

INFLUENCER TOOL



+



Klear by Meltwater

Custom Meltwater Klear
Proposal

WHAT IS KLEAR?

An advanced platform for influencer marketing end to end influencer solution - from finding and vetting influencers, to managing influencer partnerships (send custom briefs, contracts and outreach all through the platform), to reporting.

Enhance Health

Meltwater's Social Influencer Platform Overview

Prepared for Valensa International

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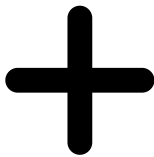




A Meltwater Offering



A Meltwater Offering





Enhance Health

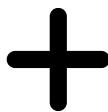




Enhance Health

Competitive Analysis

Profiles	Capabilities	Functionality	Price
All of Klear' influencer databases have less than 10 million profiles to choose from	Klear's discovery capabilities are 10x more targeted than any other tools	Campaign Activation	One of the most affordable platforms in the market
Clear has over 30 million Influencers - the most comprehensive of all the influencer providers	Offering advanced filters to discover the most relevant influencers	ROI Reporting	No hidden Fees
	Intuitive ability to sift through profiles	Team Collab	Never charge or cap on hours spent with Account Team
		Klear Pay	competitors may discount their platform and bill you quarterly for every hour spent training you
		E-signature for Influencer Contracts	Competitors bill you quarterly for every hour spent training you.
		Shopify	
		HubSpot Integration	



- No hidden fees for support (Salesforce)
- Integrated Tools (E-signature, contacts, pay)
- Integrates with HubSpot
- Advanced Intuitive Functionality

Price + Order Form



Influencer Marketing - Essentials L1 (Mar 31, 2025 - Mar 30, 2026)

11,000.00 USD

- ✓ Standard pricing is \$20,000
- ✓ Nearly 50% discount on the total price of the platform and support team (no hidden fees)
- ✓ Split invoicing with \$5.5K due end of March, \$5.5K due end of September
- ✓ Net30 payment extension for both invoices rather than Net14
- ✓ Offer expires EOD March 4th (all that is needed is an e-signature on the Order Form below to secure)



[CLICK HERE](#)
to access your digital Order Form which outlines the details of the platform, price and invoicing schedule.



Build Influencer Marketing Programs at Scale



meltwater.com



Built for Influencer Marketing Programs

Klear helps hundreds of brands improve Influencer ROI, and scale successful Influencer Programs to the next level.



Increase influencer outcomes

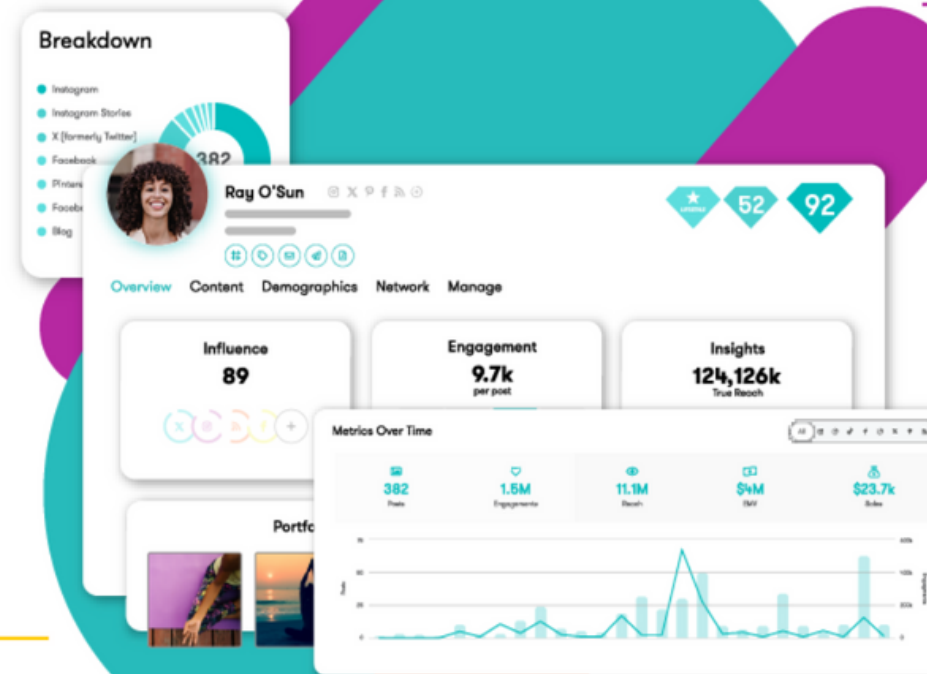
Klear brings efficiency to influencer marketing with AI-powered tools like personalized brand matching scores and visual content identification. Streamline workflows, find the right influencers, and simplify collaboration.



