

Purple Orange Digital Communications Case Study

Purple Orange Digital Communication Turns Creator Payments Into a Scalable Engine with Upfluence



Results



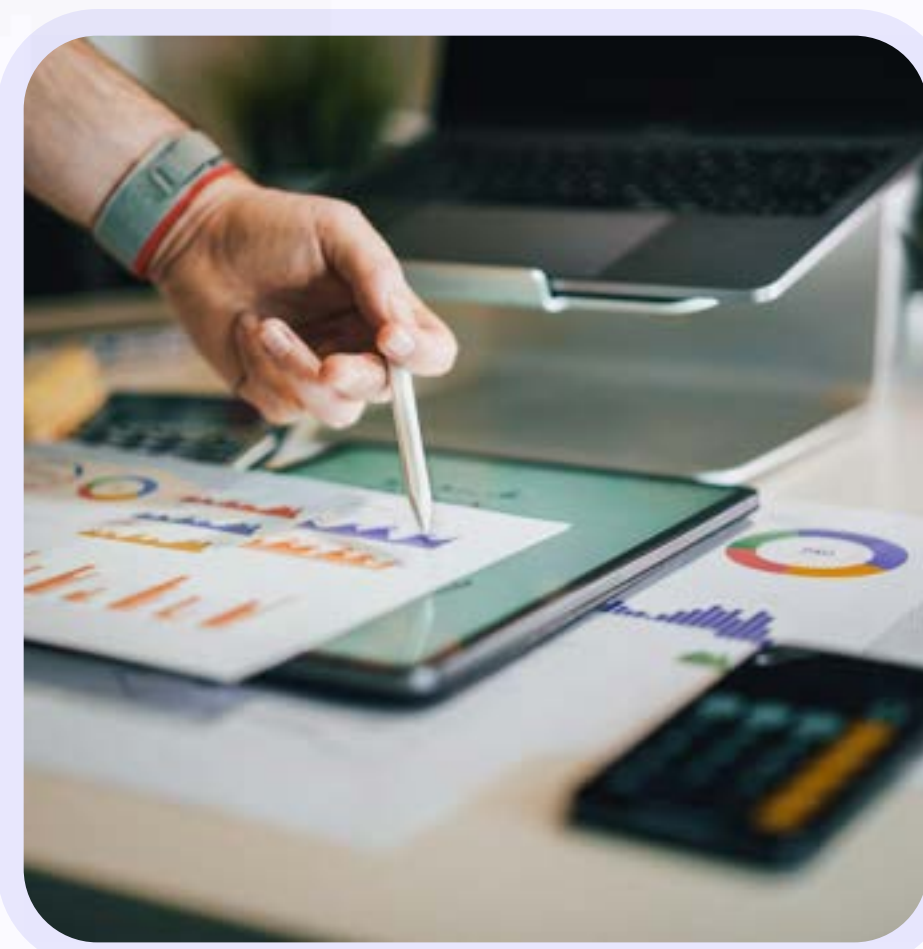
100% compliant creator payment

KYC verification, W9 collection, 1099 exports, and payments are centralized in one platform, ensuring full compliance and streamlined documentation.



