

How Timeline Built A Program That Compounds With 2,000+ Creators

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."

102% QoQ

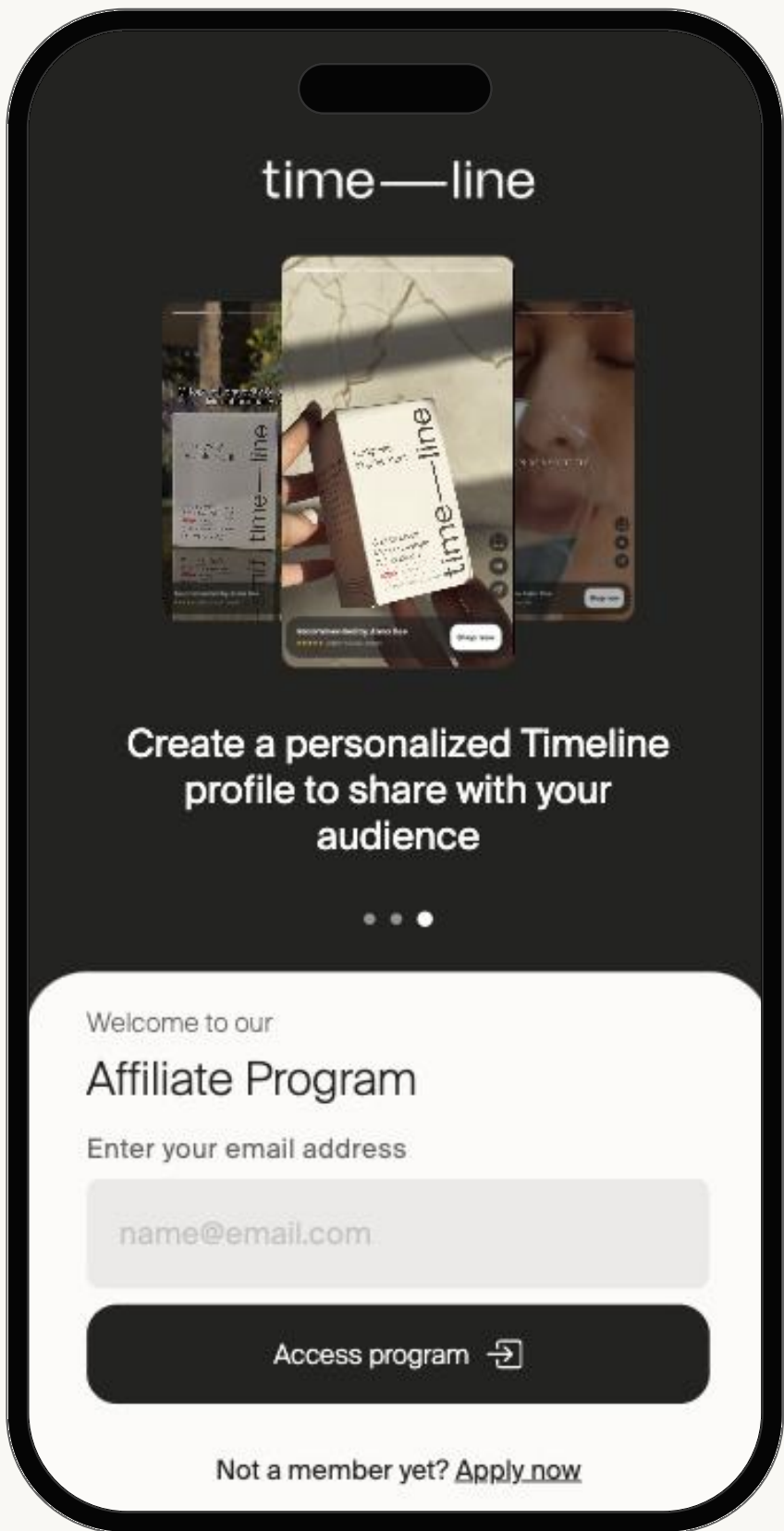
Revenue increase, Flagship Affiliate Program

2,000+

Creators enrolled

16,000+

Automated workflows run



Building the creator-led growth system that keeps creators active

Leslie Vance joined Timeline as Partnerships Manager and rebuilt their affiliate program from the ground up: Removing fraudulent accounts, revamping creator onboarding, and multi-touch automation sequences to keep creators engaged. The result was a 102% QoQ revenue increase driven by the program and enhanced creator trust.

Features used

Link-only attribution and IG authentication

Coupon codes were bleeding onto aggregator sites and fake accounts were gaming the system. Link-only attribution closed the leakage; Instagram authentication filters out spam at the application stage, so every creator and every metric in the dashboard is real.

Continual gifting automation

Leslie automated Timeline's gifting to keep creators restocked and posting — with product shipping automatically once a creator hits the re-earn threshold, without managing each send manually.

Integrated with



Automated sequences spanning outreach, onboarding, and engagement

Leslie replaced every manual touchpoint to keep creators active from first contact through re-earn, without needing to manage each step individually.

"Automations are everything. You can set up onboarding, gifting, all of it — and just let it run."



Leslie Vance
Partnerships Manager
at Timeline