Measure & Optimize

Automated reporting measures success and uncovers deeper insights into campaign performance. Use data to refine strategies, demonstrate ROI, and continuously optimize your influencer marketing efforts.

2



Improve Influencer Relationships

Strong brand-influencer relationships are the foundation of successful influencer marketing. While short-term campaigns may show promising ROI, transactional relationships often come with hidden costs. Klear helps brands build personalized, meaningful connections with influencers.



Scale Influencer Programs

Scaling an influencer program comes with challenges. What works early on can be difficult to replicate as you grow. Even with dedicated teams and resources, traditional methods and databases can fall short. Klear helps brands move past these hurdles, elevating influencer marketing programs.

 Meltwater



Enhance Health

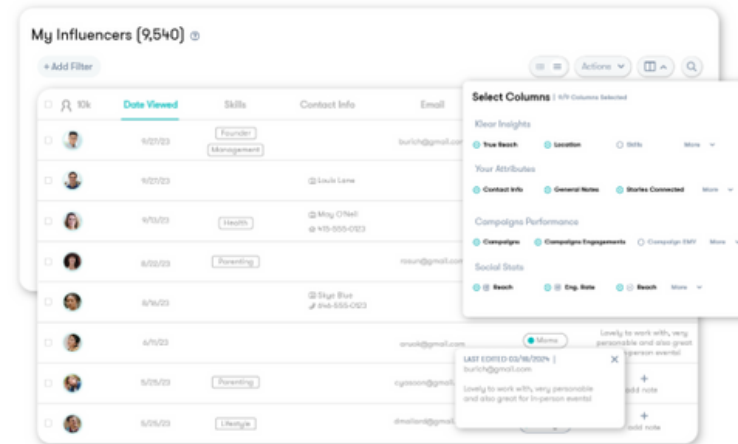
Klear: Your Influencer Community CRM

Improve the performance and ROI of your Influencer partnerships, while efficiently scaling your strategy



Report & Analyze

- Track influencer performance to **calculate ROI**
- Identify and invest in **top-performing partnerships**
- Gain a **competitive edge** with Klear's Competitive Analytics insights
- Empower leadership with **consolidated performance dashboards**



Manage Your Network

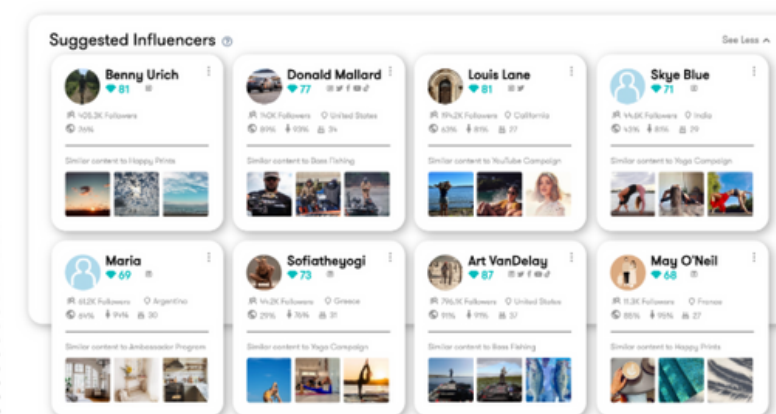
- Store communication and contracts in **one unified inbox**.
- **Coordinate with your team** on outreach and responses.
- Capture first-party data like mailing addresses and sizing to **personalize partnerships**
- **Collaborate on content** creation with feedback and approval tools

The 'Manage Payments' dashboard shows a table of payments with columns for Date, Sent To, Description, Amount, and Status. A summary bar at the top indicates a balance of \$120,113.32 USD.

Date	Sent To	Description	Amount	Status
11/01/2023	Benny Ulrich	2 Instagram posts and L...	\$600 USD	Pending
11/16/2023	Louis Lane	1 Instagram post	\$250 USD	Pending
11/23/2023	May O'Neill	1 Youtube video	\$350 USD	Pending
12/04/2023	Roy O'Sun	4 Facebook posts	\$600 USD	Pending
12/19/2023	Skye Blue	3 Pinterest posts	\$450 USD	Pending

Pay Your Community (Available with Klear L2)

- **Consolidate influencer payments** into a single transaction with one vendor.
- **Pay influencers instantly**, avoiding delays.
- **Outsource tax reporting** to a trusted partner.
- **Reduce agency fees** to allocate more budget to influencers.



