

How Branch Basics Achieves 67% Post-After-Gifting Rate with a Creator-First Approach

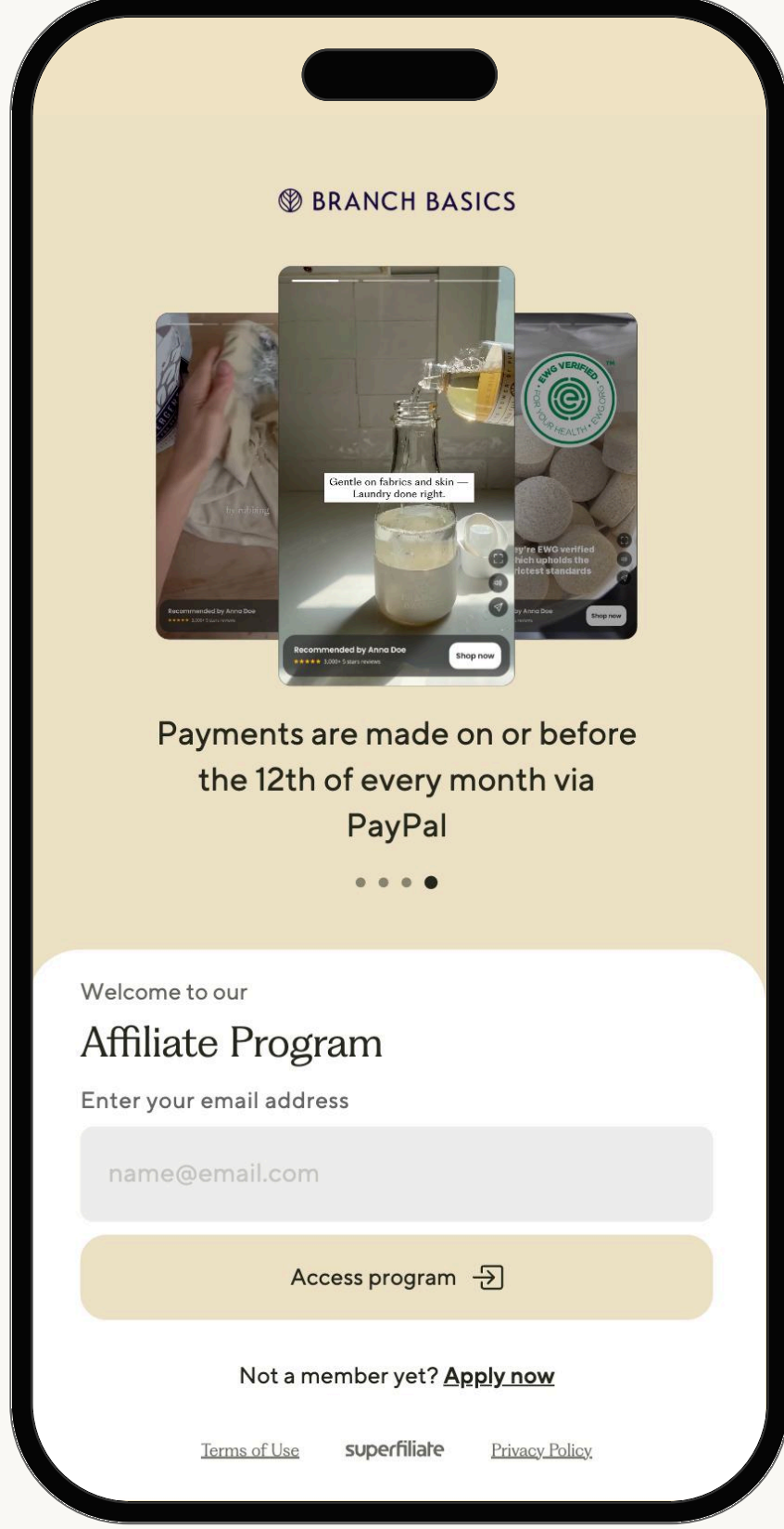
About Superfiliate

Superfiliate is the multi-channel creator marketing platform built for the next era of social commerce. We help brands to identify and scale high-value creator partnerships—without the fragmented tools that stall program performance and growth.

1,500
creators migrated

67%
average post after gifting rate

31%
average enrollment growth per quarter



Making a multi-tier program scalable

Branch Basics built a thriving community of creators, but their previous platform wasn't designed to support a creator-centric program. After seamlessly migrating 1,500 creators to the platform, Superfiliate enabled their influencer team to automate the busywork and invest in a high-touch gifting strategy.

Features used

Automations free up valuable strategy time
Workflows including creator enrollment, communications, and promotions to new program tiers run automatically, eliminating hours of manual work each week.

Unified TikTok Shop and Shopify management
Superfiliate provides creator performance insights across both channels in one place, making it simple to identify and outreach top performers without switching tools.

Integrated with

Proactive gifting drives authentic advocacy
Branch Basics sends their Ultimate Starter Kit to creators in exchange for UGC, serving as both a welcome experience and brand education to create compelling content.

“Superfiliate has completely transformed how we run creator marketing by centralizing everything in one place and using powerful automations that save our team time while allowing us to meaningfully engage with more creators than ever before.”

Nicole Cutler
Senior Partnerships Manager at Branch Basics