

# How Cymbiotika Uses Superfiliate To Enroll & Engage 1,200+ Affiliates

## About Superfiliate

Superfiliate empowers brands to run end-to-end affiliate, influencer, and referral programs through one unified platform. 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.

77,000+

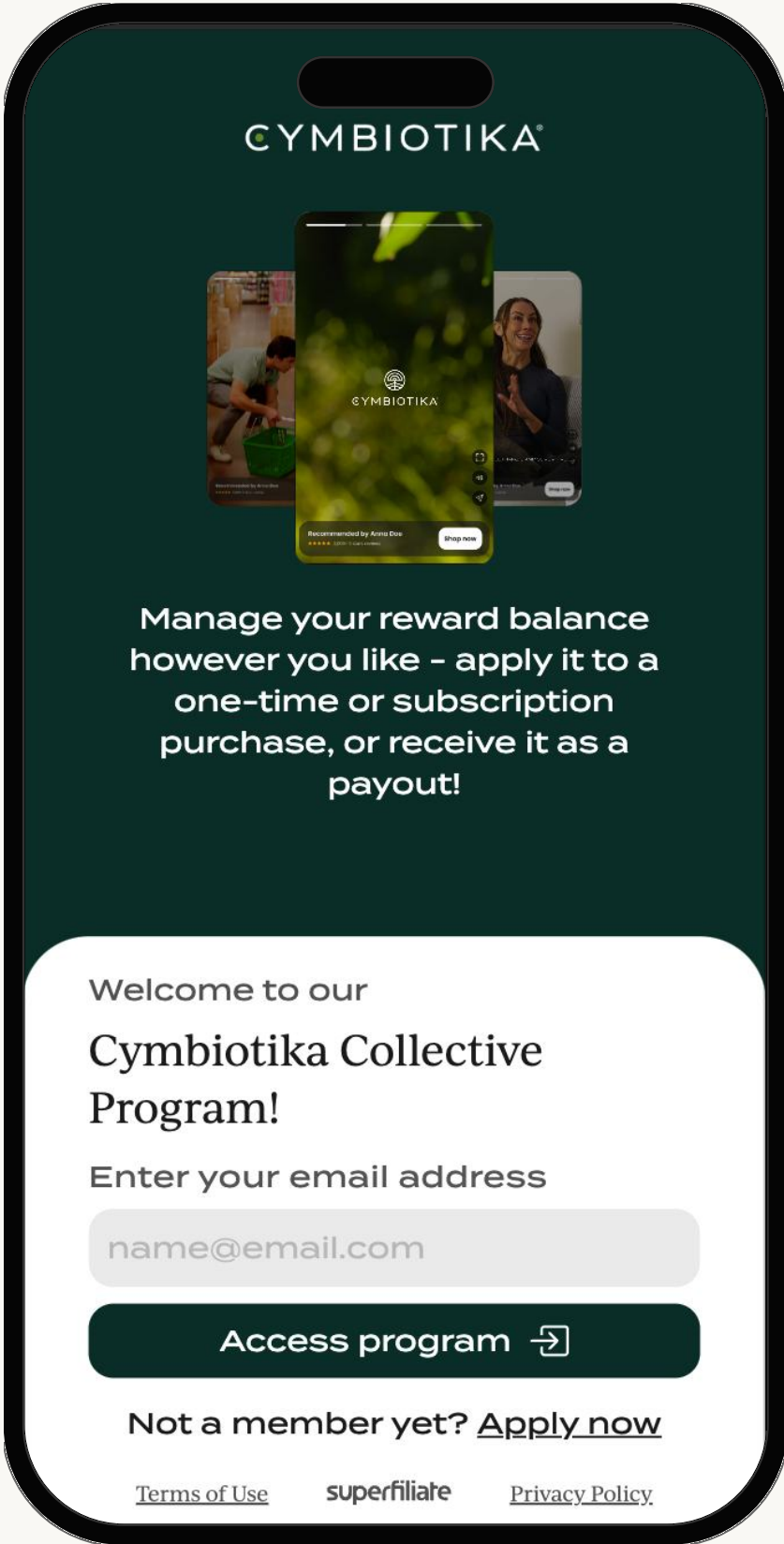
unique clicks on affiliate links

9,000+

conversions

1,200+

affiliates enrolled



## Saying goodbye to scattered workflows

Jess Doherty, Influencer Marketing & PR Manager at Cymbiotika, was struggling to manage multiple word of mouth programs across several platforms. By seamlessly migrating to Superfiliate, Cymbiotika has consolidated their programs into one platform and achieved impressive growth across their U.S. and Canadian programs, enrolling 1,200+ affiliates and keeping them motivated to drive sales.

## Features used

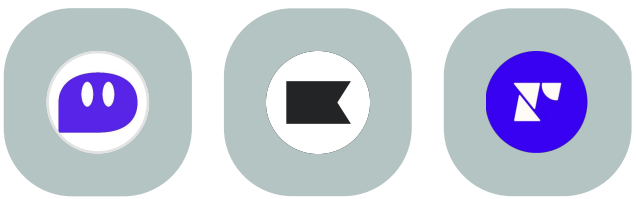
### Accepting creator applications across programs

Superfiliate's branded application portal allows would-be affiliates and UGC creators to apply 24/7 via Cymbiotika's website, making it easy for Jess and her team to approve and enroll new members in one place.

### Leverage gifting to engage affiliates

Cymbiotika uses Superfiliate's gifting workflows to keep new affiliates engaged, automatically sending out free product as part of onboarding and offering opt-in monthly challenges to drive UGC.

Integrated with



### Put creator onboarding on autopilot

Superfiliate's Automations engine enables Cymbiotika to automatically welcome members via DM and email with their unique referral link and code, saving hours each week and ensuring a smooth onboarding experience.

"Superfiliate has some of the best talent in the business. They've been hired from other platforms that offered 'the world' and weren't able to execute. Superfiliate's team knows exactly what to do to make their customers happy; making it an incredible platform."



Jess Doherty  
Influencer Marketing & PR Manager