Grow Your Community

- **Turn clients into advocates** with Klear's customer advocacy program.
- Get weekly recommendations to **expand your network**.
- **Discover new influencers** similar to your top performers.
- Vet influencers and **forecast performance** with precision.

Report & Analyze

Centralize tracking of all creator content to easily showcase ROI, whether at the brand level or across markets.

- **Keyword and Tag Tracking:** Monitor content performance for a complete view of all campaign mentions.
- **Campaign Organization:** Categorize campaigns by market, brand, or product, and generate consolidated reports.
- **Flexible Reporting:** Share results through PDFs, Google Slides, interactive links, or CSVs, tailored to your needs.
- **Actionable Insights:** Access detailed metrics and to identify trends and optimize future strategies
- **Tracking & Conversions:** Measure campaign success by tracking click-throughs and conversions from both tracking links and custom coupon codes



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Radisson

Upleveling Influencer Reporting, Analytics & Insights



Situation:

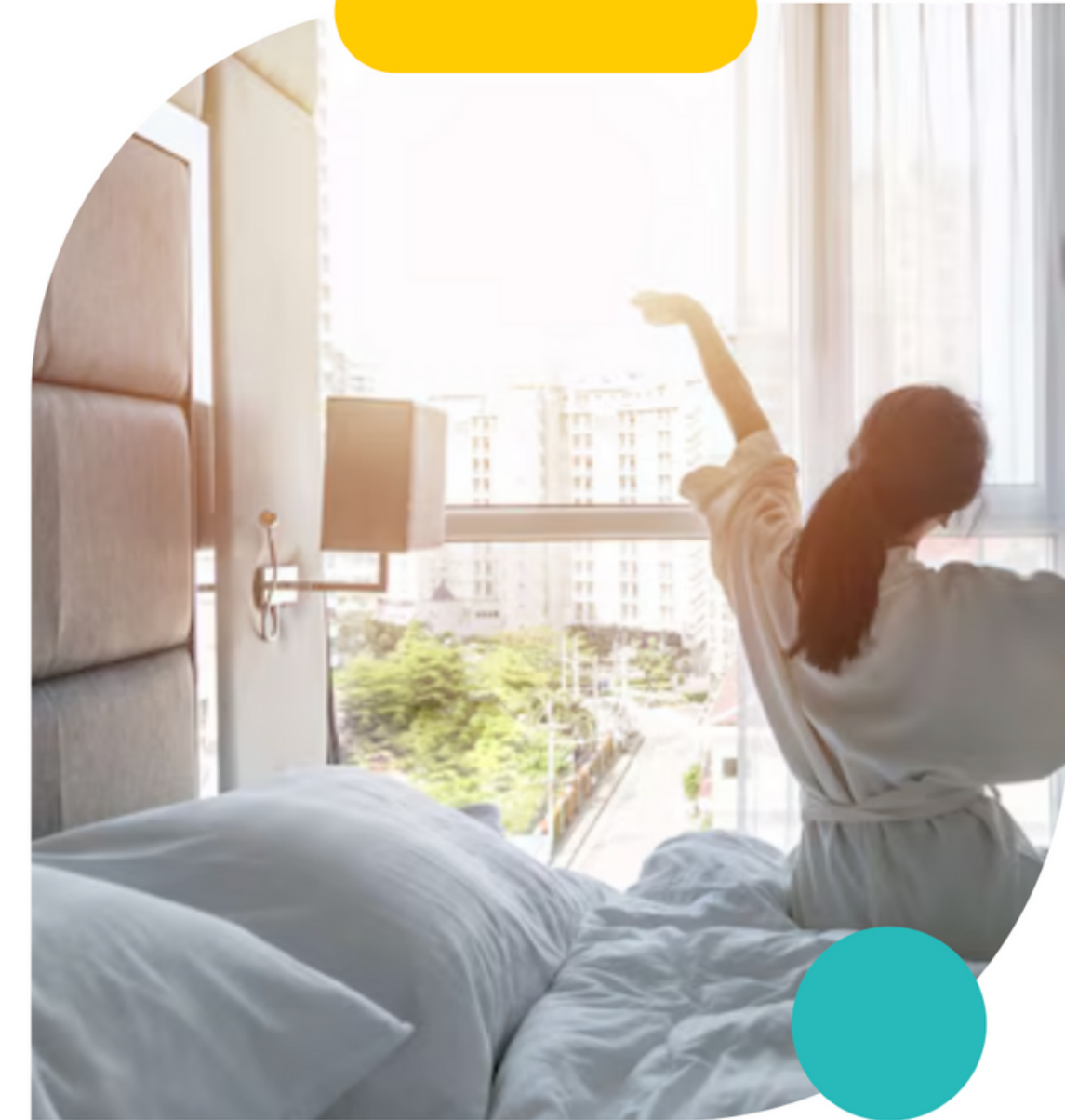
- **Global/Multi-Market Brand:** Radisson Hotels, an international hotel chain operating a range of well-known hotel brands.
- **Local Teams Working Separately:** Radisson's local and area teams were previously executing their own influencers strategies in a silo.
- **No Global Oversight:** Global teams lacked insight on the local level into the success of their influencer marketing investments.

