by establishing the posting days, so that you know how your budget is being distributed and the volume of messages that are being posted.
- The platform guarantees that the message posted will be the same as the one approved. If not, the platform will not allow the content creator to verify the post, meaning that they will not be paid and the platform will return your credit.
- The platform guarantees that the content creator's posts will last for at least 07 days. If the content creator deletes, archives or makes the post private, the platform will cancel their payment and return your credit.

## 1.3 Glossary

**Average review time:** The average time that you take to accept/reject the proposals of your content creators.

**Bid per post:** The amount that will be deducted from your credit and budget, and that the content creator will receive for their participation in the campaign.

**Brief:** Campaign description for the content creators, where you specify what they must do.

**Campaign Budget:** Maximum credit that you will use for this campaign.

**Campaign:** The section where collaboration with the content creators takes place; it has its own brief and budget.

**Canceled (posts):** Invitations where the content creator rejects participation with the brand.

**Comments:** Number of people (users) that made comments on the content creator's post for your campaign.

**Completed (participations):** Participations in your campaign that are ended after the content creator agrees to participate in it. They may be completed successfully or unsuccessfully.

**Cost:** Money spent in the platform. It could be the individual cost of a participation or the total cost of a campaign. Only successful participations are considered as 'cost'.

**CPC:** Cost per Click. The cost divided by the number of clicks generated per post, for posts that were successfully completed. Only applies to posts with shortened URLs.

**CPE:** Cost per Engagement. The cost divided by the engagements received per post, for posts that were successfully completed.

**CPM:** Cost per Thousand. The cost divided by the thousands of followers reached per post that were successfully completed.

**CPP:** Cost per Post. The cost divided by the number of posts that were successfully completed.

**Credit Distribution:** The way in which credit is distributed at each step of the content creator's participation process in one of your campaigns.

**Credit Spent:** Credit used for successful participation of content creators in the campaign.

**Engagement rate:** The total engagements generated divided by the number of followers of the content creator.

**Engagements:** The number of likes, comments, shares and clicks that your campaign's post has received.

**Followers:** Number of profiles that subscribe to the content of a certain content creator on a social network. The term "Friends" is also used.

**Frozen Credit:** Credit for content creators who agreed to participate and are in the process of participating.

**Hashtag:** Tags that are defined to identify or group together communication. For example: #campaignname.

**Impressions :** The number of times a post has been displayed on the screen of a device.

**Content creator has ended their participation:** The content creator has decided to end their participation before completing the process successfully.

**Invitation:** The proposal sent to the content creator to collaborate on your campaign.

**Mentions (@):** Write @ followed by the username of your page. This way if your audience clicks on it, it will take them to your social media page.

**Performance:** Results obtained by the content creators' posts in your campaigns.

**Post flow:** Number of participations at each stage of the content creator's participation process in one of your campaigns.

**Posts:** Messages posted in social networks.



**Private participation**

**mode:** Only content creators that you select and personally invite are able to participate in your campaign.

**Proposal Acceptance**

**Percentage:** the percentage of the total proposals sent to you by content creators that you approve.

**Remaining Budget:** Budget that is still available for content creators to participate in your campaign.

**Scheduled**

**(proposals):** Content creator proposals that have been approved by the brand and are awaiting their date and time to be posted.

**Shorten URL's:** Convert the URL to a shortened text that leads to the same site and allows you to measure the number of clicks.

**Successful (participations):** Participations where the content creator completed the participation process, and the posts were published in their social networks.

**To approve**

**(proposals) :** Number of proposals that are pending approval. You can approve or reject them.

**To draft (proposals):** Number of content creators that have agreed to participate in your campaign and must send proposals for you to approve.

**To post (proposals):** Number of messages that are ready to be posted.

**Unique impressions:** Unique times a post has been displayed on the screen of a device. Even if a device has displayed the post more than once, it only counts as one.

**URL:** Website address.  
Example: [www.yourpage.com](http://www.yourpage.com)

**Views:** Number of times the content creator's audience saw the video that was uploaded with one of the content creator's posts.

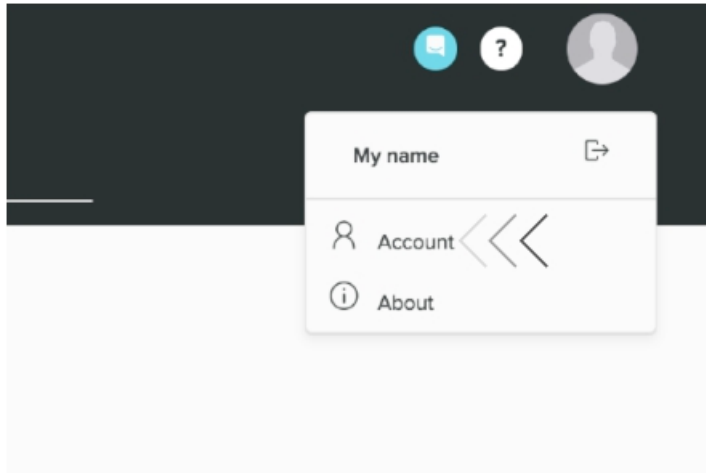
**Plus participation mode:** Your campaign is visible for all users that meet the segments that you set.

## 2. Account

### 2.1 Register

To create your advertiser account following these steps:

- 1 Log in to your platform page
- 2 Click on **“Create Account”**.
- 3 Select **“Brand”**.
- 4 Fill in your name, last name, email address and choose a password (minimum 6 characters)
- 5 Click on **“Sign up”**.
- 6 Fill in your information: name, location (city and country).
- 7 We will send you an email to the address you have entered, click on **'Confirm Email'**



## 2.2 Personal Details

To edit your personal details or email address, follow these steps: Click on your avatar in the top right corner. This is a circle with the profile image you selected. If you did not choose one, it will just be the color gray.

Select **"Account"** .

Edit the field you want to modify and click on "Save". Depending on the field, it may ask for your password to make the change.

Next >

[Logout](#)

Country

México

x ▼

City

Zapopan, Jalisco

x ▼

Cellular number

Ingresa tu número de celular, posteriormente recibirás un código vía SMS para verificarlo

+52  Ingresa tu número de celular

Your must specify your telephone number

< Back

Next >

[Logout](#)



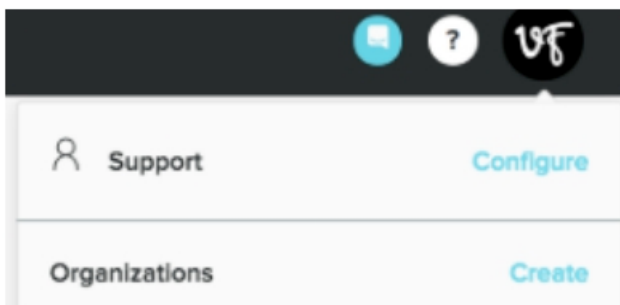
## 2.3 Organizations

Organizations are work groups where advertisers can collaborate across campaigns. Owners and whoever has permission can manage the access to campaigns and data.

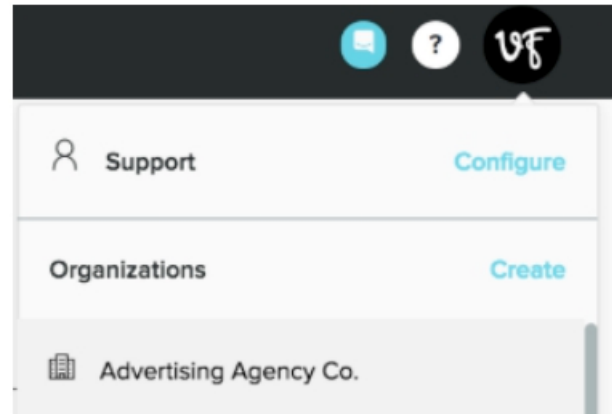
An organization allows you to group brands, register users and create teams

To create an organization:

- Click your account's image (the circle with your photograph)
- In the drop down menu click "Create"



- Click the photo icon to upload a picture that represents your organization
- Type the name of your organization and click "Create Organization"



To add users to the organization:

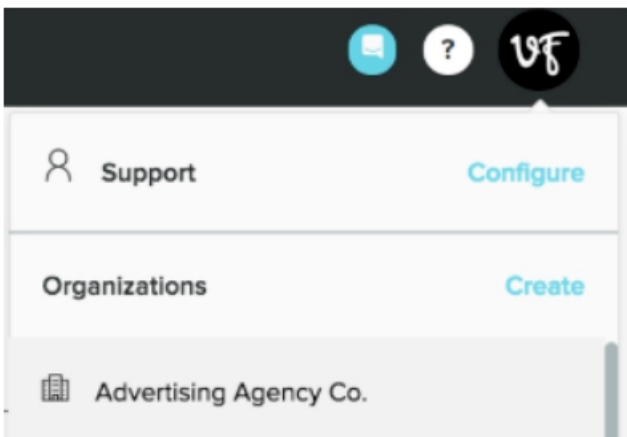
- Enter the organization by clicking your user's icon and then choose the organization you want to add the user to
- Click "Users"
- Click "Invite"
- Type the email of the person you want to add as a user
- Choose the user's role
  - Owner: Can see and access every brand that belongs to the organization.
  - Member: Can only see and access the brands that an owner gives him access to.
- Choose the team that user is going to belong to .