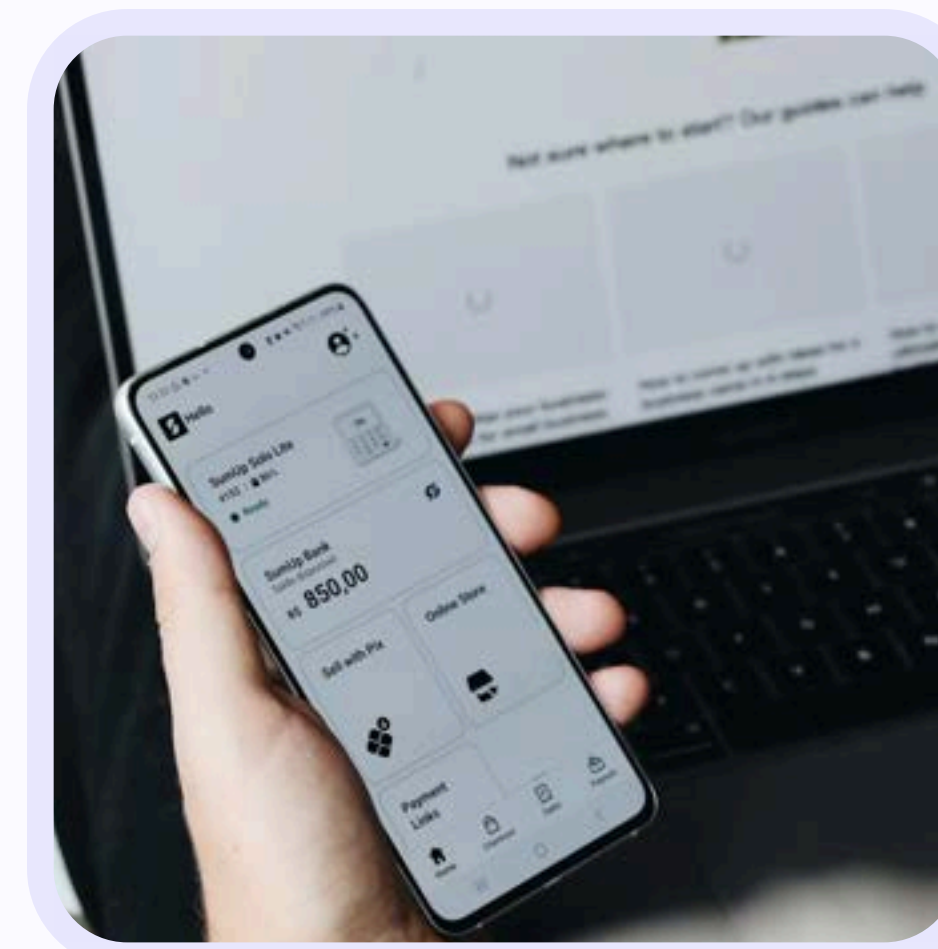
10x faster payment processing

No more back-and-forth with finance. Creator payments can be managed independently with full ownership, visibility, and compliance.



Quick creator payments

No more delays. Once a payment request is submitted, funds can be sent the same day.



Dedicated client e-wallets

No more unclear budget attribution. Dedicated e-wallets for each client provide clear visibility into available funds and campaign spending.

Customer quote

“Upfluence Pay has helped us build stronger, long-term relationships with creators by making payments seamless and stress-free. Having everything in one place has also made our team more organized and confident when managing campaigns.”



Christi McNeill

Senior Vice President
Purple Orange Digital Communications

About Purple Orange Digital Communications

Purple Orange Digital Communications is a cross functional brand communications agency specializing in influencer marketing, public relations, and affiliate programs. The agency reaches audiences through a mix of earned media placements and social platforms including Instagram, TikTok, and YouTube.

Influencer marketing plays a central role in Purple Orange Digital Communication's strategy. By partnering with creators who authentically align with their clients' brands, the agency helps deliver credible storytelling and real product experiences through strategic paid and gifted collaborations.

