**Domain name -udaansathi.com**

**1. User Authentication & Onboarding**

✅ Multi-Method Sign-Up: Email, Google, Apple, and social media login

✅ Dashboard Access – Different interfaces for Influencers & Brands  
✅ Profile Creation:

#### **For Influencers**: Add niche **By Platform**

* [YouTube](https://confluencr.com/youtube-influencer-marketing-agency/)
* [Instagram](https://confluencr.com/instagram-influencer-marketing-agency/)
* [Twitter](https://confluencr.com/twitter-influencer-marketing-agency/)
* [LinkedIn](https://confluencr.com/linkedin-influencer-marketing/)
* [Telegram](https://confluencr.com/telegram-influencer-marketing-services/)
* [Podcasts](https://confluencr.com/podcast-influencer-marketing-agency/)
* , audience size

#### By Use Case

* [Regional Influencer Marketing](https://confluencr.com/regional-influencer-marketing-agency/)
* [Meme Marketing](https://confluencr.com/meme-influencer-marketing-agency/)
* [Store Visits](https://confluencr.com/store-visits-marketing/)
* [Festive & Sale Promotions](https://confluencr.com/festive-and-sale-promotions-marketing/)
* **For Brands/ small business**: Define campaign goals, budget, and target audience  
  *(later)* ✅ AI-Powered KYC & Verification: Prevent fraud with ID verification  
  *(later)* ✅ Role-Based Dashboard: Different interfaces for influencers and brands

**2. Influencer Marketplace (Search & Discovery)**

✅ **Advanced Search & Filters**

* Find influencers by niche, NEARBY MICRO INFLUENCER location, engagement rate, audience demographics  
  *(later* )✅ **AI-Powered Recommendations**
* *(Later)* Machine learning suggests the best influencers for a brand’s campaign  
  ✅ **Influencer Profiles**
* Show portfolio, campaign history, pricing, and audience analytics  
  ✅ **Shortlisting & Favorites**
* Brands can save influencer profiles for future collaboration

**3. Campaign Management System**

✅ **Create & Launch Campaigns**

* Brands set goals, budgets, and requirements  
  ✅ **Influencer Bidding**
* Influencers apply with their pricing and content ideas  
  ✅ **Task Tracking & Deliverables**
* Monitor campaign timelines and post-approval workflow  
  *(Later)* ✅ **AI-Powered Content Review**
* *(Later)* Auto-check for brand guidelines & compliance

**4. Payment & Monetization System**

✅ **Escrow Payments**

* Brands/small business deposit funds 10%, influencers get paid 5% for post-approval  
  ✅ **Revenue Dashboard**
* Influencers track earnings and request withdrawals  
  ✅ **Subscription & Commission Model**
* *(Later)* Charge brands for premium access, commission on transactions  
  *(Later)* ✅ **Automated Invoicing & Tax Compliance**
* *(Later)* Generate invoices for campaigns and influencer payments

**5.** *(Later)* **AI-Powered Analytics & Reporting**

✅ **Real-Time Campaign Insights**

* Monitor impressions, clicks, engagement, and conversions  
  ✅ **Engagement Rate Analysis**
* AI-driven reports on influencer performance  
  ✅ **Audience Insights**
* Understand influencer followers: age, location, interests  
  ✅ **ROI Measurement**
* Compare campaign spend vs. actual conversions

**6. Communication & Collaboration**

✅ **In-App Chat & Messaging**

* Secure chat between brands & influencers  
  ✅ **Content Feedback & Approval**
* Brands can request revisions before posts go live  
  ✅ **Task Reminders & Notifications**
* Track deadlines, pending payments, and approvals

**7. Security & Compliance**

✅ **Fraud Detection**

* *(Later)* AI-based system to detect fake followers & engagement  
  ✅ **Privacy & Data Protection**
* Secure brand-influencer conversations & transactions  
  ✅ **GDPR & Legal Compliance**
* Follow global data protection and advertising laws