Pain:

- **Scattered Reporting:** Local hotels and countries all engaged in influencer partnerships separately, so there was no streamlined process for executing partnerships.
- **Lack Of Cohesive Measurement:** Teams were unable to assess the overall effectiveness of their strategy with no centralized data source.
- **Manual Workflow:** Relationships were managed using Excel, with no CRM database in place.
- **Payment Inefficiencies:** Invoices were paid individually for each influencer requiring separate purchase orders.

Impact:

- **Improved Reporting:** Developed a transparent reporting system for the global team to assess campaign effectiveness worldwide using an innovative tagging and labeling system in Klear to track EMV and reach effectively.
- **Centralized CRM:** Created a unique database in Klear to manage influencer all relationships across teams.
- **Payment Efficiency:** Integrated Klear payment solution, consolidating payments into a single monthly invoice, saving time and costs for the financial department.



Manage Your Network

A central database for all your creators, where you can access custom data, track communications, manage deliverables, and streamline campaign tasks.

- **Messaging:** Communicate with creators at scale or one-on-one, while storing all past conversations for easy reference and collaboration with your team.
- **Campaign Brief:** Communicate campaign objectives, expectations, and requirements to align with creators.
- **Content Approval:** Share content and feedback between brands and creators, ensuring smooth collaboration.
- **Agreements:** Upload agreements for electronic review and signature by influencers
- **Build Relationships:** Keep track of birthdays, product preferences, team notes, and more to personalize interactions and strengthen connections.

My Influencers (30/9,540) OR AND

+ Add Filter Family x OR {Shirt Size} M x OR Accepted Campaign Invite x Reset Actions Q

☐	Name	Date Tagged	Influence	Skills	Location	Contact Info	Email	Custom Variable	Tags	Campaign
☐	 Benny Ulrich X @ f	9/27/23	92	Founder Management	United States		burich@gmail.com	Large	Beauty	Product Giveaway
☐	 Louis Lane X @	9/27/23	86		-	Louis Lane		Large		
☐	 May O'Neil @ f	9/13/23	96	Health	Hawaii	May O'Neil 415-555-0123		Medium	Good...	Happy Prints
☐	 Ray O'Sun @ f	8/22/23	83	Parenting	Seattle		rosun@gmail.com	December		
☐	 Skye Blue X @	8/16/23	47		-	Skye Blue 646-555-0123		Medium		Affiliate
☐	 Annie Ruok @ f	6/11/23	23		-		aruok@gmail.com	November	Moms	
☐	 Cee Yasoon @	5/25/23	81	Parenting	Belgium		cyasoon@gmail.com		Family x	Parents
☐	 Donald Mallard @	5/25/23	81	Lifestyle	France		dmallard@gmail.com		Family x	Parents

Connect | All My Influencers 12 Influencers Q

 Ray O'Sun
Invite

 Skye Blue
Add Email

 May O'Neil
Invite

 Maria Yoga
Invite

[All Messages](#) [Holiday 20...](#) [+8 More](#)

[Contact Info](#) [Notes](#) [Campaigns](#) [Tags](#) [Link Tracking](#) [Coupon Codes](#) [Product Gifting](#) [Agreements](#) [Payments](#)

[Invite To Campaign](#)

From: John@Meltwater.com Q

Subject: Join Us For Our Exclusive Holiday Launch Event!