## 2.4 Teams

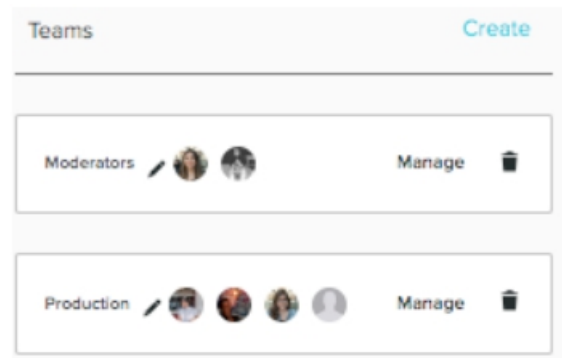
A team groups members of the same organization that shares responsibilities or similar permission levels.

To create a team:

- Click your account's icon (circle with your photograph)
- Choose the organization the team is going to belong to

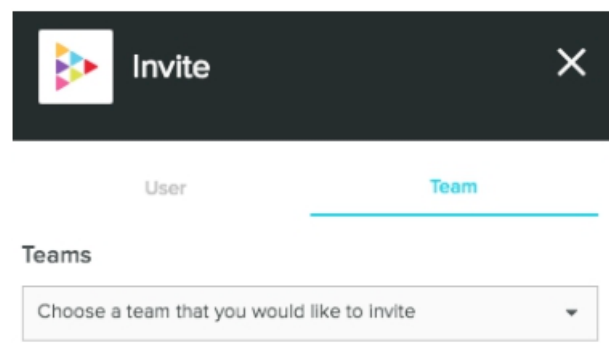


- Make sure you have the persons you want to add to the team as part of your organization's users.
- Click "Teams" and then "Create"
- Establish a name for the team that allows you to identify them.

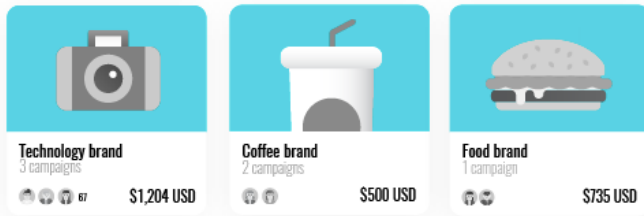


Inside of each brand that belongs to the organization you created the team for, you will be able to invite and establish permissions for every member of the team without having to add the emails one by one.

- Inside the brand's menu look for the brand you want to invite the team to and click it
- Click "Collaborators" and then "Invite User"
- Choose "Teams" in the upper menu
- Click the team you want to invite
- Establish what permissions are they all going to have
- Click "Invite"



# 3. First Steps



## 1 Create a brand

Each brand is independent of the rest, so it has its own credit, campaigns and users.

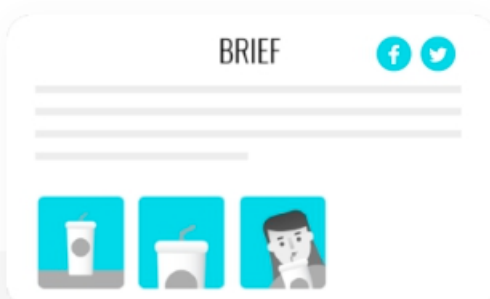
## 2 Deposit Credit

You can deposit credit for your campaigns through Paypal.

Available Credit

**\$2,380** USD

Add Credit

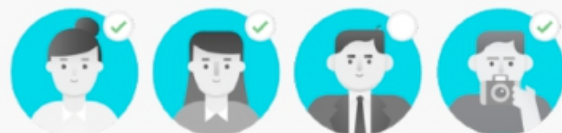


## 3 Create a campaign

Establish what you want the content creators to do and in what social networks.

## 4 Use Plus for your campaign or invite content creators

Choose if you want your campaign to be visible to any content creator that meets the segmentation that you define, or if you want to invite each content creator to participate individually.



## 5 Measure your results

Know the reach and engagements of your campaign.

# 4. Brands

## 4.1 What is a brand and how to create one

The first step in being able to collaborate with content creators is to create a "Brand".

A "Brand" groups together campaigns, users and credit. Each brand is independent from each other, meaning you will have your own credit, campaigns and users.

This helps to restrict your campaigns and your credit to different user groups. Only those that you invite to the brand will have access to your campaigns and the credit that you have in it, and they will be subject to the permission levels that you grant.

For example, if you have 3 products (or different clients) you can create a brand for each one, and therefore you can control their campaigns independently and the users that have access to them. If one of your users is connected to just one of the products, you can limit their access to that particular product, or if they are connected to all of them, you can give them access to all the brands.



### To create a brand:

1. Log in to the platform and select **"Brands"**
2. Click on **"Create brand"**
3. Click on the camera icon and choose the photo that you would like to represent your Brand.
4. Enter your information.
5. Click on **"Create brand"**

## 4.2 Adding or editing users

When you create a brand, you can invite other people to collaborate on it, and assign them different permission levels depending on what you want each person to be able to do, and not to be able to do.

If you invite a user to a brand, the user will only have access to that brand. If you have several brands to which you want to invite the user, you must do it for each one.

**Organization**

PRIMACY Primacy Select the organization from which you will manage this brand.

Upload image

Name

Create brand

### To invite a user to a brand:

1. Enter the brand you want to invite to.
2. Look for the Users panel. Click **"Invite user"**.
3. Enter the email of the person you want to invite.
4. Assign the permissions you want to grant. We explain the permissions at the end of this article.
5. Click **"Invite"**.

### To accept an invitation to collaborate on a brand:

1. If you have not yet signed up with the platform, sign up as a brand.
2. Log in to the platform.
3. Go to the **"Brands"** section.
4. Search for the brand you have been invited to.
5. Select **"Confirm"**.

Permissions are granted when you invite a user, or they can be edited in the brand's user panel. For each user, you can choose a combination of predetermined permissions by selecting them, or if you prefer, you can grant them individually.

### These are the permissions you can grant:

**Manage users.-** You can invite users to a brand, edit their permission level and revoke their access.

**Edit brand information.-** You can edit the brand's name, image and website.

**Manage campaigns.-** You can create, edit, delete and archive campaigns. You can add credit to the brand, as well as manage invoice addresses.

**Run campaigns.-** You can invite content creators to participate in campaigns and moderate their proposals. You can add content creators to favorites, report them or hide them from lists.

**View campaign costs.-** You can download CSV reports, consult costs of a campaign and offers made to content creators.

The user that creates the brand becomes the owner, and therefore has all permission levels. You can transfer the ownership of a brand if desired.

Invite user

Permissions Administrator

All active users of your brand can see the statistics and successful posts of your campaigns.

**Manage users**  You can invite users to the brand, edit their permission level and revoke their access.

**Edit brand information**  You can edit the brand's name, image and website.

**Manage campaigns**  You can create, edit, delete and archive campaigns. You can add credit to the brand, as well as manage the billing addresses.

**Operate campaigns**  You can invite influencers to participate in campaigns and moderate their proposals. You can add influencers to favorites, ...

Cancel Invite

### 4.3 Editing a brand

You can edit the general information and image of your brands. Follow these steps to edit:

1. Go to the My brands section in the top left corner.
2. Look for the brand you want to transfer.
3. Click on the options button (3 vertical dots) in the upper right corner of the brand.
4. Select **"Edit"**,
5. Edit the relevant information.
6. Click on **"Save changes"**.

