

The way you find influencers on Hypefy has changed

Describe your campaign. Hypefy reads your brief, builds the audience, and sends back a list of influencers, each with a reason they fit, scored for brand fit, audience fit, and safety.

What's different: Until now, the list arrived ready-made, and the reasoning behind each pick stayed on our side. Now you see why every name is there, and you shape the list yourself.

How It Works

1**Write your brief.**

Describe what you're promoting, who it's for, and what you want to happen in your own words. The same brief you would write anyway.

2**Shape the search.**

Choose how many influencers you want, which types of profiles fit, and any advanced criteria that matter to you.

3**Review the matches.**

Each profile includes a summary of the creator's posts, as well as their brand fit, audience fit, and safety scores. You can keep the ones you like and skip the rest. Estimated results update as you go, so you can see how many matches to approve to hit your goal.

4**Launch.**

Approve your list, confirm payment, and outreach starts automatically.

Go beyond the bio

For all their scale, most influencer platforms solve the easy part. They can surface ten thousand profiles in seconds, but deciding which of them belongs in a campaign remains, as ever, the marketer's problem.

Hypefy's AI identifies who your campaign is for, then analyzes what creators publish, including their captions, formats, and the themes they keep returning to.

Someone who never writes “cooking” in their profile can still surface for a cooking brief if their feed is full of home-cooked family dinners. The bio is one signal, among many, and the more focused your brief, the closer the results.

Know your numbers before the launch

As you go through the list, estimated results update in real time, including likely acceptances, projected pieces of content, impressions, and engagement.

And because not every creator says yes, we deliberately surface more options than you need, giving you room to be picky.

Bring your own creators

Have specific names in mind? Add them to your wish list by name or handle, and we'll include them in the outreach and do our best to get them on board.

Decide as a team

Export a persona-grouped PDF overview with profile links or pull the full data into Excel to sort and analyze.

You can also invite colleagues into the campaign and decide together.

Now live in your business portal.

Ask your account lead to walk you through your next brief.