

A man in a yellow raincoat and glasses is looking up at a neon sign of a pair of glasses. The scene is set at night in front of a store with other neon signs and a blue light strip on the building's facade.

The Cirqle

Platform Capabilities

The Cirqle's all-in-one marketing automation platform gives clients everything to market their business. Whether you're just getting started or established, our powerful online platform helps you market your business.

The Circle

We enable clients to collaborate with over 500,000 influencers to produce content that helps drive sales. Our platform tracks the impact of each marketing program in one concise dashboard leveraging state of the art technologies to drive repeatable conversions and sales on creative content.

500,000+ Influencers

50+ mln Content

43 Countries

**BARNES
& NOBLE**

SAMSUNG

amazon

Uber

P&G

NETFLIX

SWAROVSKI

SUBWAY

**PUBLICIS
GROUPE**

OmnicomGroup



Jerry Maestas for Johnson & Johnson's Band-Aid Red

The Circle Awarded Sabre Award for:

Johnson & Johnson



The Circle for:

Wolford



The Circle featured on McDonalds Homepage



The Circle for:

SUBWAY



The Circle for:

SAMSUNG



The Circle for:


SWAROVSKI



The Circle for:



LG Electronics

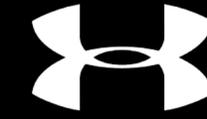


The Circle for:

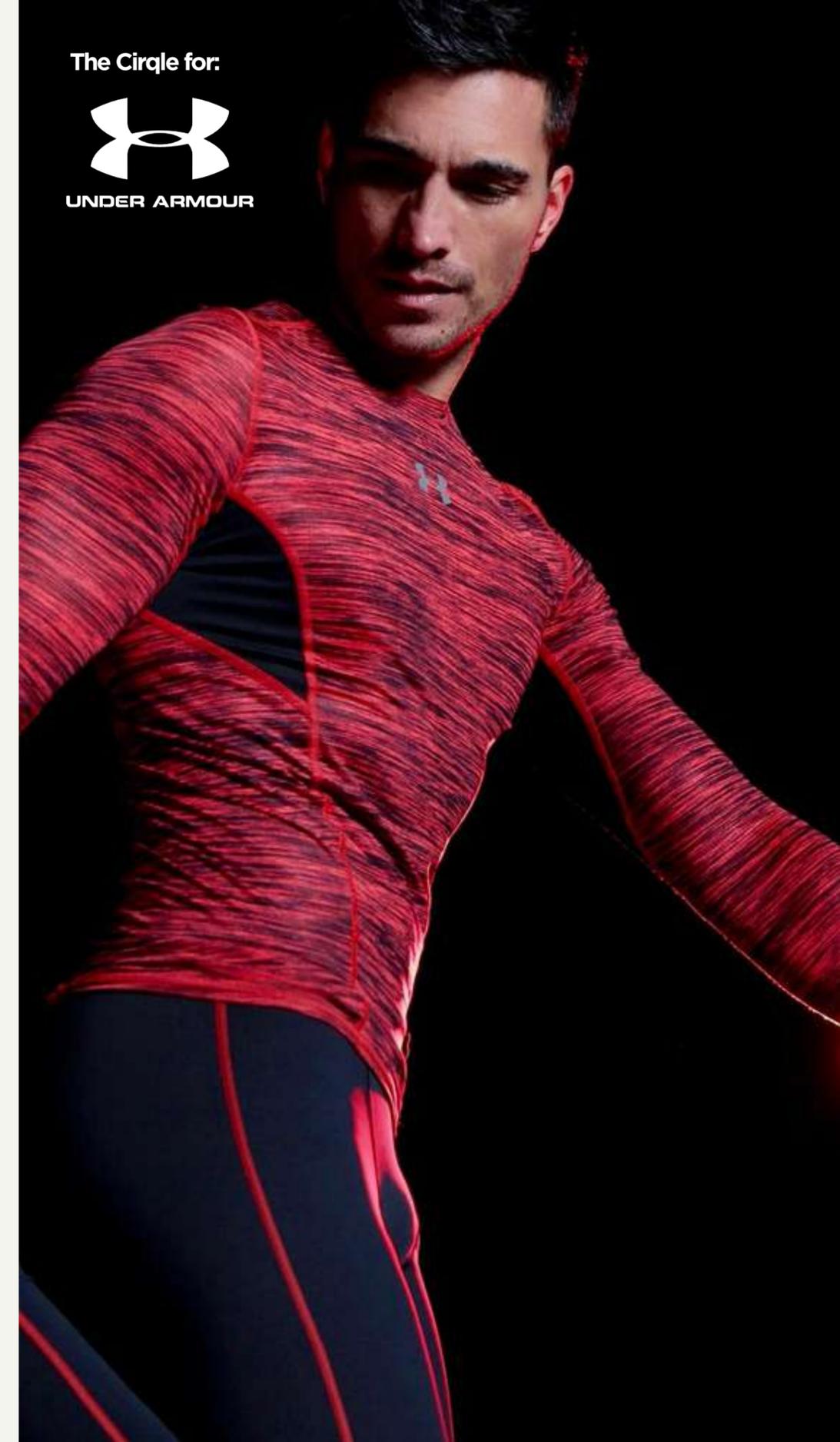
BARNES & NOBLE



The Circle for:



UNDER ARMOUR



AI Powered Matchmaker: Uncover Influence that powers sales.

Our extensive database of 80+ million social media profiles in combination with IBM Watson's capabilities under the hood allows us to match influencers to any social handle within seconds. Potential matches can be segmented based on their location, gender, age and account performance. And guess what, that's also what we've done for you.

@Nike

Any Instagram handle.
Your brand, your local market, your competitor.



Powered by
IBM Watson

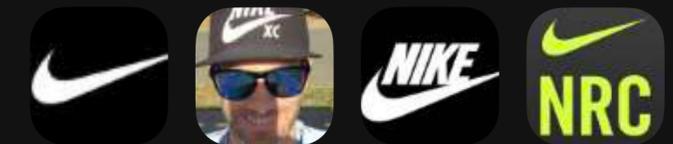
Accounts that share the same or similar audience

Gather insights from accounts competing for your audience's attention.



Accounts that post about the same topics

Discover influencer that talk and post about the same topics as you.



Influencers following or engaging with @Nike

Authentic ambassadors. Activate influencers that already follow or engage with your profile.



**Find authentic
influencers that
match your
brand in
seconds.**

**We understand no-one likes
adjusting filters for hours on end.**

Enter your Instagram handle below.

@revlon

Please click thumbnail to play video.

Talent identification

We recruit and acquire talent, as part of our network of 500.000 influencers, continuously for our clients using briefing demands and a strong data foundation at the backbone. Powered by IBM Watson for ultimate matching between client and talent in any market, at global scale.



ASHLEY PIMENTEL Fashion ★ Recommended

35.5k Instagram followers · 4.12% Engagement

Hello I am Ashley a full time fashion, travel, DIY, and hair blogger.

[View detailed profile](#)



 Instagram		 Audience Authenticity		 Gender		 Countries
Followers	35.5k	Followers	72%	Female	79%	United States
Engagement Rate	4.12%	Engagement	94%	Male	21%	India
						3%

[Approve profile](#)

[Decline profile](#)



Marc Undeberg ★ Recommended

11.9k Instagram followers · 11.06% Engagement

[View detailed profile](#)



[Approve profile](#)

[Decline profile](#)

The Circle

Content approval

Wizarding World Gold with Barnes & Noble.

Ready for review

Approved

 6

Creators posting

 24

Pieces of content

 2

Ready for review

Campaign performance

Overview

Attribution

Drive traffic for POST 1

Drive traffic for POST 2

Drive traffic for STORY 2- Frame 1

Creators

65

Creators posted for **BAND-AID® RED x CVS (micro)**

Posts

433

Posts were published across 2 platforms for **BAND-AID® RED x CVS (micro)**

Countries

1

Covered in total by creators for **BAND-AID® RED x CVS (micro)**

Total Engagement Points

146,446

140,556 likes and 5,890 comments generated in total for **BAND-AID® RED x CVS (micro)**

Overall Engagement Rate

3.95 % **+9.12%**

Overdelivered on target of 3.62% overall engagement rate

Total Impressions

1,580,718 **+154.95%**

Overdelivered on target of 620,000 total impressions

Impressions

1,107,854

For the **BAND-AID® RED x CVS (micro)** campaign on **Instagram**

Impressions

472,864

For the **BAND-AID® RED x CVS (micro)** campaign on **Instagram stories**

Instagram Engagement (By Reach)