### 4.4 Credit

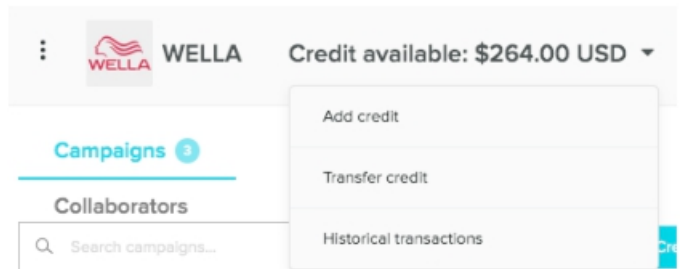
Credit is the money that you add to a brand. Each brand has its own credit that can be distributed among its campaigns. The payment is made directly via the platform through PayPal.

#### Follow these steps to add credit:

1. Enter the brand for which you want to add credit.
2. Click on "Add credit" in the box on the right.
3. Enter the amount you want to add.
4. If necessary, you can add the invoicing data that will appear on your receipt, issued by VoxFeed Inc. from the United States.
5. The platform will take you to PayPal to proceed with the payment.
6. You can log in with your PayPal account, or you continue as a guest.
7. Choose whether you want to pay using your PayPal balance or with a card.
8. Complete your payment, and it will take you back to the platform.
9. If the transaction is successful, you will be shown a confirmation. Click on "Complete".

### 4.5 Transfer Credit between Brands

- Click **"Credit Available"**
- Select **"Transfer credit"**.
- Choose the brand that will receive the credit, it has to belong to the same organization. If you have doubts check our article "Add an existing brand to an organization".
- Establish the amount to transfer
- Click **"Continue"**
- Make sure the brand and amount to transfer are correct
- Click **"Transfer"**



#### Important:

Only the owners of the organization can transfer credit. If you have doubts check our article "Organizations".

The brand that will receive the credit has to be a part of the same organization.

Users with a "See costs" permission will receive an email letting them know that the credit for the brand has changed.

#### To review the credit movements:

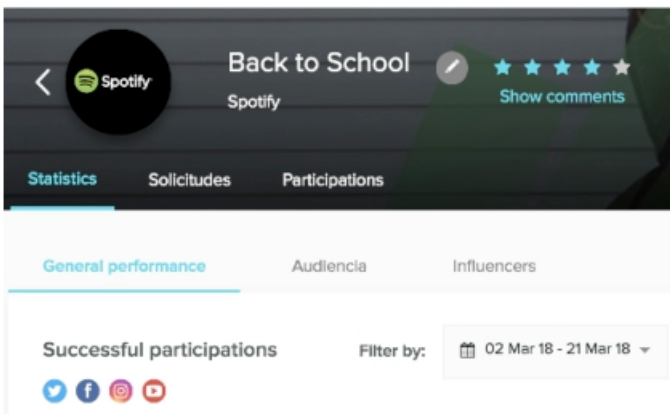
- Click **"Available credit"**
- Select **"Historical transactions"**

# 5. Campaigns

## 5.1 Create or edit campaigns

To create a campaign in the platform, go to the brand you wish to create a campaign for and click on "Create campaign" in the top right-hand corner of the screen.

To edit a campaign that has already been created, go to the campaign and click on the pencil button to the right of your campaign name. This is in the top left-hand part of the screen.



**The process to create a campaign is divided into 4 sections: *Brief, Content, Settings, and Cost and Budget.***

**Complete the following details in the Brief section:**

1. **Your brand's commercial name.-** This is the brand name that content creators will see in your campaign.
2. **Your brand's image.-** This should be a square image so that it does not get distorted.
3. **Your campaign name.**

4. **Campaign cover.-** This image will be the background to your campaign.
5. **Campaign description.-** You have 1200 characters to describe your campaign's dynamic. You can let your content creator know exactly what you want them to do and provide information about your product or service.
6. **Example images.-** You can add up to 4 images to help the content creator understand your campaign description.
7. **Message tone.-** This is the type of language you want used in your campaign's posts. It can be free, casual (ie. avoiding vulgar language) or formal.
8. **Guidelines.-** You can add up to 6 simple instructions to specify which topics or content to include in the post.

### Completing the *Content* section:

1. Select the **social networks** you want your campaign to be active in. If your campaign is for Instagram, you will have to select if it is for posts, stories, or both.
2. **Proposals with mandatory multimedia elements.**- If you select this option, the content creator must attach an image, a video or either one of them. If you don't select this option it will not be mandatory for the content creator to add an image or video.
3. Add the **mandatory elements** to be included in the content creators' posts. These are links, hashtags or mentions.
4. **Mandatory endorsement notice:** If you select this options, content creators must use one of the showed hashtags in their publication.
5. **Measure clicks.**- If you select this option, our platform will shorten your links so that clicks can be counted.

### Establish your campaign's parameters in the *Settings* section:

1. Time allowed for the content creator to send their proposal.- How many days does the content creator have to create and send their post proposal.
2. **Plus.**- Your campaign will be visible for all content creators that meet the segmentation criteria defined. The content creators who want to participate will send you a request, which you will approve or reject.
  - If you don't set your campaign as " Plus" your campaign will not be visible to any content creators. You will have to invite them manually to participate in your campaign.
  - Even if your campaign is public through Plus, you will still be able to invite content creators manually.

- **Campaign Category.**- You can choose up to 4 categories that define your campaign and for the platform to match with the content creator's.
- **Content creator segmentation.**- Limit who will have access to your campaign with the segmentation criteria you define.

### Set the *Cost and Budget*:

1. **Campaign budget.**- The maximum amount of credit you want to spend on your campaign.
2. **Proposal for content creators.**- Indicate the base CPE that the platform will use to calculate the bid offered to content creators.
  - The platform will calculate a bid for each content creator based on their influence level, and this can be linked to your campaign permanently and whenever you have credit and budget available.
3. **Maximum offer per post.**- This is the maximum amount that the platform will offer to content creators. If the platform calculates a higher amount than your maximum bid for a content creator, it will offer the latter.
4. **Pay in kind .-** If your campaign is using Plus, you will be able to add products or experiences as payment for the participant content creators. Click "Add Products", "New Product", fill out the information, choose the product or products you wish to offer, choose the product you want to offer by hovering it and clicking "Select", finish by clicking "Continue".

To finish, click "**Create campaign**".

To edit an existing campaign:

Go to the campaign

Click on "**Edit campaign**" next to its name, in the top bar of the screen.



## 5.2 - Campaign Budget

Credit is the money added to a brand. Each brand has its own credit that it can distribute among its campaigns.

A campaign's budget is the maximum credit that can be spent on that campaign. It is a limit to help you control the cost of your campaigns and prevent you from spending more than you want to, regardless of the credit available for that brand.

When an content creator agrees to participate in your campaign, their participation amount is deducted from your campaign budget, and the same amount is blocked from your brand's credit to guarantee their payment. If the content creator does not complete their participation successfully, your campaign budget will increase again and the credit will be released.

## 5.3 - Inviting content creators to a campaign

You can invite specific content creators to participate in your campaigns, regardless of how they are configured (Plus or private).

### Follow these steps:

1. In the **Brands** section, go to the brand where your campaign is and then go to the campaign to which you want to invite content creators.
2. Select the blue button "**Invite Content creators**", in the top right corner. Use the search bar or the advanced filters to find the ideal content creator. By hovering the cursor over a thumbnail, you can see the basic statistics for content creators.
3. Use the search bar or the advanced filters to find the ideal content creator.
3. The preferred bid is the one established by the content creator when they register; however you can invite them for another amount, depending on your campaign and budget. The content creator is free to accept or reject your bid.
4. Click on the content creator's name to see their profile. Here you will find information that will help you decide whether this is the content creator you are looking for. You can click on the name in the profile and it will take you to their profile in the corresponding social network.
5. Click on the thumbnail or rows (depending on your selected view) of content creators that you want to invite. You will see that they are selected in blue.
6. Click on "**Continue**". This can be found in the top right corner of the content creator search.
7. Enter the bid you want to offer to each content creator. You will be able to see the expected CPE and CPM for your bid. You can choose to pay in 3 ways:
  - Pay with money
  - Pay in kind
  - Pay with a mix of money and kind

To pay in kind:

- Click "**Pay with product**"
- Select the products with which you want to pay, if you haven't added products to your catalogue, click "**New product**" and fill in the form.
  - Choose if the content creator has to go to a specific address to pick it up, if you are sending the product to an address the content creator indicates or, or if it does not require shipment.

8. Enter the number of days each content creator will have to send their proposal to be approved. The time begins when the content creator accepts the invitation. If their proposal is not sent within the time limit, participation will automatically end. An content creator can subsequently request a time extension.

**Note :** The platform is not responsible of the logistics, shipment, and/or content creator fulfillment. For more information consult our terms.

