

Every brand **goal** needs different **influencer** **marketing**

Market

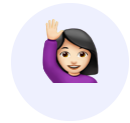
Ads

Affiliate Plus

Product seeding

For a US-market inquiry, tell us whether you want reusable creator content, product reviews, or a sales test with Korean creators.

What does your brand need next?



New product launch

Launched, but crickets

"The product is out, but there are no influencer reviews"



Buzz

No buzz. At all.

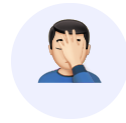
"We see competitors' products often, but not ours"



Branding

Branding is weak, so we're just selling

"We lack content that feels like our brand"



Short-term sales

No big sales spike, same place every month

"We need to drive sales up in a short period"

If influencer marketing has disappointed you — the problem was likely the **collaboration method**

Typical influencer marketing at most companies

Always the same approach

✗ **Recruit by follower count** for every goal

✗ **Seed the same way**, run **ads**, run a **marketplace**

Results stay flat.



Brands that get influencer marketing right

From 3,000+ creators, we choose the influencers who fit your goal right now

3,000+ influencers proven to sell, and 2,000+ brands working with us.

2,000+

Brands working with us

3,000+

Influencers proven to sell

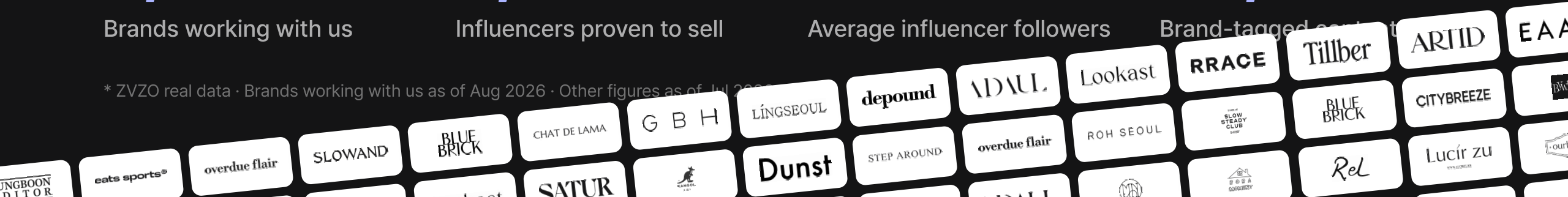
72K

Average influencer followers

42,000+

Brand-tagged content

* ZVZO real data · Brands working with us as of Aug 2026 · Other figures as of Jul 2025



Brands are already working with ZVZO

2,000+ Brands working with us **42,000+** Brand-tagged content

"We only had products, with no platform to join. One day of a featured event brought in KRW 100 million in sales."

Beauty brand founder

"We used to run seeding, ads, and marketplaces separately — here, even settlement is handled in one account. The pace is completely different."

Fashion brand operations team

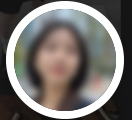
"Once we set the goal first and chose the right influencers and approach, we got the best results of any influencer marketing we'd tried."

Lifestyle brand MD

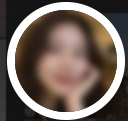
* Reconstructed from actual brand reviews and interview statements - Logos represent some of the brands we work with

3,000+ influencers choose ZVZO

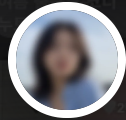
72K average followers — real influencers, not just product testers



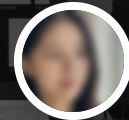
@l***** 450K



@s***** 900K

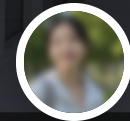


@ss***** 200K



"Once I apply, shipping and settlement are taken care of automatically. It's so convenient that I end up collaborating with brands much more often."

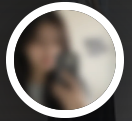
@j***** · 200K followers



@mi***** 300K

"All the brands I've wanted to work with are here. It feels curated rather than open to just anyone, so I apply with confidence."