27.93 %

Realized campaign engagement (by reach) on **instagram**

Influencer Amplification

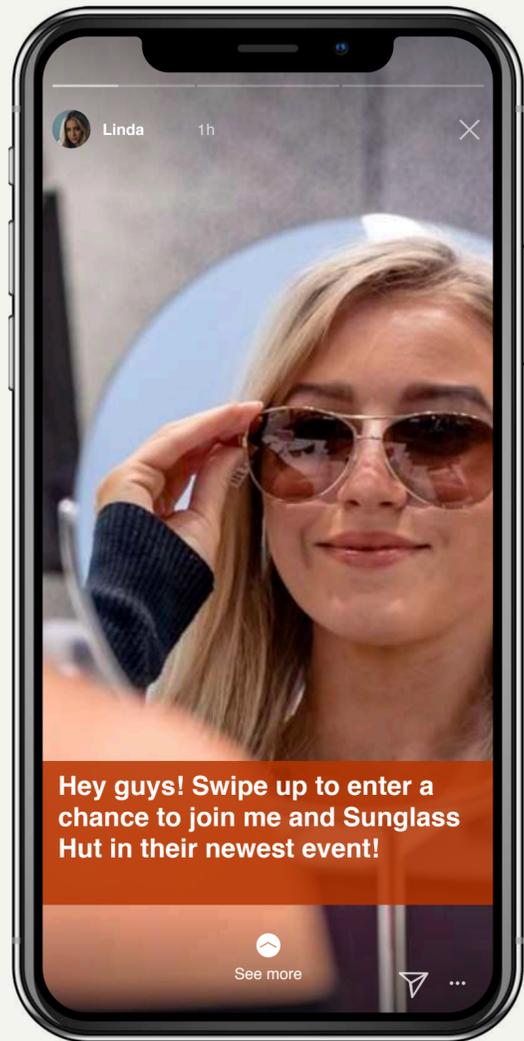
Top performing content

The best performing content by engagement for smart boost opportunity.



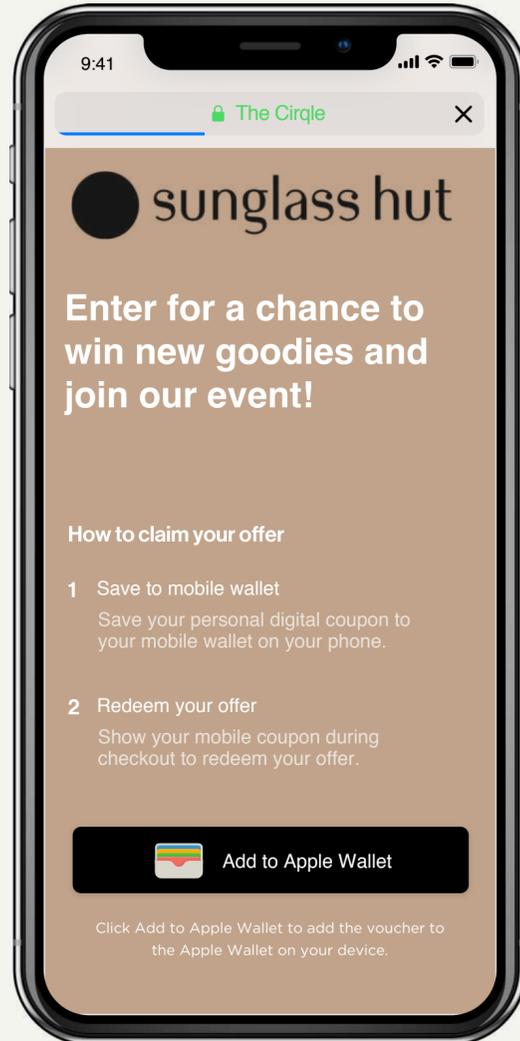
Marketing Attribution

The Cirqle is the only platform that measures the value of ideas by connecting creative content to sales and conversion. Our Mobile Wallet Card technology empowers a direct and continuous relationship with your consumers. Use our branded Mobile Wallet Cards to drive conversion, increase your LTV or powers your loyalty program.