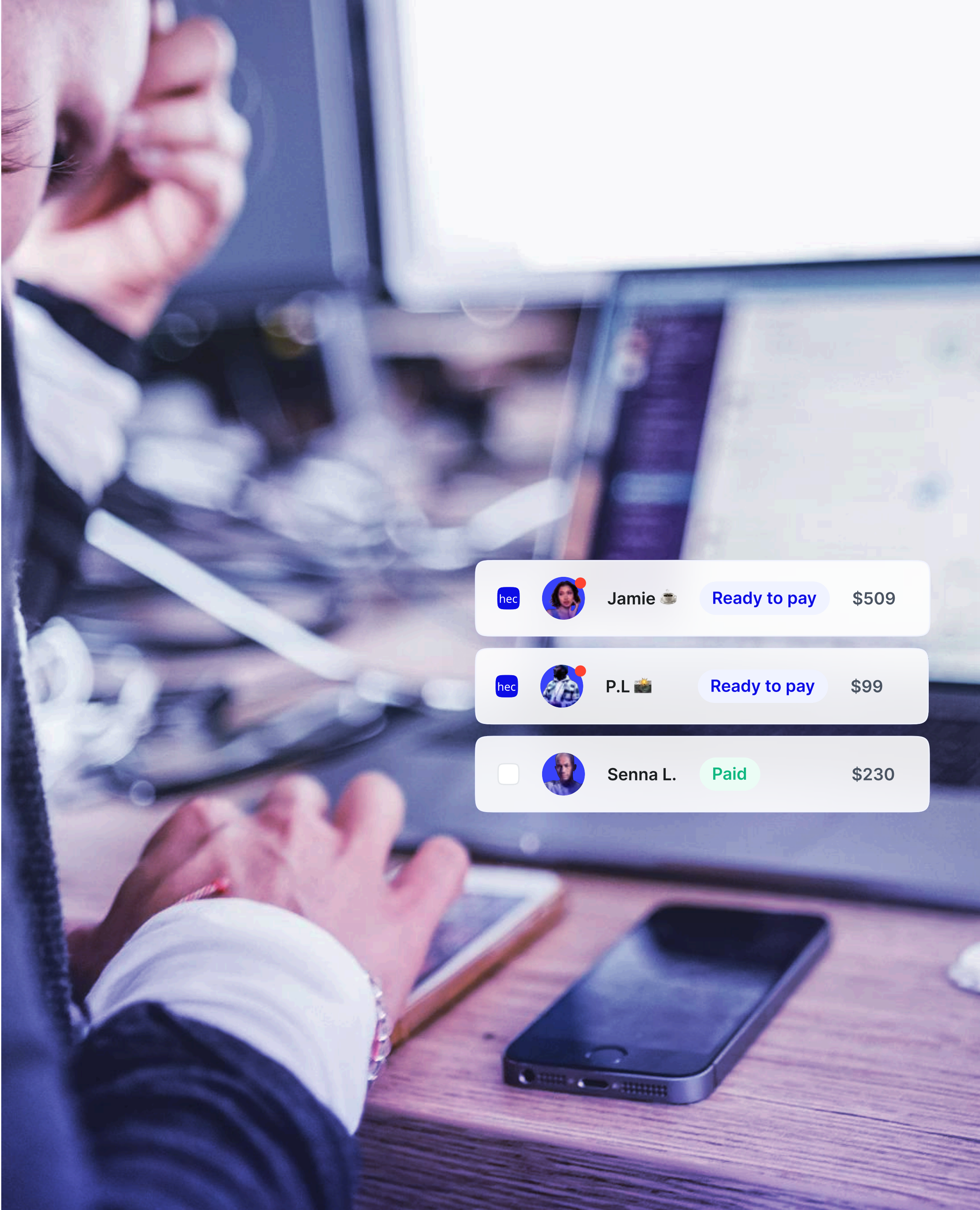


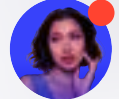


The Challenge

Managing creator payments manually required significant time and resources

In the best cases, creator payments were managed across multiple tools and long email threads. In the worst cases, payments were handled entirely manually, requiring significant time and coordination from the team.

As Purple Orange's influencer programs grew, managing hundreds of contracts for all of their clients brands and creators, KYC verification, tax forms, and payment records across different tools quickly became difficult to sustain.



hec		Jamie 🍷	Ready to pay	\$509
hec		P.L. 🍷	Ready to pay	\$99
<input type="checkbox"/>		Senna L.	Paid	\$230

The Challenge

This fragmented process created several operational challenges:

- ✓ Significant time spent coordinating creator payments
- ✓ Administrative work collecting contracts and tax documentation
- ✓ Manage payment for multiple brands easily
- ✓ Critical information buried across email threads instead of a centralized system

To continue scaling influencer campaigns efficiently, Purple Orange Digital Communications needed a solution that could streamline creator payments while eliminating the heavy administrative workload.



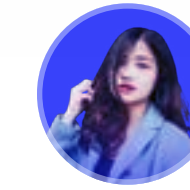
The Solution

Simplifying creator payments to scale influencer campaigns

To remove the operational friction slowing down their campaigns, Purple Orange Digital Communications turned to Upfluence Pay.

