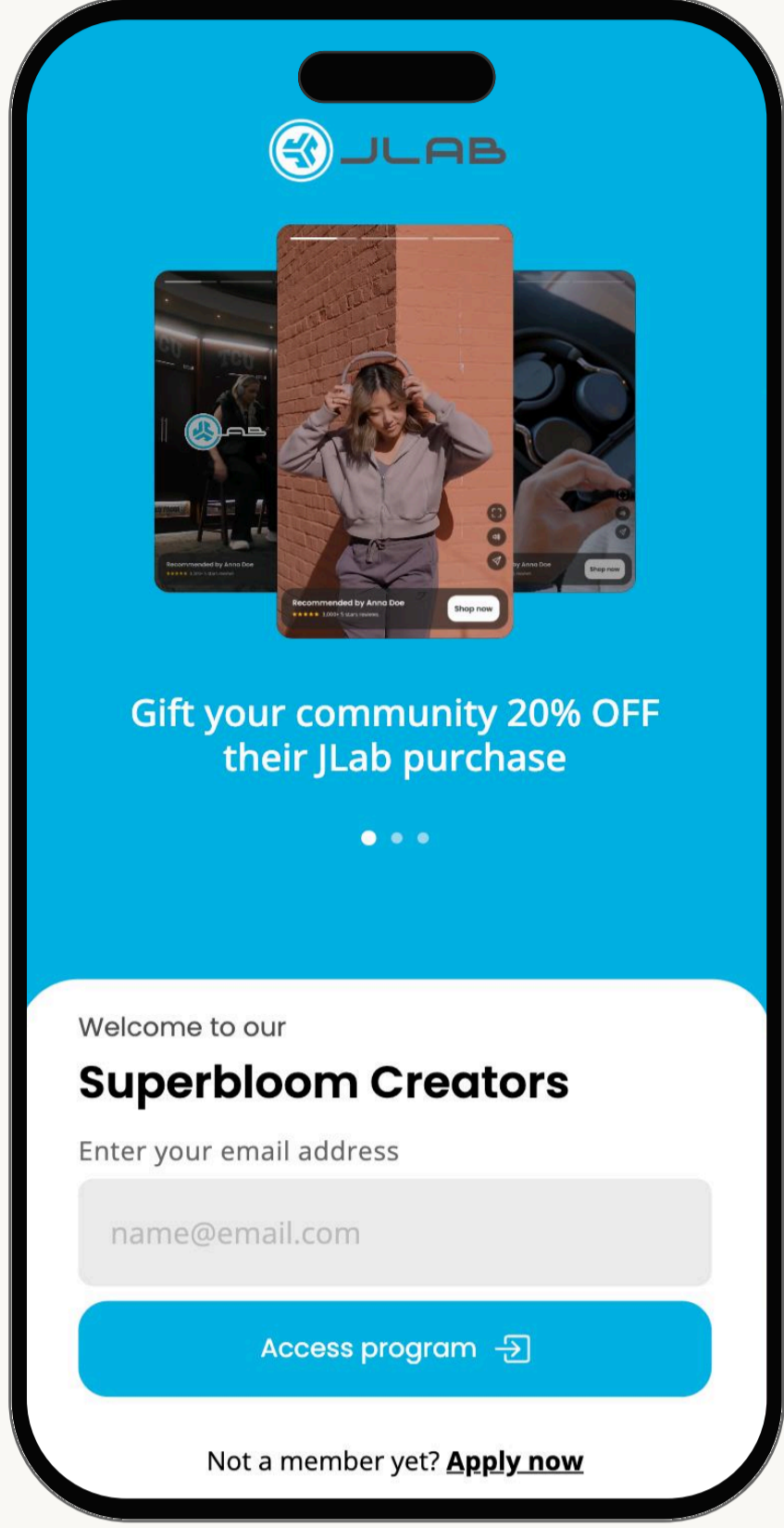


# How JLab drove a 30% revenue lift by scaling creator campaigns with SuperBrief

## About Superfiliate

Superfiliate is the creator-led growth platform for D2C brands focused on measurable revenue growth. Get unified affiliate and creator management, automated workflows, and built-in discovery tooling in one place, with full visibility into which creators and programs are driving results.



**30%**  
QoQ revenue increase

**300+**  
affiliates running on SuperBrief

**180+**  
weekly pieces of creator content



## Scaling a creator program built for one

Audrey Van Vark runs JLab's affiliate program solo, competing for creator attention against JBL, Bose, and Skullcandy. After moving to Superfiliate, Audrey can now activate seasonal campaigns across 300+ creators without briefing each one individually – launching three new campaigns in a single quarter, all while producing 180+ pieces of creator content weekly.

## Features used

**SuperBrief turns seasonal moments into campaigns that ship**

SuperBrief aligns content direction, sample tracking, and deliverables in a single workflow. Audrey activates hundreds of creators for seasonal moments without manual coordination or repetitive outreach.

**Automated tiering routes the right brief to the right creator**

Behavioral triggers (gifts delivered, first post, first sale) move creators between program tiers automatically. The right brief finds the right creator without Audrey needing to segment the roster for every campaign.

**A program-wide automation sequence built around the team**

JLab's full program flow – enrollment, gifting, promotion – runs in the background so Audrey can focus on the creator relationships that drive loyalty and revenue.

**"My time is no longer just samples and getting creative briefs done. Superfiliate helps you automate those things to be able to focus on building community in a way that feels really personalized and meaningful."**

 **Audrey Van Vark**  
Affiliate Marketer at JLab

Integrated with