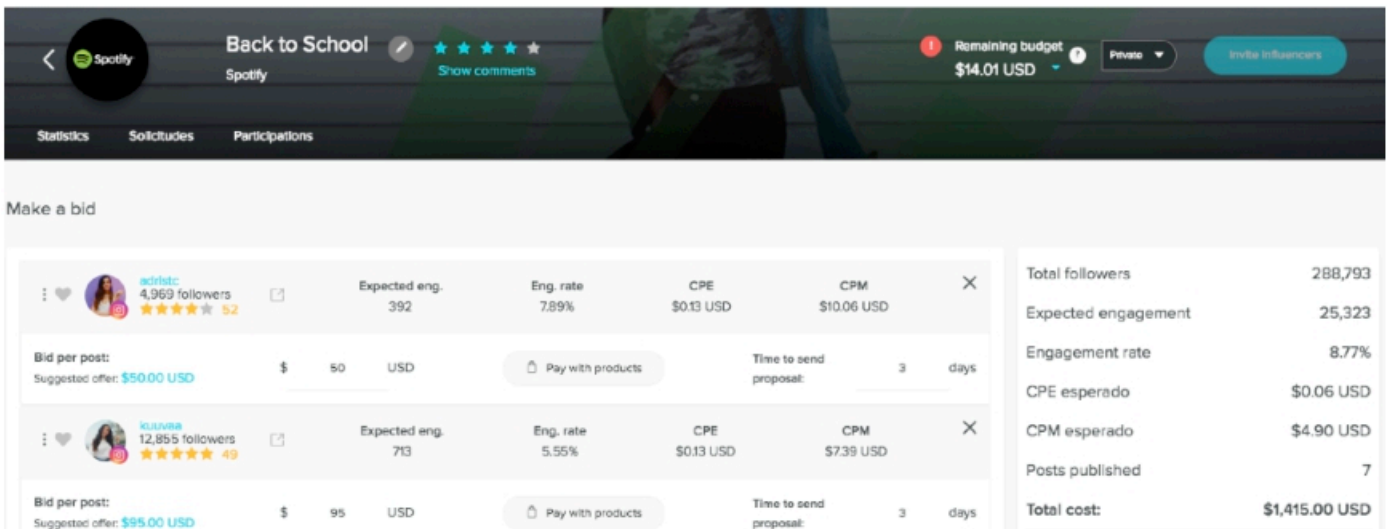
9. If necessary, you can add more credit by clicking on **"Add credit"** at the bottom of the screen.

10. Click on the **"Preview"** button at the bottom of the screen.

11. Verify that all invitations, bids and the days to send a proposal are correct.

12. If everything is correct, click on **"Send invitations"** at the bottom of the screen.

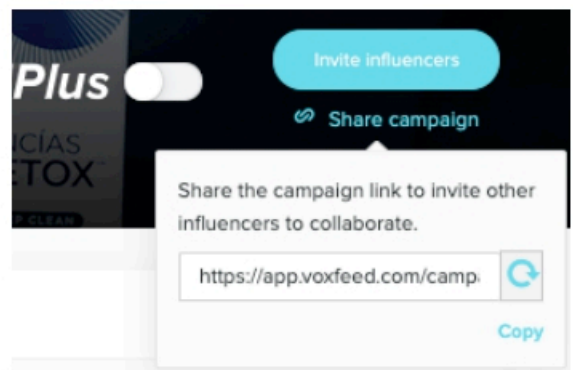
Content creators will have 72 hours (3 days) to accept the invitation, otherwise it will be canceled automatically by the platform.



**Share campaign link:**

If you are already in contact with an content creator or want to make your campaign available for your user or social media community, you can share your campaign directly to them through a link.

Once they click on the link they will be able to see the campaign brief, join the platform or login with their existing account and, if they want it, send and offer to join your campaign.



For an content creator to accept the invitation, your brand must have sufficient credit available and your campaign must have sufficient budget.

Once your invitation is received, the content creator can contact you through the chat on the platform for negotiation, questions or requests.

You can edit the amount of an invitation if the content creator has not yet accepted. The content creator will be notified of the change and the 72-hour time limit to accept it will restart.

### 5.4 - Content creator search tool

Find the ideal content creator for your brand using the content creator search tool. You can find it in 2 places:

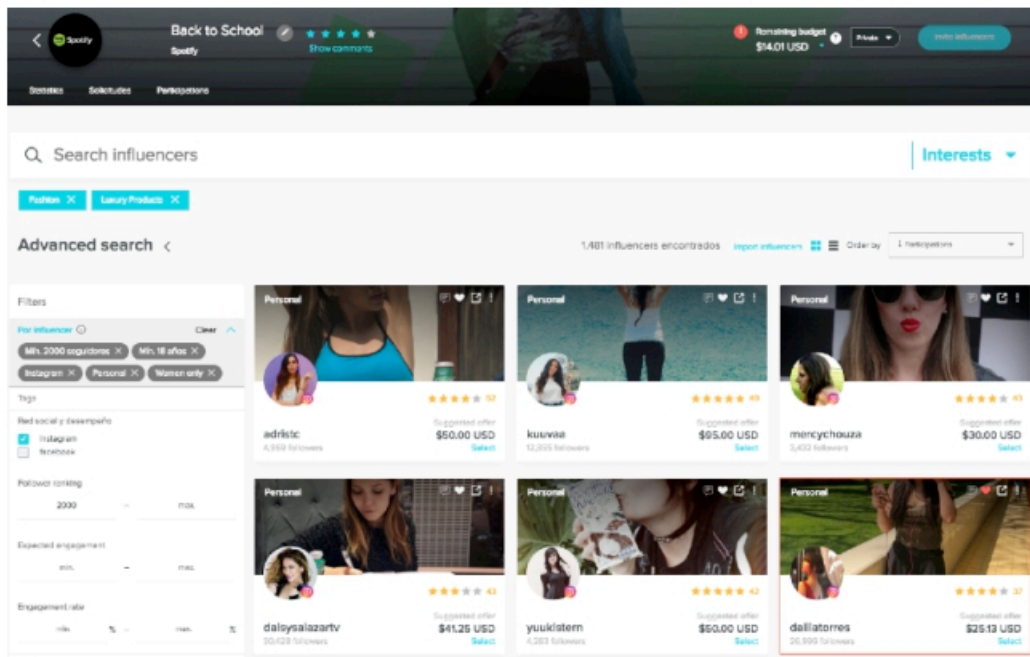
1. At the top, by clicking on "Content creators" Invite the content creator to participate in one of your campaigns.

You can view content creators in two ways: in thumbnails or in a list. You can change the view by clicking on the buttons that show four squares or three lines.

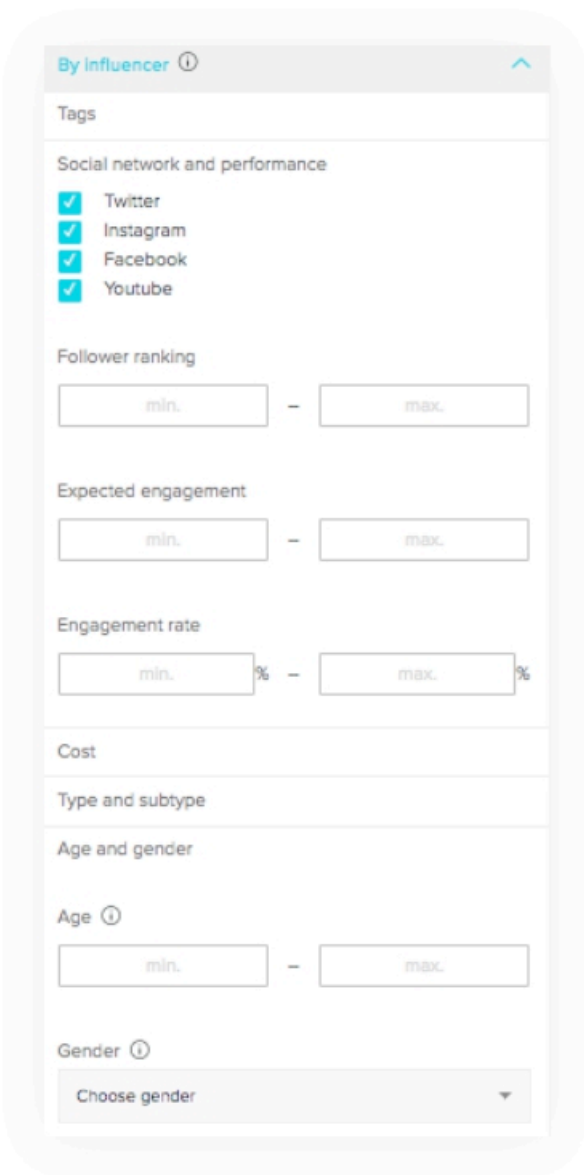
You can also change the order in which content creators are displayed. By default, they are shown in order of expected engagement, from highest to lowest.

