

# 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



40% higher influencer AOV compared to other channels





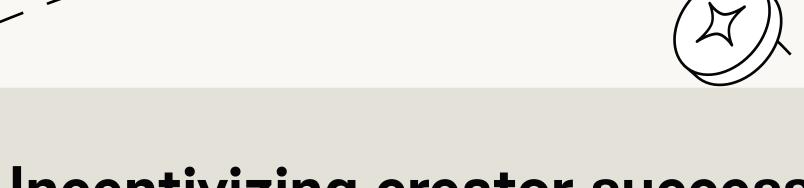
## Cultivating year-round creator engagement

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

### Giving creators ownership over their performance

Creator analytics dashboards help Epic's creators understand their performance data, providing more transparency and insight into what drives sales and awareness.



## Incentivizing creator success with gifting

Milestone-based gifting gamifies the creator experience, automatically rewarding influencers when they hit specific sales targets, keeping them engaged and motivated.

## Driving more conversions with secondary links

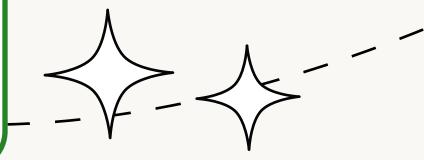
Creator multi-links allow creators to generate secondary referral links for specific products in addition to their cobranded landing page, reducing friction in the shopping journey and driving higher conversions.

#### Integrated with









"My priority is making sure that all of our creators feel special because they are all special. With cobranded landing pages and creator dashboards where they can see their own reporting, Superfiliate has been a game-changer for us."



Molly Cole
Influencer Marketing Manager