

## CASE STUDY

# How Disney's Maker Studios Used CreatorIQ to Increase Social Campaigns 5x

**Disney's Maker Studios is a leading global influencer marketing and creator network with clients that include Target, EA Sports, Mattel, Kia, Sony, Ubisoft, Pepsi, and WB. Founded in 2009 and growing since, Maker Studios produces award-winning content with global creators.**

As a division of Disney Consumer Products and Interactive Media, Maker Studios' content and creators attract billions of views every month across social and on-demand platforms worldwide.

The team at Maker Studios offers best-in-class services, and struggled to effectively scale their business while maintaining quality. The team sought a solution that provided an improved work-flow while allowing them to provide the highest level of service to their clients.

### Challenge

Maker Studios is in the business of running influencer marketing campaigns. As demand for influencer campaigns grew, the team at Maker Studios realized they didn't have the tools to effectively scale their business while maintaining a high level of service to their brand clients.

Weighed down by the administrative burdens to execute influencer campaigns, the team often turned down deals. They had to stretch their resources to meet their client's reporting standards.

When they couldn't find a technology solution on the market that fit their needs, Maker set out to build a homegrown solution. However, they quickly realized that building something themselves would be complex, difficult, and costly. Enter CreatorIQ.

# 500%

Increase in  
social campaigns

"CreatorIQ had  
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addition to many  
features that we  
didn't realize we  
needed."  
- S. Paul

# \$

Reduction in  
administrative costs

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## CreatorIQ Solution

The team found a solution in CreatorIQ, which offered advancements in workflow, reporting, and a host of other areas. “We scrapped all ideas about building these tools internally,” said Scott Paul, VP of Product at Maker Studios. “CreatorIQ had everything we were looking for in addition to many features that we didn’t realize we needed.”

For Maker Studios, it was a no-brainer to work with CreatorIQ. “The product demonstrated that the team really understood the market, and given the proficiency of their tech team combined with the fact that they were already working many of the industry’s leaders, it was clear they would continue to be a pioneer,” said Paul.

Paul and his team knew they had found a trusted partner that would enable Maker Studios to focus their resources on the core mission of developing talent and creating premium programming.

## Results

CreatorIQ’s automated wrap-up reports, one-sheet RFP builders, and campaign forecasting tools helped Maker execute 5x the amount of social campaigns without adding additional headcount.

By providing an end-to-end branded content solution, CreatorIQ not only enabled Maker Studios to be more efficient, they also saved cost by streamlining their tech vendors. “We were able to get rid of four separate services we used to track social campaigns because CreatorIQ did all of them in one,” said Paul.

Maker Studios’ investment in CreatorIQ has led to increase revenue and an improved product offering. “Now we are able to service all of our inbound business with significantly less administrative costs and improved reporting, giving us the time and resources to generate more new business and better serve our existing clients.”

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Tools replaced  
by CreatorIQ

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### About CreatorIQ

CreatorIQ helps agencies, publishers and brands spend more time scaling their influencer programs by spending less time managing them.