You can also search for a specific content creator by typing their name in the "Search Content creators" box. You can also click on **"Interests"** and choose topics that match the content creator you are looking for.

Clicking on the name of the content creator will display their profile and you will be able to see their statistics, previous posts and other information.



The content creator search tool has filters that can help you find the ideal content creator. Click on **"Advanced Search"** to apply the filters.



## 5.5 - Search filters

The content creator search has filters that will help you to find the ideal content creator for you. Click on "Advanced search" to apply the filters.

Combine different filters to segment the content creators.

There are two types of filters:

1. **By audience.**- You can segment content creators according to the demographic characteristics of their friends or followers. At the moment, this is only available for Instagram and Facebook Pages, and therefore you will not see results for Twitter.

2. **By content creator.**- You can segment an content creator by their own characteristics.

### Filters by audience:

- a. **Gender.**- If you select one of the two options, you will only be shown content creators whose audience majority matches your choice, if you select "any" all the content creators will be displayed regardless of their gender.
- b. **Age range.**- If you select any of the options, you can segment the content creators by the percentage of their audience that you want to be in that range, ranging from 5% to 95%.
- c. **Location.**- Enter a city, state or country. Content creators will be shown according to the audience percentage in this place, from high to low.
- d. **Interests**
- e. **Authenticity:** The platform, in partnership with HypeAuditor, performs an analysis of the content creators' audience and provides data on the authenticity in 4 categories: real users, content creators (who have more than 5 thousand followers), accounts that do not see content (uses automatic tools to increase their number of followers but are not interested in the content of the accounts that follow) and suspicious accounts. The filters will help separate content creators according to a percentage of real followers. Choose the level of authenticity you want the audience of the content creator to have: Excellent (more than 75% of real followers) Good (50%-75%) Regular (25%-50%) Bad (less than 25%).

### Filters by content creator:

#### a. Social network and performance

- Tags.- Enter key words to identify content creators.
- Follower range.- Set a minimum or maximum of followers you are looking for.
- Expected engagements.-The platform generates an engagement forecast according to the content creator's posts.
- Engagement rate.- Calculated with expected engagements.

#### b. Cost

- Suggested bid- This is the amount preferred by the content creator. You can decide to offer more or less according to your campaign and budget.
- Cost per engagement (CPE)
- Cost per thousand (CPE)

#### c. Account type and subtype:

##### Personal:

- Brand Lover.- This is limited to communicating with family and friends, sharing photos and videos of activities, achievements, events that they attend and aspects of their daily life.
- Content creator.- Their followers do not follow them because of who they are as a person, but because of their particular and unique style.
- Public Figure.- These are brand ambassadors. They represent specific values and aspirational lifestyles. They are recognized publicly for their physical appearance and talent. They are opinion leaders.



**Thematic:**

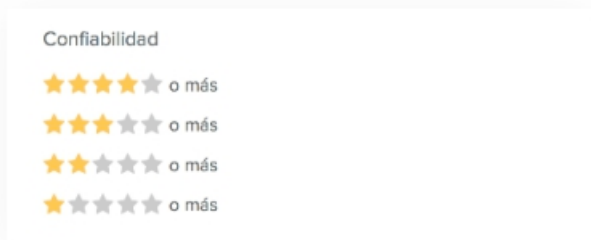
- Character.- Accounts that represent a fictitious or animated character, animal or thing.
- Parody.- Burlesque imitation of a genre, of an artistic work or character, of a style, of gestures or mannerisms of a person.
- Organization.- This is a community or group associated with a topic of interest or a cause that unites them.

**d. Demographics (only for personal accounts)**

- Country, city or state
- Age
- Gender

**e. Reliability.**

One to five stars.



This degree of reliability is visualized as stars within our software. This category measures how much an content creator adheres to the platform's rules. They are calculated based on the actions carried out on the platform (process of participation in campaigns) and are not editable.

If you are inviting content creators in a campaign, you will also be able to use the following filters by content creator:

**f. Accounts**

- Only show favorites- You will only be shown content creators you have selected as favorites for this brand.
- Show hidden.- You will be shown content creators you have hidden in this brand.

**5.6 - Content creator Profile**

Click on the name of an content creator to open their profile in the platform. You will find information about their account and their audience.

You will able to see:

**In the side bar:**

- Information about the content creator's demographics, location and interests. Account reliability rating

**In the upper bar:**

- Expected engagements and engagement rate.
- Suggested offer
- Average payment per post

**In the Post tab:**

- Latest publications in their social network profile, including organic and paid publications.

**In the Participations tab:**

- Number of successful past participations with other brands and number of active participations.
- Successful participations with brands within the platform.

### In the Audience tab (only available for Instagram and Facebook Pages):

Demographics, location and interests of friends and followers of their account.

Audience Type Indicators:

- Real users
- Suspicious accounts: bots or followers from services to generate likes, comments or followers. Enter empty accounts here, stolen, hacked, without activity for more than a year, created only to increase the number of followers or likes.
- Do not see content: Also called massive followers, they are users that follow more than 1500 accounts. It is considered that they use services to follow and stop automatically following accounts, trying to grow their accounts in an unreliable way. According to the Instagram algorithm, users with this type of behavior do not see the content that is published.
- Content creators: They have more than 5 thousand followers.

### In the Linked accounts tab:

Other social network accounts linked to the same content creator.

## 5.7 - Chat with content creators

If you need to communicate with an content creator, you can do this through the platform's integrated chat. You can negotiate with them, give them suggestions, answer questions or anything else you may need to communicate.

The chat exists between a brand and a content creator. It is a "group" conversation between the content creator and all brand users that have permission to run campaigns. Regardless of which campaign or which section you are in, it will always be the same chat in that brand. If you have several brands, you will have several chats with the same content creator.

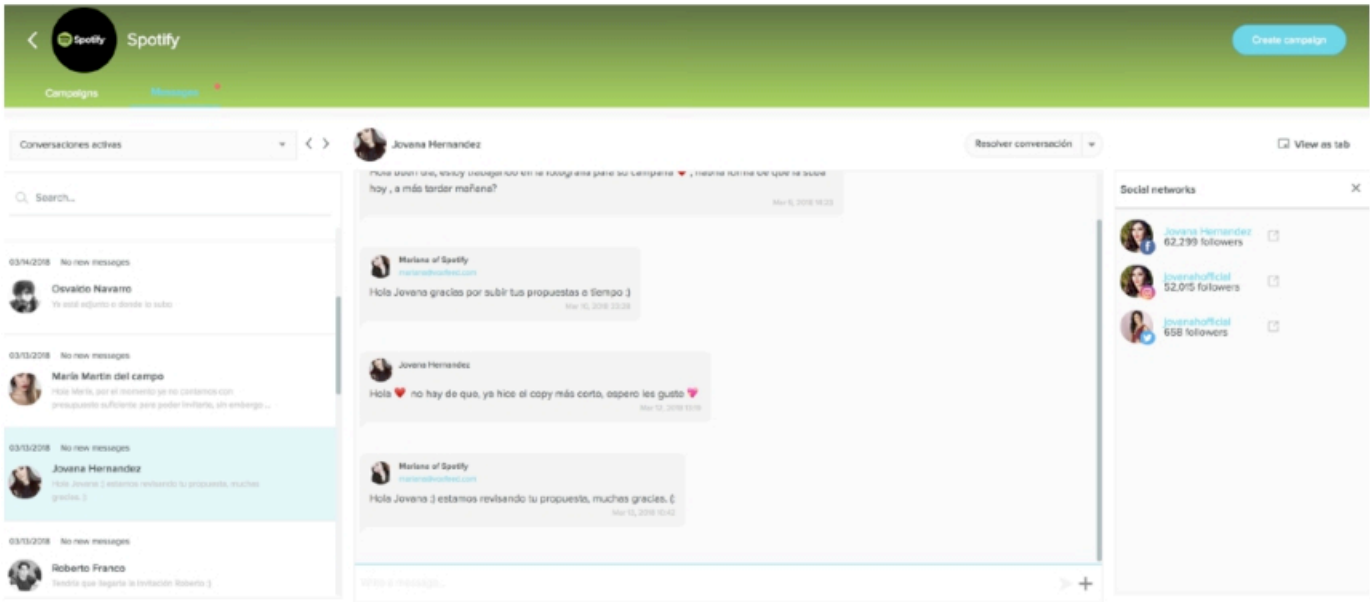
Your chat name will appear as "User" from "Brand", for example, Juan from X brand. This means that for each brand, your name will appear differently in the chat. You can decide what information to share through the chat.

