

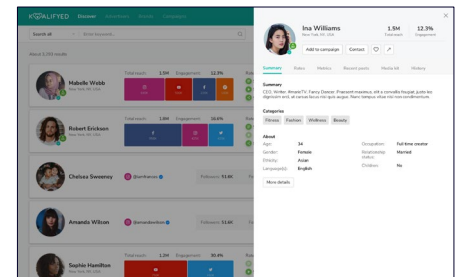
Under the Influence

PRophet Influence is the most comprehensive AI-enriched platform for discovering and contracting with influential content creators who have a direct line to your audiences.

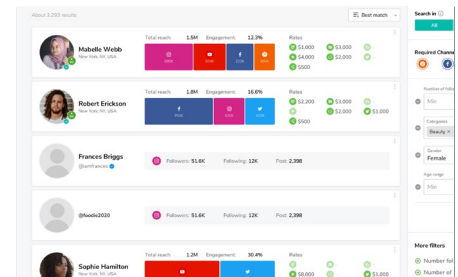
With over 280 million accounts to choose from, easy-to-use PRophet is for teams seeking to find new authentic voices to tell their brand stories while infusing leads into sales pipelines.

UNIQUE FEATURES NOT AVAILABLE IN OTHER PLATFORMS

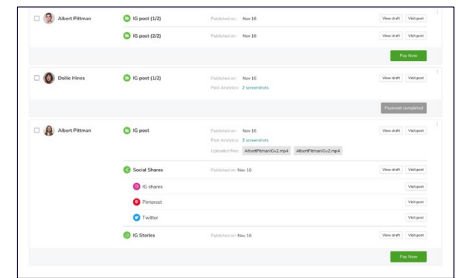
- Groundbreaking, Comprehensive Workflow Automation**
 Connects brands with their communities in half the time. Forget manual execution, and focus on powerful storytelling and business-driving strategy and content.
- Connected Creator Accounts**
 Creators can build custom profiles and connect all their social channels, so verified audience data flows straight from the platforms.
- Rate Negotiator**
 Real-time rate negotiation capabilities, informed by S.N.I.F.F. scores, and other key qualitative and quantitative audience metrics, ensures you are always getting the best value from creator contributions.
- In-Platform Contracting**
 Save time and headache from back and forth and possible legal issues by using our secure, in-platform contracts with saved templates. One-click sign, and you're done.
- Seamless Content Collaboration**
 The most versatile content features on the market... tracking changes ensures you and creators are on the same page from the start.
- Proof of Impact**
 Deep metrics calculates performance of any content URL to provide cost per engagement, and even sale on DTC brands. Any URL can be tracked.



Creator Discovery & Contact

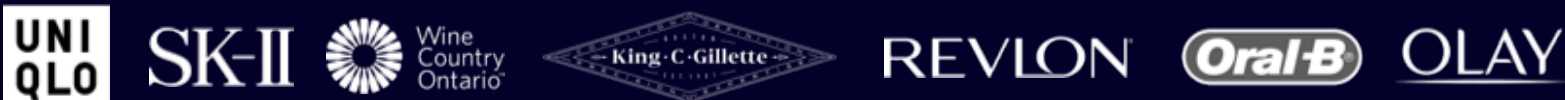


S.N.I.F.F. Fraud Detection



Proof of Performance

SELECT CUSTOMERS



Influence Your Audiences

Discover over 280M Influencer accounts globally

Up to 2x faster campaign launches

Up to 5x faster contract management

Over \$5MM saved with our exclusive Bot Detection tool

96% in time Savings for brand safety & vetting

Self-serve features turn everyone into talent managers

Track ROI to the cent with robust reporting analytics tools

Understand the true brand lift of paid content

“PRophet helps us understand critical influencer metrics before closing the deals. I'm able to make more efficient and better decisions; ability to plan the campaigns and create overlap audience to understand impressions we are getting.

All of the calculations can actually help us do a fair and square split of the influencers we are paying and considering.”

— Maria Almeida,
e-Commerce Sales Manager, P&G

SELECT CUSTOMERS



Wine
Country
Ontario



REVLON



OLAY