Fashion influencer · 350K followers



@eu***** 250K

* Reconstructed from interviews and reviews by active influencers

New product launch — Product seeding

Buzz

Branding

Short-term sales

More exposure for your brand with no commission and far less of your time

Verified creators apply first. Seed only the people you want, with zero commission.

No pressure — 0 commission · Seed only the creators you want



New product launch — Product seeding

Buzz

Branding

Short-term sales

No more outreach. Creators apply first.

1

Set seeding terms just once at the start

Different by rate × follower tier

Detailed terms for Reels, photo feeds, secondary usage, and more

2

ZVZO's verified creators apply directly

Browse like shopping

Only creators who agree to the terms

Aligned with your brand mood

3

Approve only creators who fit the mood

Check profiles and content data

After approval, just ship

4

Check the performance of uploaded content

Data you can't see anywhere else

A report packed with detail

상품 단가 200,000원 이하				
구간	신청 기준 (팔로워 수)	콘텐츠 미션	2차 활용	수정
나노	3,000 ~ 5,000	릴스 15초 이상 1개 또는 피드 1개(2차 활용 필수)	피드만 필수 공통: 자사용-상세페이지	수정
미드	5,001 ~ 10,000	릴스 15초 이상 1개 또는 피드 1개	필수 아님	수정
매크로	10,001 ~ 100,000	릴스 15초 이상 1개 또는 피드 1개	필수 아님	수정
메가	100,001 이상	릴스 15초 이상 1개 또는 피드 1개	필수 아님	수정
상품 단가 200,000원 초과				
구간	신청 기준 (팔로워 수)	콘텐츠 미션	2차 활용	수정
나노	3,000 ~ 5,000	릴스 15초 이상 1개 그리고 피드 1개(2차 활용 필수)	피드만 필수 공통: 자사용-상세페이지	수정
미드	5,001 ~ 10,000	릴스 15초 이상 1개 또는 피드 1개(2차 활용 필수)	피드만 필수 공통: 자사용-상세페이지	수정
매크로	10,001 ~ 100,000	피드 1개	필수 아님	수정
메가	100,001 이상	스토리 1개	필수 아님	수정

아래 포스팅 조건을 확인하고
무료 합찬을 받아보세요

포스팅 기준 (미션)

콘텐츠 미션 ☒ 릴스 1개 (15초 이상) 또는 사진 피드 1개

브랜

업로드 마감 상품 수령 후 3주 이내 업로드

업로드 유지 3개월 이상 유지

2차 활용 사진 피드 콘텐츠만 2차 활용 필수예요.
내 콘텐츠를 **자사용**에 2차 활용
활용 기간 및 활용비는 브랜드와 크리에이터가 상호 협의합니다.

*필수사항

피드 첫 장에 제품이 잘 보이도록 찍은 사진 + 브랜드 태그
전신샷, 스타일링샷 2장 이상 올리미

좋아요, 진행할게요

Actual screen — Seeding terms · Creator applications

[View larger ↗](#)

우리 상품이 13,032번 조회됐어요		
조회수 13,032회	조회자 수 7,385명	반응 69개 좋아요 + 댓글 + 저장 + 공유 합계
콘텐츠 성과		
Instagram 릴스 · 숏폼 · 2026-07-21 게시		
Instagram 인사이트		
크리에이터 평소 반응 최근 12개 게시물 기준		

팔로워 9,502

최고 매출 구간 60 만원 ~ 300 만원

누적 매출 구간 -

재구매율 -

Actual screen — Product seeding performance report

[View larger ↗](#)