[Send](#)

Cricut

Effective Influencer Community Management

Situation:

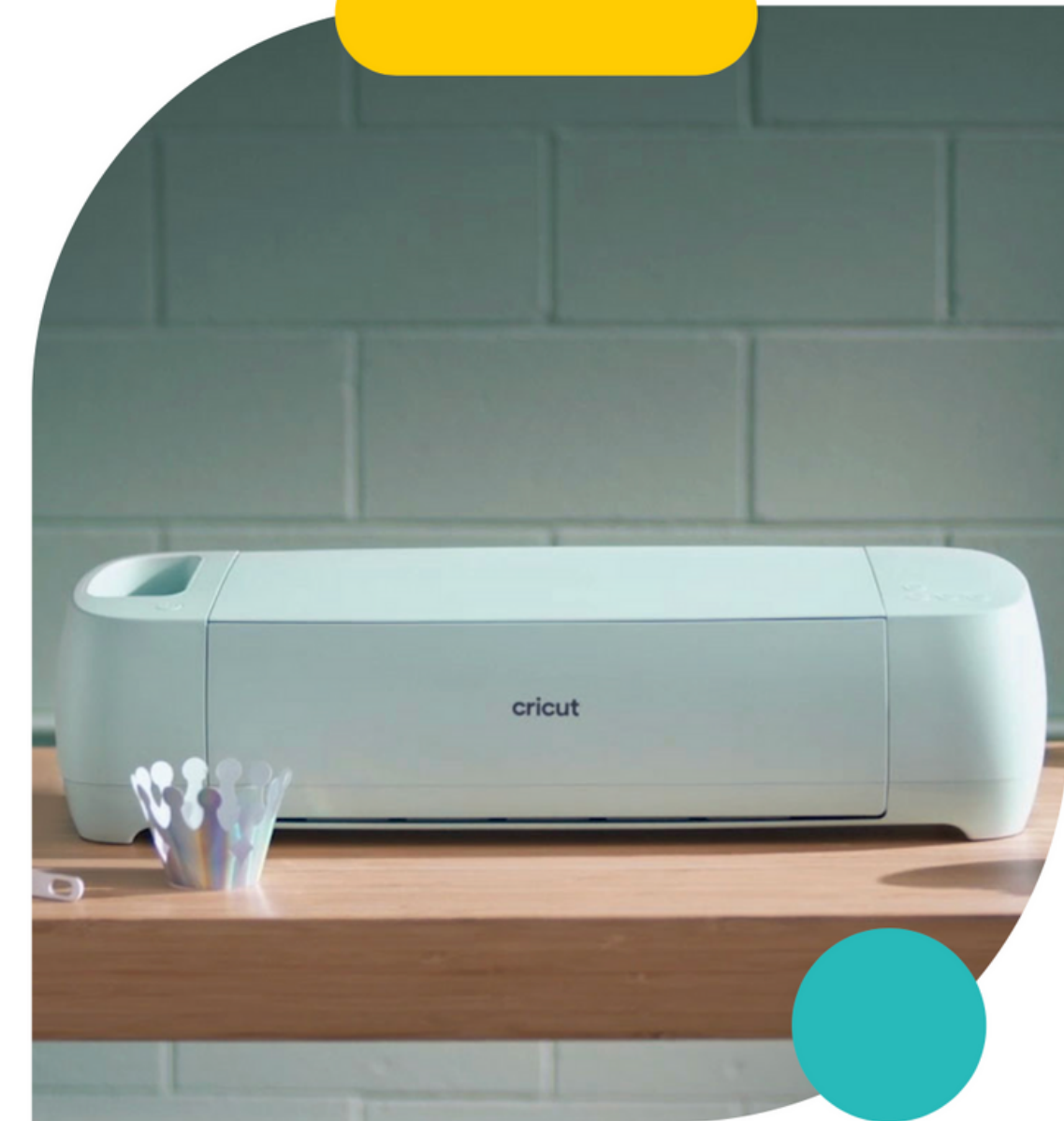
- **Global Brand Presence:** Cricut is a global consumer electronics manufacturer of smart cutting machines (greetings cards, apparel etc) with marketing teams based all over the world
- **Different Teams, Different Tools:** With marketing teams based all over the world, local teams work with between 50-500 influencers each, all running campaigns using different solutions.

Pain:

- **Influencer Management:** Managing and communicating with hundreds of influencers was very challenging.
- **Manual Content Review & Influencer Briefs:** Content approvals were done manually via email exchanges and dropbox. Campaign briefs were sent out individually via email.
- **Disjointed Reporting:** Reporting was done ad hoc, and each market was sending monthly consolidated reports to leadership.
- **Payments:** Payments were being coordinated by local Accounts Payable teams.

Impact:

- **Time Savings Through A Unified Workflow:** 10 different Klear workspaces across teams with hundreds of influencers managed locally saved thousands of hours in emails / content approvals.
- **Improved Relationships:** Consistent and timely payments improved brand and influencer relationships
- **Uplevelled Team:** Sharing best practices across teams has increased campaign efficiencies.
- **Smooth Onboarding:** New hires are easily onboarded, helping expand influencer marketing by following Klear's Playbooks.