On the other hand, if an content creator has several social network accounts, all of them will be linked to the same chat with your brand.

The content creator's name that appears in the chat will be the one specified when creating their platform account.

You can access the chat in different ways:

- In the **Messages** section. Go to your brand and then to the Messages section. The chats are ordered chronologically, starting with the last content creator to send you a message.
- Within the campaigns. Go to a campaign, then the **Participations** section and then **List**. You will see the message icon in each participation. Click on it to open the chat with that content creator.
- Through the content creator search by clicking “ **content creators** ” in the platform’s top bar.



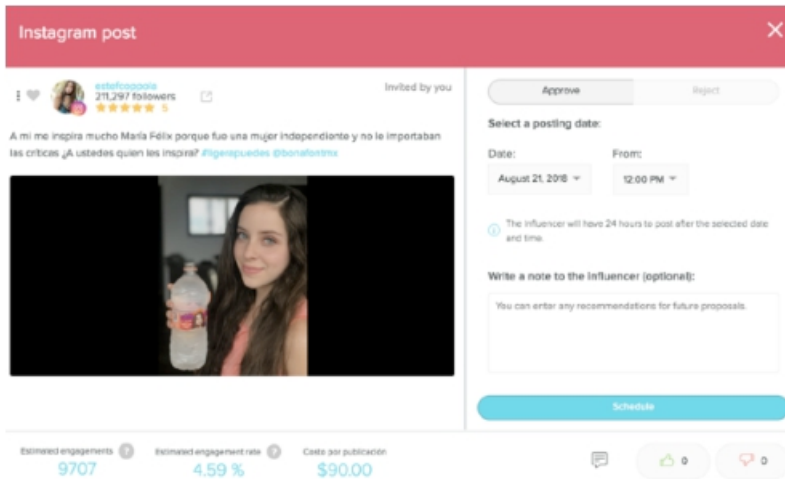
## 5.8 Approving content creator's proposals

Once the content creator agrees to participate in a campaign, they must create and send a proposal for you to review and approve. If you are not happy with it, you are able to reject it and ask the content creator to send a new one.

Follow these steps to approve proposals:

1. Go to the campaign that you wish to moderate, then **Participations** and, then **Proposals**.
2. You can see the list of all of the proposals that have been sent by the content creators that are participating in your campaign.
3. The proposals are listed by date, the oldest appearing first.
4. Click on **"See proposals"** to review them.
5. If you don't want to approve them right away, you can use the **"Like"** or **"Dislike"** buttons at the bottom. Other users of your brand will be able to see how many "Likes" or "Dislikes" a proposal has and which users gave it to them.
6. To approve the proposal, you can **"Accept"** or **"Reject"**, whichever you prefer.



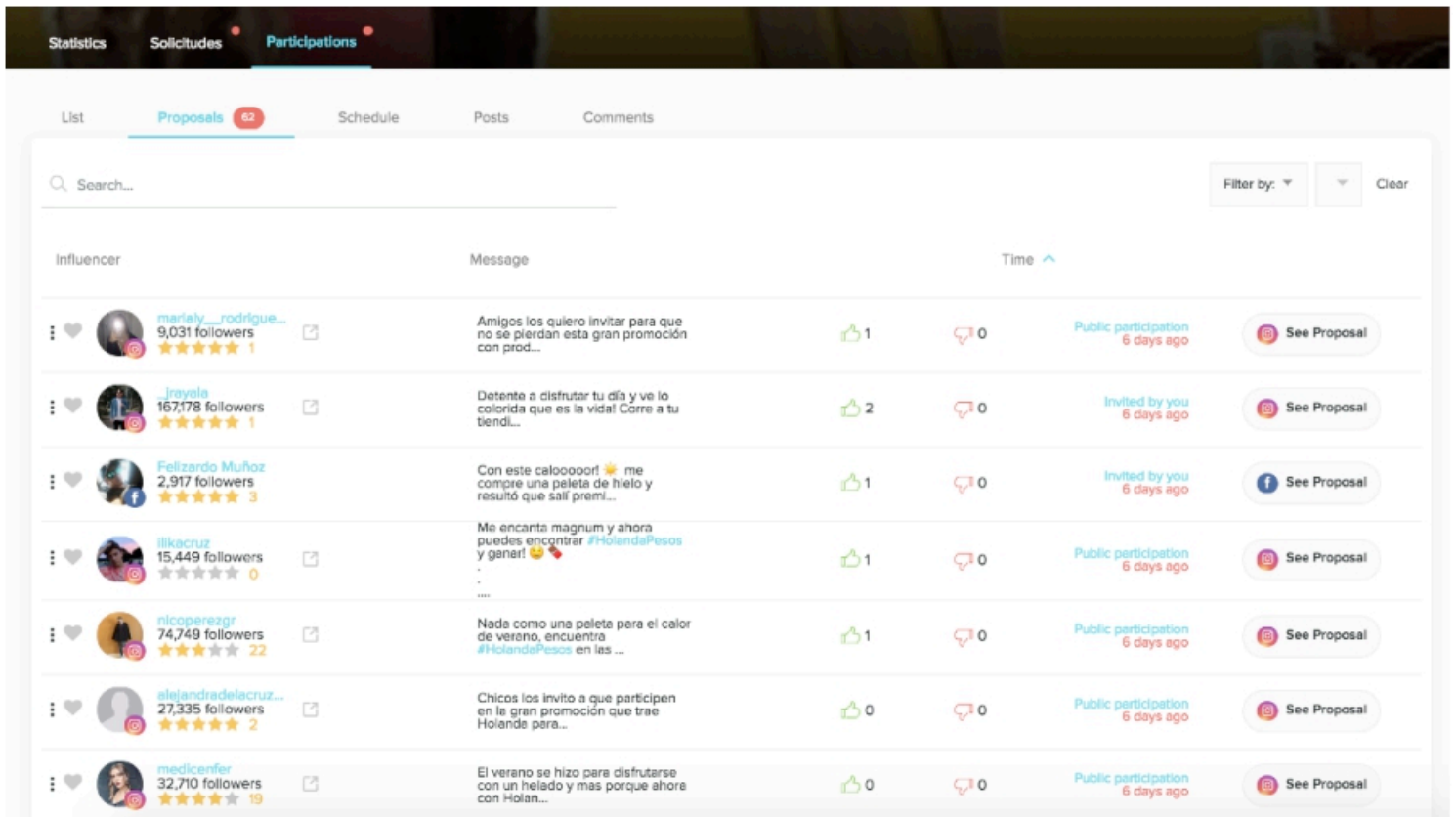


**If you wish to accept the proposal:**

1. Select the day and time that you want the content creator to post in their social network.
2. The content creator will have 24 hours to do so from the time that you selected, otherwise their participation will be canceled automatically.
3. The content creator must post **exactly** the same text that was approved, otherwise the platform will not allow them to validate the post. This means that the text that you approve cannot have any subsequent changes, even if it is a spelling mistake. If you wish to make changes, you must reject the proposal.
4. Alternatively, you can add a note to the content creator.
5. Click on the blue button "**Schedule**".

**If you reject a proposal:**

1. The content creator will receive a notification with the reason for rejection and they will be able to send a new proposal with the changes that you requested.
2. You can select a default reason for rejection or write a note to the content creator.
3. The content creator needs to know exactly what you want modified in the proposal, so it is preferable to write a detailed note. Otherwise the content creator may not know exactly what you want modified.
4. If you prefer the content creator not to send another proposal, that is, you no longer want the content creator to participate in your campaign, select the box "**End participation in this campaign**".
5. Click on the red button "**Reject**".
6. If you decide to end the content creator's participation, you should select the reason for ending it.



## 5.9 Extending the time an content creator has to send a proposal

Content creators that participate in your campaigns have a time limit to send their proposal for approval. You decide this time:

- For Plus campaigns, you define it when you create or edit the campaign in the settings step.
- For invitations, you define it before sending them.