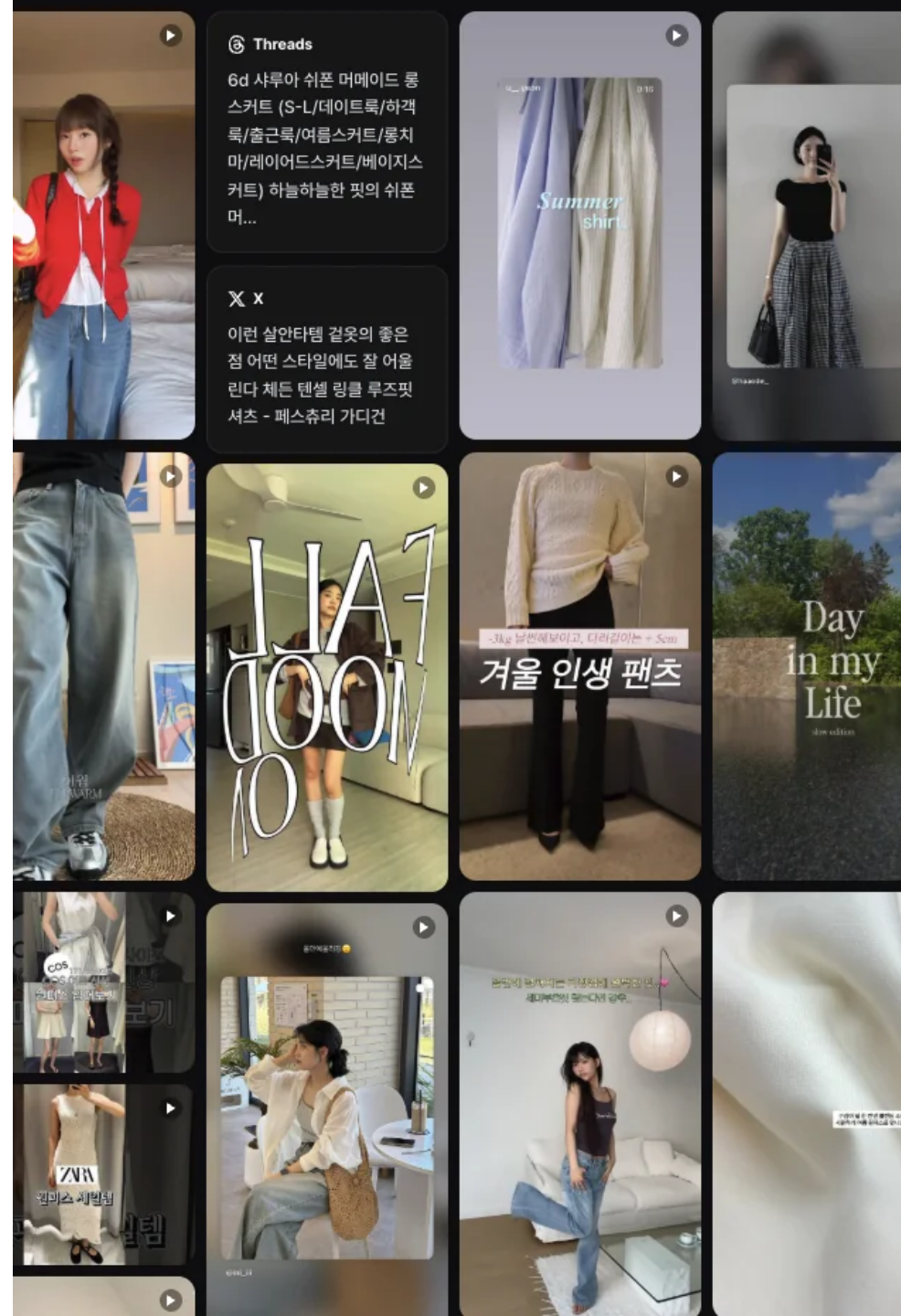
Only as much as you want — Ship only approved applications · 0 commission

Buzz — Affiliate Plus

"Why do I keep seeing this brand?"

Creators' authentic, self-purchased reviews — from efficient micro-influencers to mega-influencers, content builds up and drives sales.