Uniqlo

Streamlining Influencer Payments



Situation:

- **Global Fashion Brand:** Uniqlo is a global fashion brand owning their supply chain from design and manufacturing, to direct to consumer online and high street stores.
- **Fragmented Campaign Execution:** Regional teams all responsible for executing and reporting on their own campaigns
- **No Streamlined Influencer Payment Approach:** Some influencer payments are made by their finance team in the Netherlands, others are outsourced to agencies.

Pain:

- **Tax Compliance Challenges:** Finance team did not have the local knowledge or expertise to report influencer payments to different tax authorities.
- **Limited Bandwidth:** Finance team lack capacity to onboard and manage payments to 50-100 influencers each year.
- **Disjointed & Inconsistent Reporting:** Each region sent monthly PPT reports to HQ, but inconsistencies arose due to different vendors, agencies, and reliance on influencers for data.

Impact:

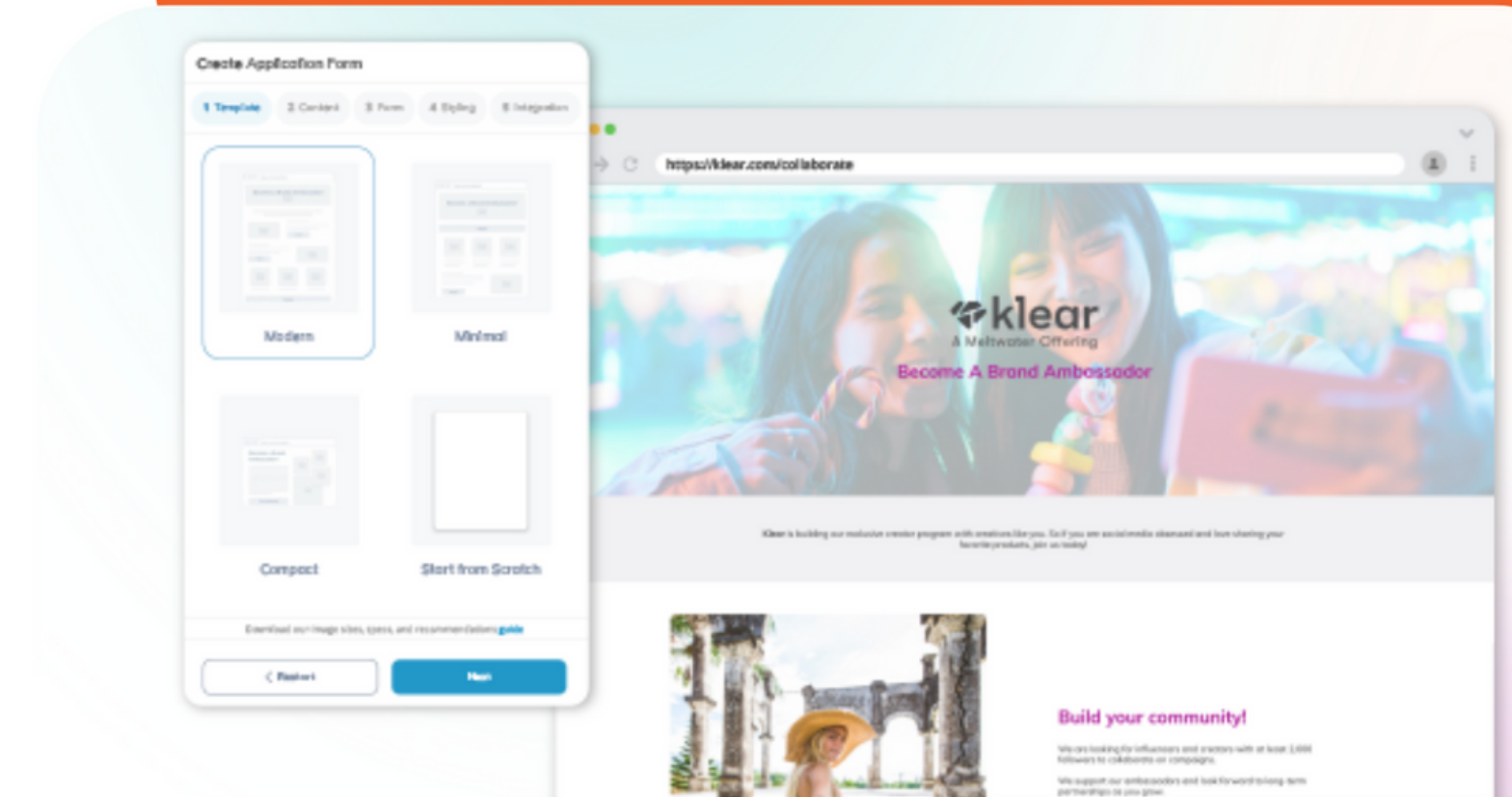
- **Money and Resources Saved:** Saved money by eliminating dependency on outsourced agencies used exclusively for running influencer campaigns
- **Improved Flexibility to Test & Optimize:** Without the constraints of the finance team, they are able to experiment with more influencers to see which generate the greatest ROI
- **Expanded Community:** Scaled influencer network 2x
- **Consistent Reporting:** Streamlined reporting for across markets and provided oversight to HQ with real-time dashboards



