

A Quick Guide to Semantic Selection

From brief to launched campaign, step by step.

1. Write your brief

Write your brief as you always do.

The more the brief says about your product, your audience, and the campaign's goal, the sharper your matches.

You can also describe the niches you want to target, however specific, like “runners who are also coffee lovers” or “gamers who review tech gadgets.”

The brief is the search, so the more specific you are, the sharper your list will be.

Publish it when you're ready.

2. Set up your influencer types

After publishing, you'll land on the *Influencer Types* screen.

Here you choose how many influencers you want on the campaign, switch persona types on or off, and add your own custom persona if there's a specific type of creator you're after (“home cooks who post family dinners,” “book lovers,” you name it).

Under Advanced options, you can set a minimum engagement rate, share of audience in your target country, profile size, and more.

3. Run the search

Hypefy matches creators to your personas in real time, reading what they post, their captions, and their recurring themes, rather than the bio alone, and filters out weak fits before you ever see them.

4. Review your matches

Profiles come back grouped by persona, with average brand fit, audience fit, and safety scores shown for each group.

Every card shows the creator's recent content, follower count, a short overview of what they focus on, and their individual scores.

Accept or reject influencers one by one, or handle a whole persona at once with Accept all remaining or Reject all remaining.

As you build your roster, the scores update to reflect your own selection, and the progress bar fills toward the minimum and recommended marks.

The Estimated Results panel refreshes and shows an estimated number of influencers we'll outreach, influencers likely to accept, projected content, impressions, and engagement rate, alongside your budget.

A note on numbers: we intentionally show you more profiles than your target, because not every influencer you approve will accept the campaign.

Approving generously is how you hit your goal. The Estimated Results panel makes this concrete. If you, for instance, approve around twelve creators, you may see four likely acceptances, based on real acceptance rates in your market.

5. Add your wish list

Already know who you want? At the bottom of the review screen, search creators by name or handle and add them to your wish list.

We'll include them in the outreach and do our best to get them on board. No guarantees, but we'll ask them.

6. Not quite right? Run it again

Go back to *Influencer Types*, adjust the numbers, types, or advanced options, and re-run the selection.

You can do this a few times as you refine your list.

Everything you've already accepted or rejected stays as you left it. We just add fresh profiles to review.

7. Launch

When you're happy with the list, hit continue to review billing details.

Nothing is charged until you launch. Choose your payment method (card or bank transfer), and launch.

This is the moment your campaign officially goes live.

Outreach to your approved influencers starts automatically, and you can follow their responses right in your campaign.

8. Topping up a live campaign

If your campaign is filling slower than expected, we'll suggest additional profiles. You can also add your own.

You'll get a notification, review the new matches the same way, and approve the ones you like. There's no need to start over.

Sharing your list

Open the *Detailed view* above your selected influencers to export a PDF for a clean, persona-grouped overview with profile links, or Excel for the full data if you want to sort and analyze.

Anyone on the campaign can mark favorites, and they appear for the whole team, on the platform, and in the PDF export.

You can also invite teammates to the campaign to review the list together.