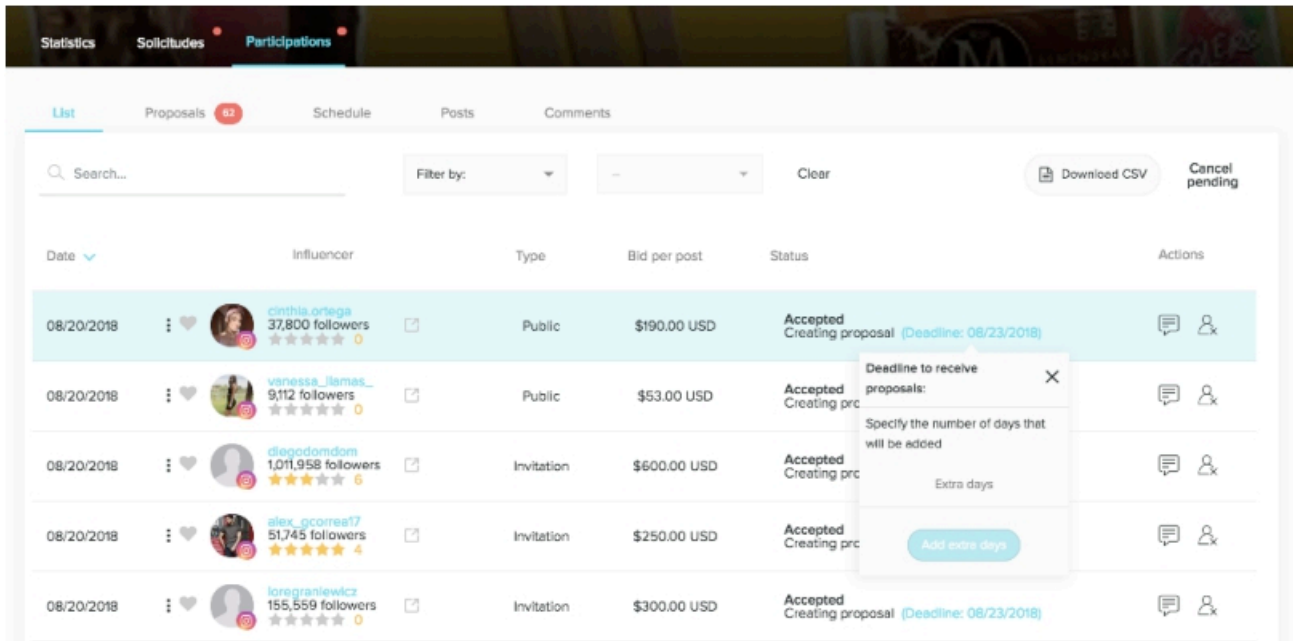
If an content creator requests more time than you originally gave and you agree to it, you can grant them this request.

To grant an content creator more days to send their proposal, follow these steps:

1. Go to the campaign, then to **Participations** and then, **List**.
2. Search for the content creator.
3. Their status should be **"Accepted - Creating proposal"**, otherwise you will not be able to grant more time.
4. Click on the time limit next to the status in blue.
5. Specify how many additional days you want to grant the content creator.
6. Click on **"Add extra days"**

The content creator will be notified of the additional time to send their proposal.

If an content creator rejects a proposal, they will have the time originally specified to send the next one. This will apply for all proposals they participate in. If the content creator requests another time extension, you can grant it in the same way you did the first time.



## 5.10 Participation and credit status

When an content creator agrees to join a campaign, a participation is created. This contains all the information related to that content creator, and has a status that shows which step of the collaboration process they are currently in.

There are two types of participations: Plus and by invitation. When an content creator agrees to participate, the process is exactly the same, regardless of the type.

The platform considers a participation to be successful when the entire process is completed. It is not related to the results achieved by the post in their social network.

When an content creator agrees to participate, the amount of money that corresponds to their participation will be frozen from your credit as a guarantee for the content creator.

If their participation is completed successfully, the frozen credit will be transferred to the content creator and will become spent credit.

You can review the status of each participation in the **List** section, which can be found in **Participations**.

## Participation status:

**Pending.**- This status is only for participations by invitation. It means that a content creator has not yet accepted or rejected the invitation. In this status, your credit has not yet been frozen.

The content creator has 3 days to accept or reject it, or the participation's status will be automatically changed to Canceled - No response from content creator.

**Canceled.**- Participation ended before the content creator agreed to participate. There are 3 possible reasons for this:

- Rejected by content creator.- The content creator received an invitation and decided they were not interested in it. You can see the reason given by the content creator by moving your cursor over the status.
- No response from content creator.- The time limit given to the content creator to accept the invitation has ended, so the platform canceled it automatically.
- Canceled by advertiser.- You personally canceled the invitation.

**Accepted.**- The content creator decided to join the campaign, and their participation is still active. Your credit has been frozen as a guarantee of the content creator's payment. There are 4 stages:

- To draft - The content creator agreed to participate in your campaign, but they have not yet sent a proposal for you to approve.
- To approve - The content creator sent a proposal and is waiting for you to approve it.
- Scheduled - You approved and scheduled the proposal.

- For today- The proposal is now within the 24 hours that the content creator has to post in their social network and verify their post's link in the platform.

**Completed.**- The participation ended after the content creator agreed to participate. There are 4 possible reasons:

- Content creator inactivity.- The content creator has time limits for each step of the participation process. If they run out of time, their participation will be automatically ended. Your frozen credit will be released.
- Ended by content creator.- The content creator personally decided to leave your campaign and end their participation. Your frozen credit will be released.
- Ended by advertiser.- You or another user of your brand personally ended participation. Your frozen credit will be released
- Successful participation. - The content creator successfully completed their participation. Your frozen credit becomes spent credit and it is transferred to the content creator.

## 5.11 Cancel or end participation

You can end a content creator's participation in one of your campaigns at any time. Follow these steps:

1. Go to the campaign, and then to Participation, and finally, List.
2. Search for the content creator that you want to cancel or end.
3. Click on the user icon that has an "X" in the lower right-hand corner. This is found to the right.



4. Select a reason or select **"other"** to add a comment.
5. Click on **"Accept"**.

Terminate invitation
✕

angel\_gomez00  
4,546 followers  
★★★★★ 3

✉

You are about to cancel the invitation. Please select or enter the reason for canceling in order to inform the influencer.

- The campaign ended
- The objective of the campaign changed
- The influencer's performance is inadequate
- Other

All posts scheduled and proposals related to this invitation will be canceled. Do you wish to continue?

Cancel
Accept



## 5.12 - See successful posts

To see posts successfully published in your campaign, go to the campaign, then to **Participations** and then to **Posts**.

To find a particular content creator, filter by post date or by social network.

You can also download a report in .CSV format by clicking the **"Download CSV"** button.

To see a post, find the content creator and click on **"See post"**.

You will see a thumbnail with text and an image of the post, as well as a summary of the engagement it generated.

Within the "Performance" section, detailed information is shown about the impact generated by the message regarding comments, engagements, followers, impressions, engagement rate, as well as cost indicators.

In the case of Instagram stories, due to the nature of the network, the results will be reflected within a period of 24 hours. Additionally, within "Performance" by clicking on "View screenshot" a screenshot taken by the content creator with the metrics of its publication is shown. If the content creator account is "Business" a set of metrics is shown, whereas if it is a "personal" account, only views are shown.

If you do not see an image, it may be because that post does not have any images, or the respective social network does not allow the platform to see it.

You can click on "**See in <social network>**" to see the original post in their social network.

If an content creator deletes their post, you will see text indicating when it was deleted at the bottom of the thumbnail. If it was done within 07 days of posting, the platform will cancel the payment and your credit will be returned.

Note: In some cases, Facebook does not allow the content creator to make their post public, so if you try to see the original post, you will be taken to a blank page in Facebook. Although you cannot see it, the platform can automatically detect if the post is deleted or archived, in which case the payment will be canceled and your credit will be returned.

Shared	Comments	Engagements	Clicks
0	8	119	111

Followers	Views	Unique Impressions	Engagement rate
205,173	18,096	15,524	0.06%
		Eng. / Impressions	0.66%

Cost per post	Service charge	Total Cost	CPE
\$0.00 USD	\$0.00 USD	\$0.00 USD	\$0.00 USD
CPM	CPC	Products	
\$0.00 USD	\$0.00 USD	1	

15,6 mil

326 Acciones realizadas en esta historia

- Respuestas: 8
- Visitas al perfil: 207
- Toques en el sticker: 111
- #reebokclassic: 22
- #classicnylon: 13
- @reebokmx: 76

**Sugerencias**

15 524 Cuentas alcanzadas con esta historia

- Impresiones: 18 096
- Seguimientos: 0
- Navegación: 13 884
- Volver: 259

## 5.12 Campaign performance

Once you have active participations, you will be able to see the distribution of your credit and flow of posts in your campaign, and once there are successful participations, you will be able to see the results generated.