Grow Your Community

Create custom landing pages to recruit influencers and leverage customer advocacy.

- **Website Embed or Landing Page:** Embed on your own website or generate a page with a customizable URL
- **Custom Landing Page Builder:** A simple workflow to create engaging branded spaces for recruitment
- **Customized Application Form:** Collect all relevant information from applicants with ability to customize questions
- **Automations:** Approve or decline applicants based on preset criteria to streamline review process

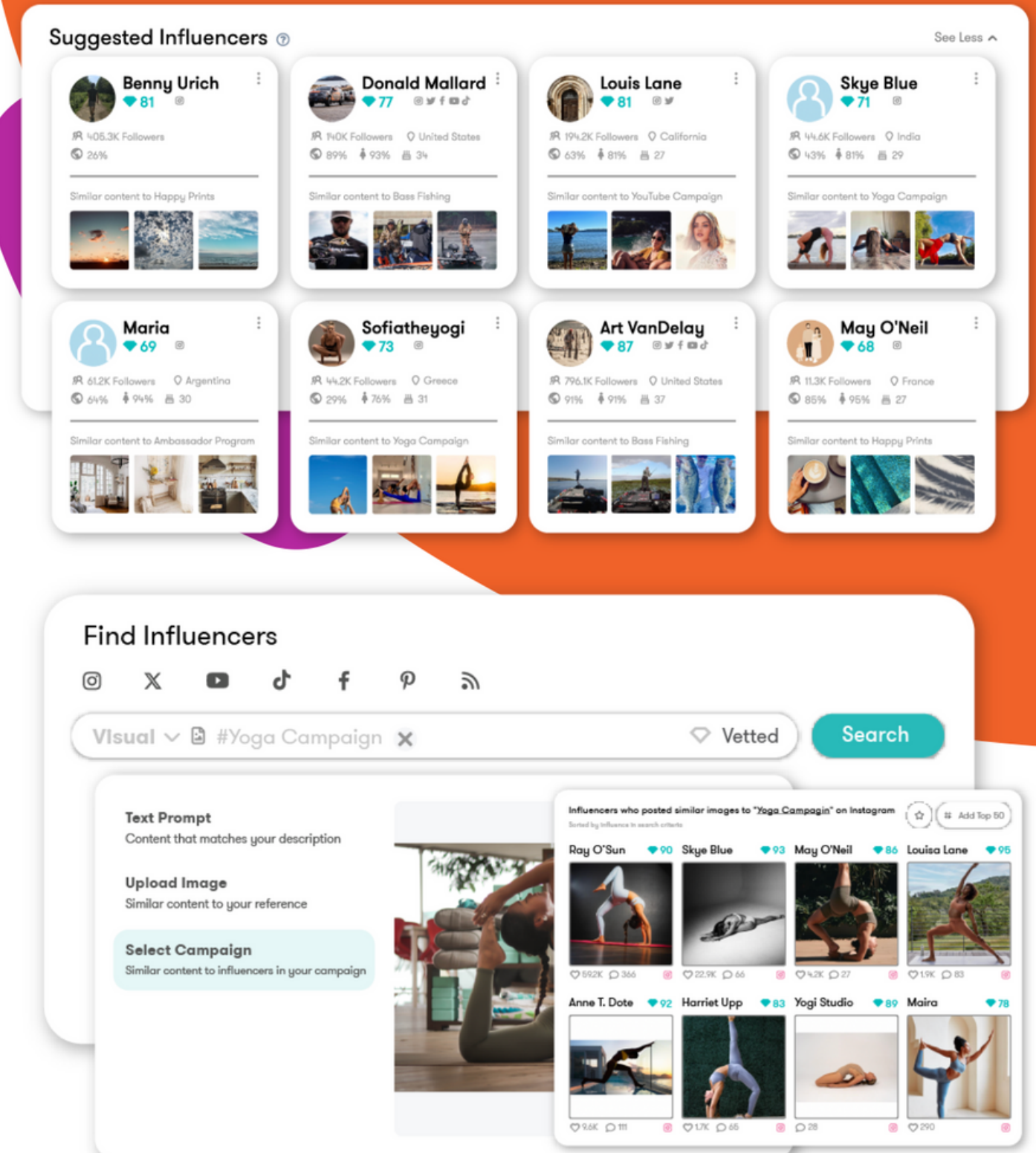


Email Recipients							+ Application Form	+ Mass Email
90	100%	92%	87%	85%				
Recipients	90 Sent	82 Opened	78 Opened	76 Applied				
1	Name	Date	Status	Opened	Clicked	Applied		
	Mila S. mila@emaildomain.com	04/03/23	Completed	✓	✓	✓	View Content	
	Amanda B. amanda@emaildomain.com	04/03/23	Completed	✓	✓	✓	View Content	
	Maeve O. maeve@emaildomain.com	04/03/23	Completed	✓	✓	✓	View Content	
	Jenny C. jenny@emaildomain.com	04/03/23	Completed	✓	✓	✓	View Content	
	Stacy N. stacy@emaildomain.com	04/03/23	Completed	-	-	-	View Content	
	Jules Y. jules@emaildomain.com	04/03/23	Completed	✓	✓	✓	View Content	
	Beth I. beth@emaildomain.com	04/03/23	Completed	✓	✓	✓	View Content	

Grow Your Community

Build a curated influencer community by identifying niche influencers tailored to your brand using data-driven insights.

- **AI-Powered Suggested Influencers:** Get personalized recommendations based to identify top candidates for your new campaigns.
- **Similar Influencers:** Access ready-made lists of influencers who align closely with your top-performing collaborations for consistent results.
- **Visual Search:** AI-powered search to find influencers by written descriptions or image uploads, identifying those creating look-alike content.
- **Topic & Keywords:** Discover influencers by their areas of expertise, identified through keywords and phrases in their content captions.



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Alpha-H

Scaling & Curating An Influencer Community

Situation:

- **Fast Growing Skincare Brand:** Alpha-H is an Australian skincare company. Their main market is Australia and they are rapidly expanding to the UK & USA.
- **No Dedicated Influencer Budget:** They have worked with hundreds of influencers but have no budget for paying influencers, so all relationships are based on product gifting.