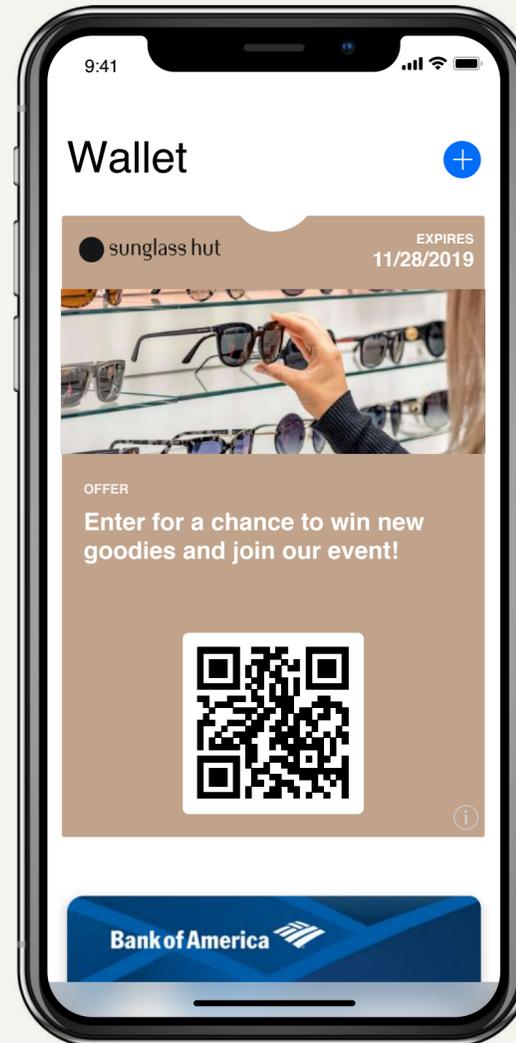
CONTENT PUSH

Followers view the Instagram Story with swipe up that enables save to mobile wallet functionality.



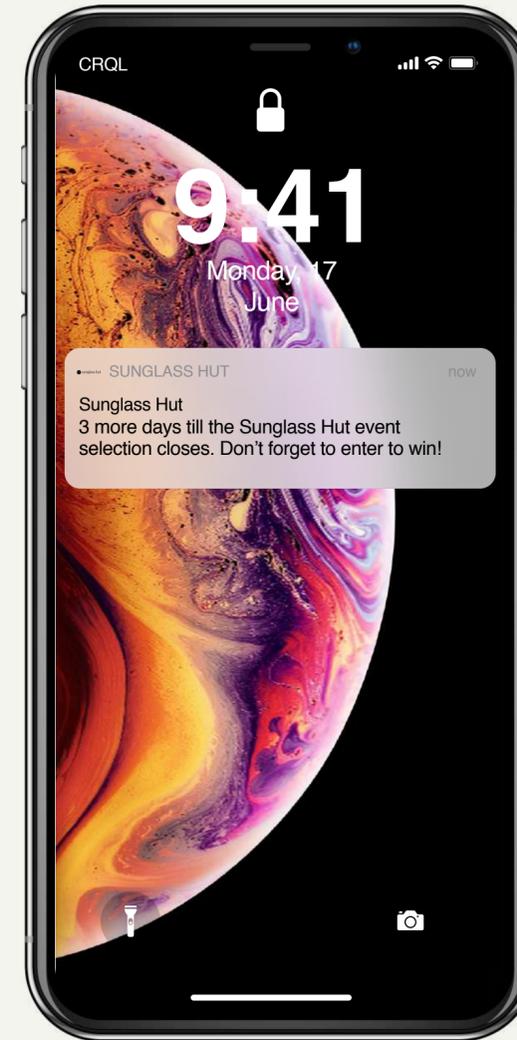
ADDED TO WALLET

Users swipe up to a web view where they can save the mobile wallet offer



CARD IN WALLET

The next time the user opens their mobile wallet the offer is there. When the user purchases and show this barcode, they receive the said offer.



1:1 PUSH NOTIFICATIONS

User is reminded of the offer through dynamic content updates & lock screen notifications

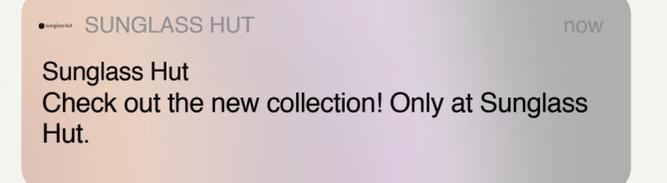
1. Personalised Offers



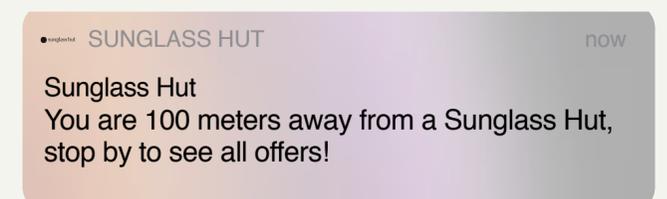
2. Time-based Reminders



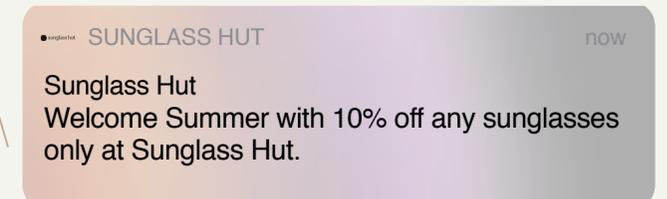
3. Brand Updates



4. Geo-Based Reminders



5. Dynamic New Offer Updates



The Circle

Trusted by
the best.

