

How Kineon Built A Creator-Led Growth Engine Around A High AOV Product

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.

56%

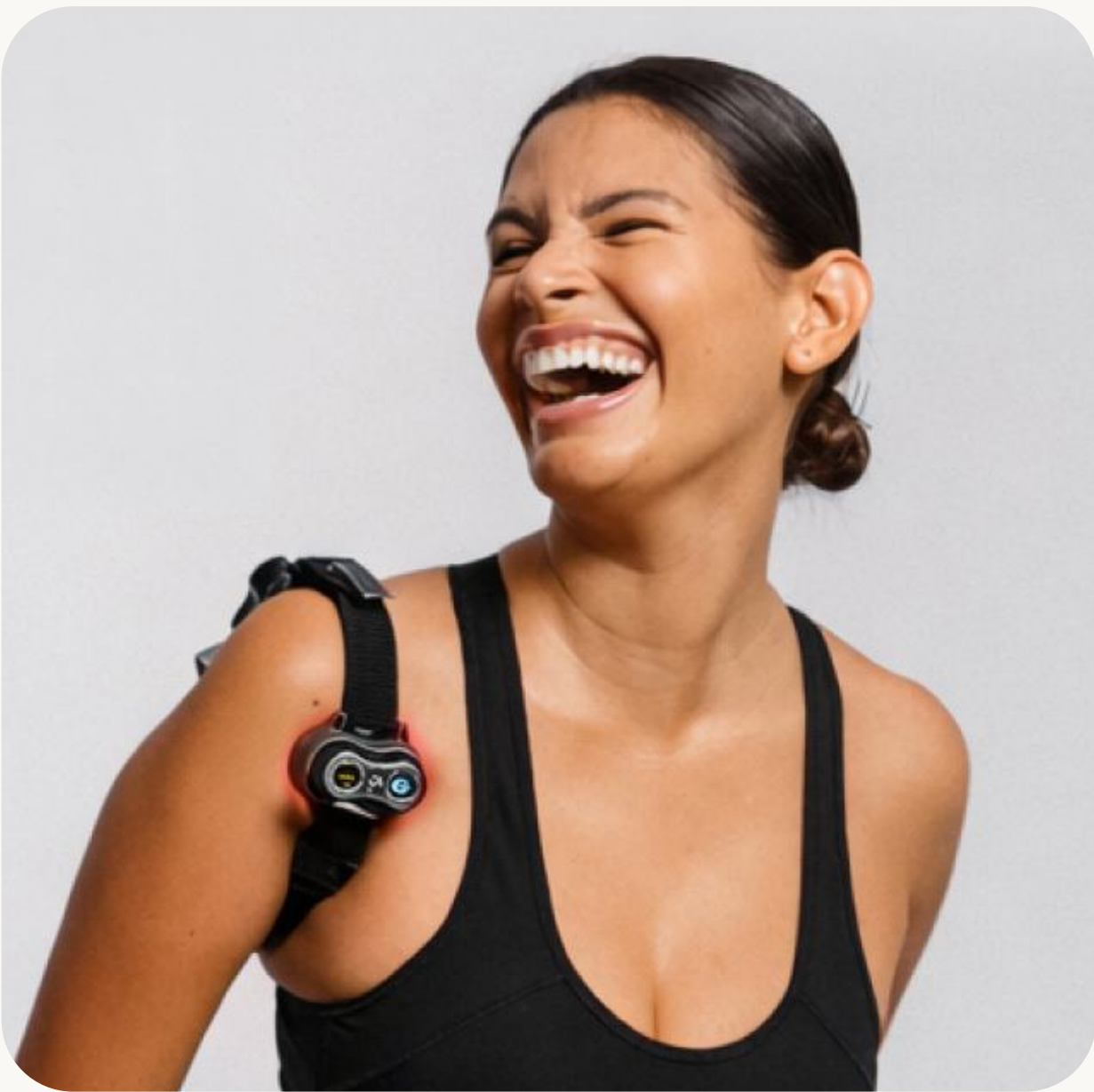
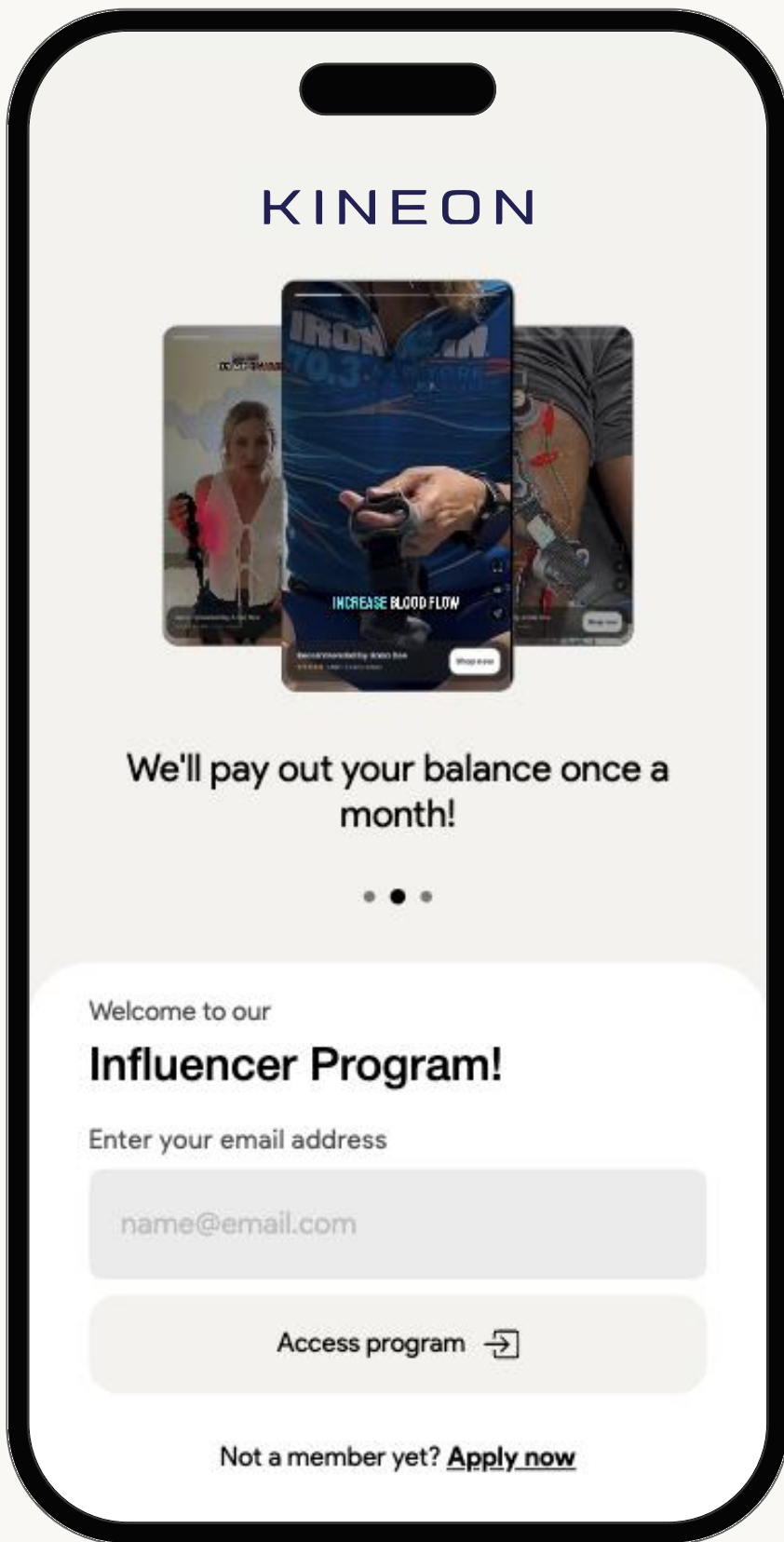
Revenue growth QoQ

5.9x

Growth in new affiliate enrollments

24%

Decrease in CAC while scaling Partnership Ad spend 300%



Building a creator program that compounds

Tyler Barrow, Automation & Ops Lead at Kineon, inherited a creator program spread across multiple disconnected platforms. Affiliate tracking in one place, whitelisting somewhere else, with creators jumping through hoops to get paid. After consolidating onto Superfiliate, Kineon built a system where a frictionless creator experience drives authentic content creation, feeding a Partnership Ads pipeline that brought down CAC 24%.

Features used