Pay only for results — no upfront cost, no fixed fee · Commission applies only to completed sales



New product launch

Buzz — Affiliate Plus

Branding

Short-term sales

From creator authenticity to **brand sales**

1

Connect your products the moment you sign up

For connected brands · Partners must register products

2

Creators generate reward links

Creator app

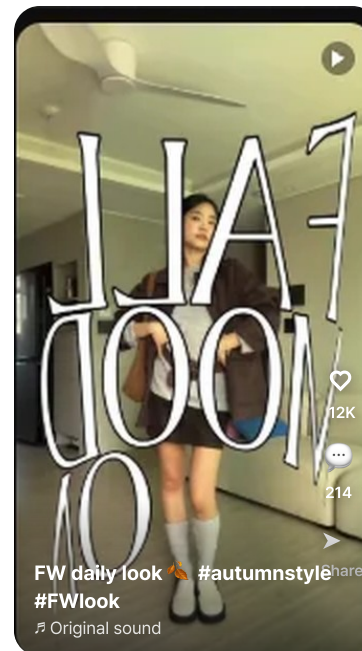
Real-time lowest-price link

3

When they create content and followers purchase,

Reels · YouTube · Feed

Here's an autumn-mood outfit recommendation! 🍂



Please tell me where that knit is from 🙏

You can buy it at the brand's official store!

