

How Epic Gardening built lasting creator partnerships with Superfiliate to drive 40% higher AOV

About Superfiliate

Superfiliate is an end-to-end creator marketing platform empowering brands to build, scale, and optimize their paid media programs and relationships with influencers and affiliates. Offering features including cobranded landing pages, social listening, product seeding, and payout management, Superfiliate enables brands to offer shareworthy experiences to creators and customers alike.

47%

revenue increase from Q3 to Q4

>\$245K

driven to date by their top performer

40%

higher influencer AOV compared to other channels



Cultivating year-round creator engagement

Epic Gardening's Influencer Marketing Manager Molly Cole transformed their creator marketing strategy with Superfiliate's relationship-first approach. Epic Gardening now seamlessly manages multiple creator programs across two brands, while maintaining higher influencer AOV than other channels and successfully engaging creators during both peak gardening season and off-season periods.

Features used