### Follow these steps to do this:

1. Go to the **My brands** section, located in the top left corner.
2. Select the brand where your campaign is.
3. Go to your campaign.
4. Go to the **Statistics** section.

### It is divided into 6 sections::

1. Successful participations.
2. Post flow.
3. Credit Distribution.
4. Campaign description.
5. Post schedule.
6. Moderation indicators.

### Successful participations:

See the results of the posts made by content creators in your campaign. The metrics of each post are updated at least once every 24 hours.

Click on each subsection on the left-hand side of the card to see detailed information of each one.

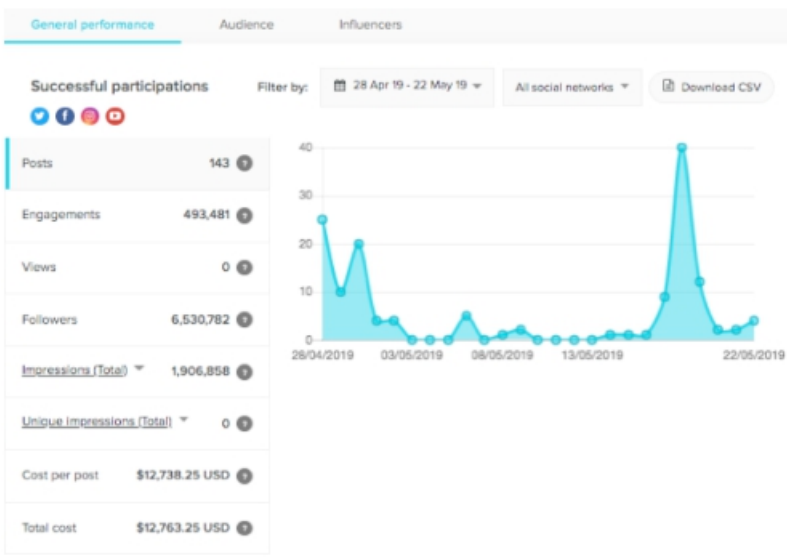
You can consult the number of:

- **Posts.**
- **Engagements.-** Click to see the breakdown of engagements by likes, shares, comments, clicks and views.
- **Followers.** - Total audience of content creators that posted in your campaign.
- **Impressions.-** Audience number that saw your content creators' posts.
- **Unique impressions** - It is the unitary quantity of times that a publication has been shown on the screen of a device. Only Facebook Pages and Instagram deliver impressions, the other social networks are estimates.

- **Cost.-** Click to see the CPE, CPM, CPC and CPP .

You can filter by date or by social network, the filters are in the top right corner.

Download a report in .CSV format with the results from your campaign, by clicking on **"Download CSV"** in the top right corner. It will be downloaded with the date and social network filters you applied.



Engagement rate **7.56%**    Eng / Impressions **25.88%**    Like **476,542**    Shared **0**    Comments **16,939**    Clicks **0**

**Post Flow:**

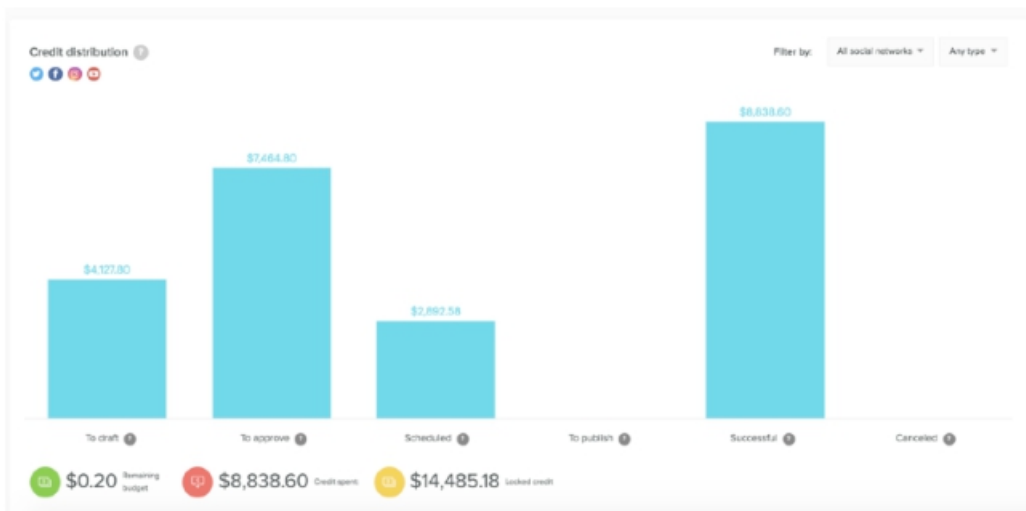
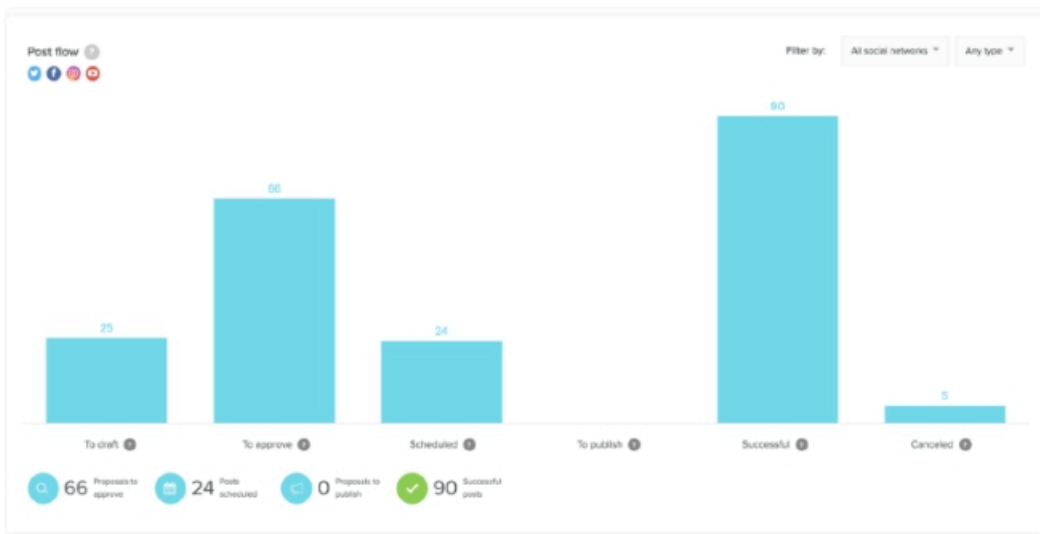
See the distribution of active participations in each step of the content creator's participation process.

**Credit distribution:**

See how your credit is distributed in the same steps as the content creator's participation process.

Since each participation has a different bid, the credit distribution will be different for the post flow.

Your credit is only considered spent when it moves to Successful. While it is in **To draft, To approve, Scheduled or To post**, it will be frozen as a payment guarantee to the content creator. If the participation ends unsuccessfully, it will move to **Canceled** and your credit will be released so that another content creator can participate.





- **Campaign description:**  
This is the brief you defined for your campaign .
- **Post Schedule:**  
See a graph that shows how many proposals are scheduled to be posted in the next 7 days.
- **Moderation indications:**  
These help you to check your performance in moderating proposals. Only you can see them; they help you to maintain a good brand image among content creators.

### 5.14 - Campaign reports

Download reports in .CSV format to analyze your campaign in detail.

#### There are 3 reports you can download

- **General performance.**  
Here you can see your campaign's daily performance. To download it, go to your campaign, then to **Statistics**, and then to the subsection **General performance** . Click on **"Download CSV"** to the top right of the Successful Participations thumbnail.
- **Posts.**  
Here you can see the individual performance of each post in your campaign. To download it, go to your campaign, then to **Participations**, and then to the subsection **Posts**. Click on **"Download CSV"** on the upper right side..
- **Participations**  
Here you can see the status of all participations in your campaign. To download it, go to your campaign, then to **Participations**, and then to the subsection **List** . Click on **"Download CSV"** on the upper right side.

### 5.15 - Campaign ratings

Content creators that participate in your campaigns can rate them and send you comments or suggestions. This will help you find out what your content creators think about your brand and your campaign. You are able to respond to their comments if you wish.

#### To check your campaign's rating:

1. Go to the campaign.
2. Search for the campaign name in the upper bar.
3. You will see the rating to the right of the name, displayed as stars.

Click on "See comments" to review the comments that content creators have sent. To respond to them, click on "Respond" (optional).