🔗 Official store lowest-price link

KRW 15,000 in sales

→ KRW 1,500 settled



4

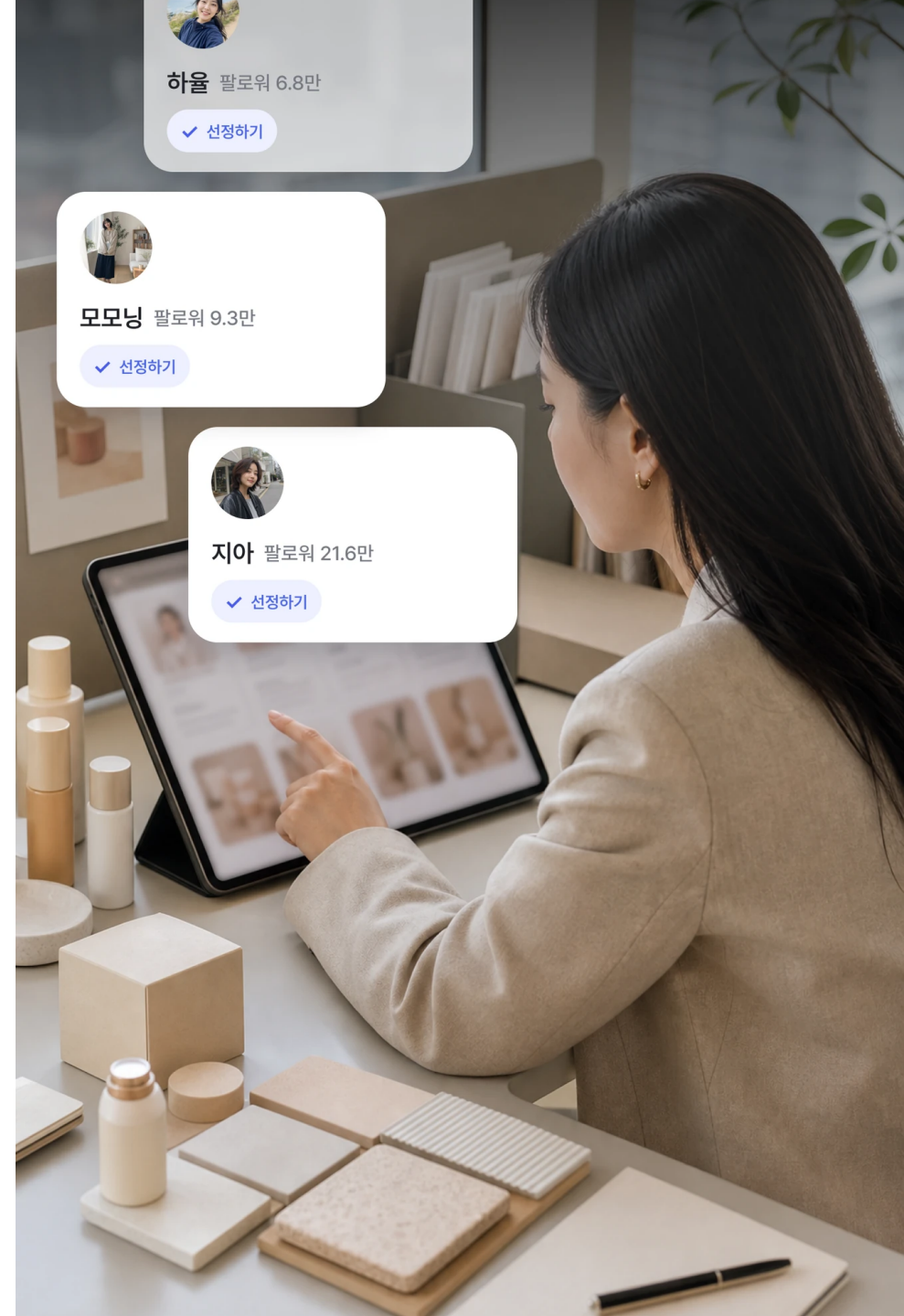
0 if nothing sells

Buzz

Short-term sales

When

Low commitment — no platform fee to review applicants · Ad spend only when you choose to proceed



New product launch

Buzz

Branding — Ads

Short-term sales

Ad concierge

Creators right for your brand, selected and proposed by ZVZO

1

Share brand mood · goals

Look and feel

Goal · budget range

2

Candidate list + rate proposals

Accumulated creator list

Rates checked in advance

3

The brand chooses directly

Just choose

ZVZO coordinates contracts and schedule

4

Execution · settlement · secondary usage

Confirm publication

Settlement · secondary-usage support

Concierge proposal list

ZVZO proposal



@ha*****

600K followers · KRW 5 million rate

Selected



@ri****

350K followers · KRW 2 million rate

On hold



@so*****

200K followers · KRW 800K rate

Selected

What's included in the proposal

Per candidate

Channel · content references

Mood match

Rate · campaign terms

Pre-checked

Expected reach · similar campaign history

Data attached

Low commitment — get the shortlist free · Ad spend only when you decide to proceed

New product launch

Buzz

Branding — Ads

Short-term sales

Ad campaign

Open a campaign, then just pick from the applicants

1

Campaign type · guide setup

Ad-spend · commission-based

Content format · guidelines

2

Launch campaign · accept applications

Creators apply directly

3

Review applicant list for free · Select

Profile · followers · content

Select only the creators you want

4

Receive content · settle · secondary usage

Campaign launch

What content do you need?



**Mood-led
ad content**

Content shaped
around the mood
your audience
responds to



**Informational/review
ad content**

Persuasive content that
makes product features and
reviews compelling



**Open-
format
ad content**

View the creator list
and decide what
content you need

Applicants

View for free



@yu*****

280K followers

Selected



@je*****

95K followers

Selected



@bo*****

42K followers

Not selected

4

Settle after confirming upload

New product launch

Buzz

Branding

Low commitment — launch and review for free · Ad spend only when you select creators**Short-term sales — Market**

If you want to drive sales directly, without relying on major marketplaces

Run a limited-time sales event with creators selected for sales fit.

Pay only for results — no upfront cost, no fixed fee · Commission applies only to completed sales



