

How MoonBrew built a \$900K+ creator channel from zero in under a year

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.

\$900K

In creator-attributed revenue

3,000+

Affiliates enrolled

8,000+

New customers acquired via creator programs



Creator-led growth built on trust

Emi Chiamonte is Head of Partnerships at MoonBrew, the Sleep Treat Company behind a nightly drink mix and a Sleep + Vitamin gummy. She inherited around 70 affiliates, a Google Sheet, and an outreach strategy running on one-off DMs and emails. Every creator program the brand ran needed a separate analytics toolkit to show how it was performing. Emi moved the whole operation onto Superfiliate and rebuilt it around commission tiers, automated gifting and built-in communication. Within a year the program had grown to 3,000 affiliates and become one of MoonBrew's most dependable sources of new customers.

Features used

Commission tiers

MoonBrew groups thousands of affiliates by how they convert, and with every tier getting a bespoke messaging, promotions and rewards strategy to maximize engagement with the program.

Social listening and Creator Discovery

Surface people already talking about MoonBrew and recommending their product, so recruitment for campaigns starts with proven advocates rather than guesswork or cold outreach.

Integrated with

Automated milestone gifting

When a creator generates their first five sales, Superfiliate enrolls them into a gifting campaign automatically. Nobody processes or ships an order by hand, and the brand's best-converting affiliates stay stocked with product to keep creating.

"I felt there had to be one platform that could do all of this in one place, and that was Superfiliate for us. There's a great analytics dashboard, communication is all built in. You don't have to leave the platform for any reason to have a successful program."

Emi Chiamonte

Head of Partnerships at MoonBrew