User Satisfaction Ratings

Data is scoped to the Influencer Marketing category. All reviews were collected as of May 28, 2020

	GRIN	Traackr	CreatorIQ	AspireIQ
Rating	4.5 (51)	4.0 (35)	4.5 (158)	4.5 (50)
Ease of Doing Business With	97%	92%	97%	94%
Ease of Use	91%	81%	81%	89%
Quality of Support	96%	95%	94%	94%
Meets Requirements	92%	81%	84%	92%
Product Direction (% positive)	100%	84%	96%	93%
Influencer Scoring	91%	80%	80%	82%
Audience Analysis	90%	90%	83%	84%
Influencer Segmentation	88%	84%	81%	85%
User-Generated Content (UGC) Management	91%	72%	N/A	94%
Workflow Capability	93%	82%	84%	91%

(User Satisfaction Ratings continues on next page)

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User Satisfaction Ratings (continued)

GRIN	Traackr	CreatorIQ	AspireIQ

Rating

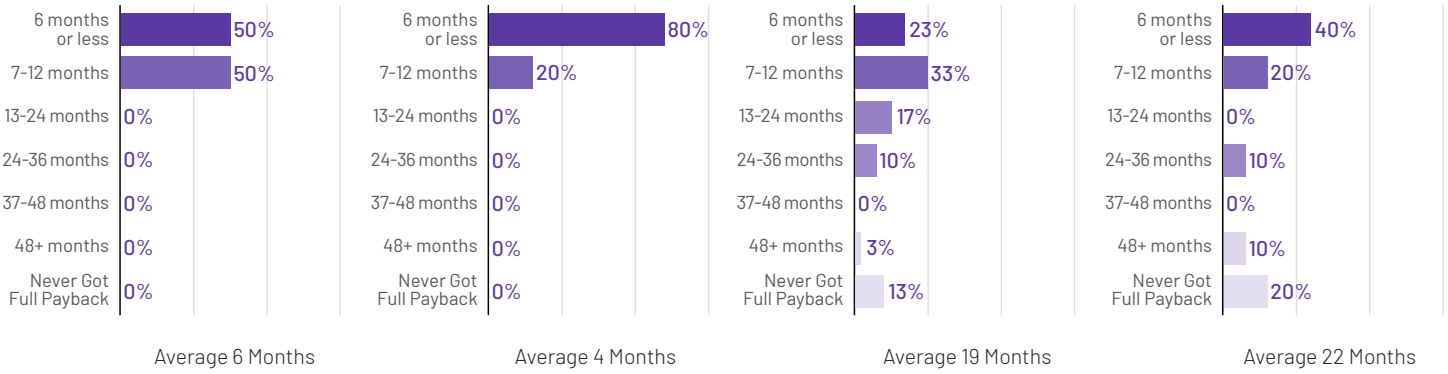
Reporting and Dashboards

GRIN	Traackr	CreatorIQ	AspireIQ
86%	78%	87%	88%

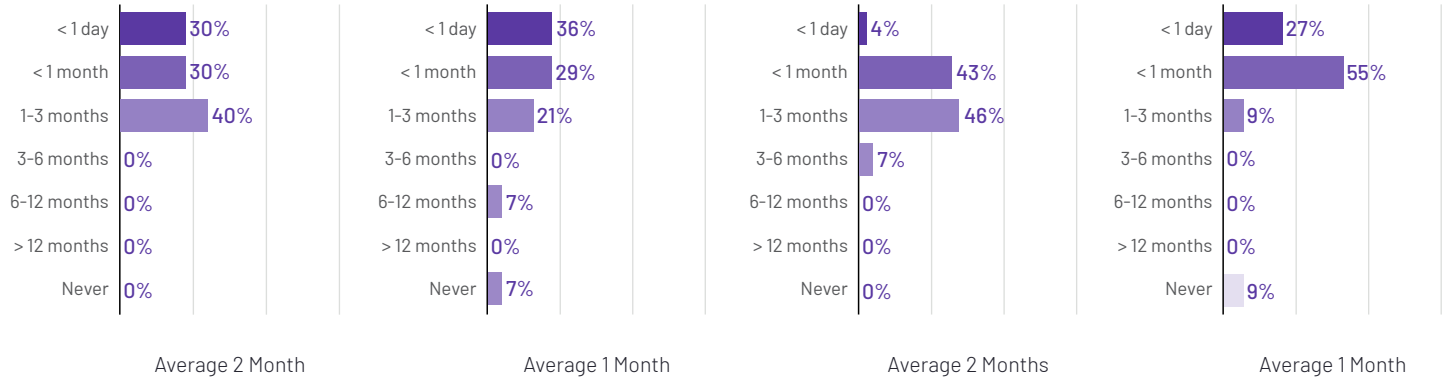
Data Importing and Exporting Tools

GRIN	Traackr	CreatorIQ	AspireIQ
92%	70%	84%	88%

Avg. ROI (months)



Avg. Go Live Time (months)



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