- **Small Influencer Team:** They have a team of three who constantly recruit and manage 1000+ influencers to generate social ROI.

Pain:

- **Influencer Discovery:** Finding large volumes of micro influencers that align with their target market
- **Manual Data Collection:** Collecting and managing first party data on hundreds of new influencers, such as skin type, product preferences and mailing addresses
- **Incomplete Reporting:** Reporting impact of product gifting when IG Stories are published
- **Manual Effort:** Time spent on searching for hundreds of new influencers natively on social platforms and via influencer databases

Impact:

- **Time Savings:** Saved 50+ hrs searching for influencers using Recruit to attract new talent.
- **Automated Data Collection:** Saved time by automatically capturing data via Recruit about skin type / product preferences / mailing addresses, which previously was done manually
- **Scaled Discovery:** Sped up discovery by using Klear's database of influencers and email retrieval to find and mass communicate with thousands of potential new influencers
- **Streamlined Outreach:** Saved hundreds of hours sending campaign invites from Klear to new potential influencers.

ALPHA-H



The Klear Difference

Proven results impacting your entire strategy

Insights You Can Rely On

*These findings come from a commissioned study conducted by **FORRESTER**, providing trusted, data-backed trends and benchmarks to inform your influencer marketing strategy.*

307%

average return on Klear investment (ROI)

\$939K

savings in influencer & creator spend

80%+

of employee efficiency gains in creator management

\$1.4M

avoided in crisis management cost

SOURCE: A FORRESTER TOTAL ECONOMIC IMPACT™ STUDY COMMISSIONED BY KLEAR
Calculated over a three year period

 Meltwater

Klear by Meltwater

Top 16 influencer marketing platforms

Why Klear by Meltwater?

- ✓ Save Time & Resources – Automate influencer discovery, campaign management, and reporting, reducing the need for additional personnel.
- ✓ No Extra Costs – All-in-one platform eliminates the need for third-party tools or hidden fees.
- ✓ HubSpot Integration

Klear drives results while saving time and money — making it the smartest investment for scalable, high-impact influencer marketing.

