



Media Contact:

Rob Stevenson, Find Your Influence
rob@findyourinfluence.com | 480.335.5792

Find Your Influence Introduces Full-Service FYI Valet™

Latest addition to FYI's leading influencer marketing platform offers brand and advertisers a turn-key, end-to-end influencer marketing solution to add to their next campaign

Tempe (August 4, 2015) – Find Your Influence (FYI), an industry-leading automated influencer marketing platform, today announced the launch of FYI Valet™, a turn-key, end-to-end influencer marketing plugin designed to connect brands and advertisers with the world's largest network of independent digital influencers.

FYI Valet is built upon FYI's award-winning influencer marketing platform, adding front-end content calendar creation, creative concept support and detailed analytics and reporting in addition to digital influencer recruiting and management. Additionally, FYI Valet offers access to a dedicated account director to manage the entire campaign, including coordination with internal or vendor teams to fully integrate into existing marcom efforts.

The emergence of FYI Valet allows users to engage with their high-quality digital influencers without incurring the head count required to manage an influencer marketing campaign. The platform's unique functionality offers clients the ability to target the digital influencers most relevant to their specific vertical, without having to worry about contract negotiations, influencer payments or the other administrative aspects that can hinder a successful influencer marketing campaign.

"Connecting influencers and their audiences with advertisers, agencies and growing brands is our passion," said Cristine Vieira, president and co-founder of FYI. "By adding FYI Valet to our automated influencer marketing platform offerings, we can now work with a range of marketing professionals who may not have otherwise had the bandwidth to engage with their influencers."

Using a proprietary influencer scoring algorithm combined with a leading influencer marketing platform, FYI Lite ranks digital influencers on a variety of factors, including audience, reach and advocacy. Since launching February, 2014, FYI now offers access to more than 25,000 influencers, from mommy bloggers to celebrities and everyone in between, specializing in the beauty & fashion, lifestyle, parenting, technology, retail, professional services financial and small business verticals. By connecting to these influencers through FYI Valet, brands can communicate to their end-users directly through the creation of third-party endorsed content, leveraging digital influencers as brand evangelists.

Additionally, FYI Valet offers customers the ability to see the results of this influence across blogs and social platforms, including Facebook, Twitter, Instagram and Google+. This real time reporting allows agencies and brands to further develop relationships through influencers without being required to commit to the service for longer than the course of the campaign.

FYI Valet is also an introduction for users looking to leverage an influence marketing automation software solution without needing to increase staffing to manage. With one interface, advertisers, agencies and brands can manage campaigns from start to finish, offering a one-stop campaign solution that rewards both influencers and brands alike.

"With FYI Valet's quick start, self service solution, advertisers and agencies are able to connect to digital influencers to begin leveraging their audience right away, and that's key to so many digital marketers" said Vieira. "The platform continues to evolve to meet our clients needs, and the extension of FYI Valet is a natural progression for smart marketers looking to add influencer marketing to their campaign mix in a seamless fashion."

To help emerging brands experience FYI Valet, the company has also launched a dedicated website, found at www.findyourinfluence.com/FYI_Valet.

"Influencer marketing isn't just a new marketing tool, it's a way for brands to honestly and enthusiastically communicate with their new and prospective customers through third-party endorsements," said Vieira. "FYI Valet has been designed to allow more of these brands and these influencers to come together."

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About Find Your Influence

Find Your Influence (FYI) is a cloud-based web application that enables advertisers, agencies and influencers to efficiently manage influencer marketing campaigns from start to finish using one product interface. Created in 2013 by a team of digital marketers with over 30 years of experience, Find Your Influence provides a single interface to identify and connect with influencers, create and distribute content, manage campaigns, measure their effectiveness, and process payments.

For more information, please visit www.findyourinfluence.com.