P사 월별 매출

콘텐츠 오픈월마다 급증하는 패턴



New product launch

Buzz

Branding

Short-term sales — Marketplace

A brand-run influencer marketplace event with no fixed ad spend

1

Register products · lowest-price terms

Limited-time lowest price

2

Match with influencers proven to sell

Transparent sales data

Top influencer network

3

Open featured event — content + sales

Run partnership advertising at the same time through the event

4

End sales · automatic settlement

Commission only on sales

Performance report

Influencer sales board

Updated this week

Recommended
creators

30

Based on predicted
selling power

Confirmed openings

5

Seasonal event in
preparation

Repeat collaboration
candidates

12

Learning brand fit



20s fashion

Instagram · Reels

Fit 92%



30s lifestyle

X · Blog

Fit 88%



Beauty/fashion

Instagram · X

Fit 84%

Sales impact

Cumulative featured events

Orders

1,152

↑ 22.3%

Sales

KRW 98.76
million

↑ 26.8%

Brand searches

34,289

↑ 15.4%

Orders · CS · settlement

Handled together by ZVZO

ZVZO, proven in numbers

CASE 01 GMV · beauty brand × 100K followers

KRW 1.6 billion

CASE 02 Units sold · scarf brand × 50K followers

11,316 units

Explore first. Commit when you're ready.

Listing fee · monthly subscription

KRW 0

Product seeding

Usage fee KRW 0

See which influencers applied first after reviewing the products and terms.

Ads

Ad spend only when you choose to proceed

There's no cost to review applicants' content quality and channel strength.

Affiliate Plus

Commission only on sales

Settlement occurs only after actual sales are made.

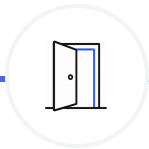
Market

Commission only on sales

Settlement after featured-event sales — no upfront cost.

Even when your goal changes, you don't need **another platform**

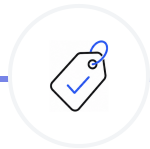
Choose the collaboration you need. Manage products, campaigns, and payments in one account.



STEP 01

Apply to join

Register your brand info in 5 minutes — start right after review.



STEP 02

Choose your goal now

Choose your current challenge: launch · buzz · branding · sales.



STEP 03

Register products · terms

Bring products in directly through your store integration. Run only the collaboration methods you want.



STEP 04

Match · execute · settle

After proposing or approving applications, handle performance checks and settlement in one account.

Start the collaboration that fits your goal, today

Apply in 5 minutes. · No listing fee or monthly subscription. · 2,000+ brands already work with us
Tell us what you're trying to solve — we'll start with the collaboration method that fits.

Contact us about a collaboration

Get started free on the brand center (Korean)



APPENDIX A

Product seeding — Set seeding terms · Creator application screen

상품 단가 200,000원 이하				
구간	신청 기준 (팔로워 수)	콘텐츠 미션	2차 활용	수정
나노	3,000 ~ 5,000	릴스 15초 이상 1개 또는 피드 1개(2차 활용 필수)	피드만 필수 공통: 자사물 상세페이지	수정
미드	5,001 ~ 10,000	릴스 15초 이상 1개 또는 피드 1개	필수 아님	수정
매크로	10,001 ~ 100,000	릴스 15초 이상 1개 또는 피드 1개	필수 아님	수정
메가	100,001 이상	릴스 15초 이상 1개 또는 피드 1개	필수 아님	수정
상품 단가 200,000원 초과				
구간	신청 기준 (팔로워 수)	콘텐츠 미션	2차 활용	수정
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매크로	10,001 ~ 100,000	피드 1개	필수 아님	수정
메가	100,001 이상	스토리 1개	필수 아님	수정

각각 해당하는 섹션 클릭하여 1단계 혹은 2단계에 해당하는 화면으로
바요. 화면 속 항목을 클릭하면 수정하는 곳으로 이동해요.

아래 포스팅 조건을 확인하고
무료 협찬을 받아보세요

포스팅 기준 (미션)

콘텐츠 미션

☒ 릴스 1개 (15초 이상) 또는 사진 피드 1개

브랜드

업로드 마감

상품 수령 후 3주 이내 업로드

업로드 유지

3개월 이상 유지

2차 활용

사진 피드 콘텐츠만 2차 활용 필수예요.

내 콘텐츠를 자사물에 2차 활용

활용 기간 및 활용비는 브랜드와 크리에이터가 상호 협의합니다.

*필수사항

피드 첫 장에 제품이 잘 보이도록 찍은 사진 + 브랜드 태그

전신컷, 스타일링컷 2장 이상 슬라이

좋아요, 진행할게요

APPENDIX B

Product seeding — Performance report