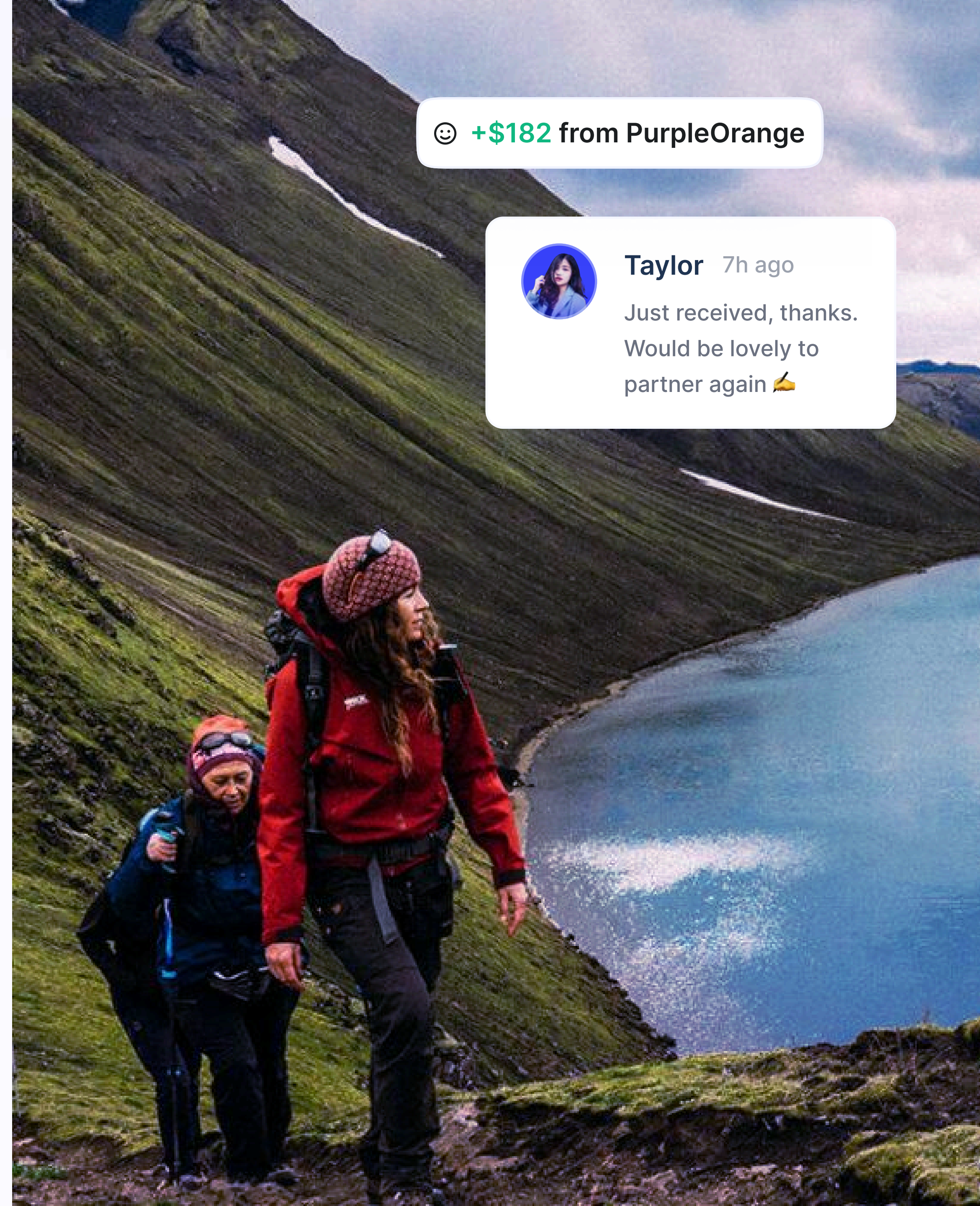
- ✓ No more juggling contracts, tax forms, invoices, and payment records across scattered tools and endless email threads. Everything is now **centralized in one place, for all brands**.
- ✓ No more chasing creators for documentation or manually tracking payment details. Required **information is collected automatically** and securely stored.
- ✓ No more wasted afternoons on administrative work, giving the team **more time to focus** on campaign strategy and creator partnerships.

😊 +\$182 from PurpleOrange



Taylor 7h ago

Just received, thanks.
Would be lovely to partner again 🙌



The Solution

The impact goes beyond internal efficiency. Payments are easier to coordinate, issues are resolved quickly, and creators benefit from a smoother collaboration experience.

By removing the operational complexity behind creator payments, Purple Orange Digital Communications can now run influencer campaigns more efficiently and scale their programs with confidence.



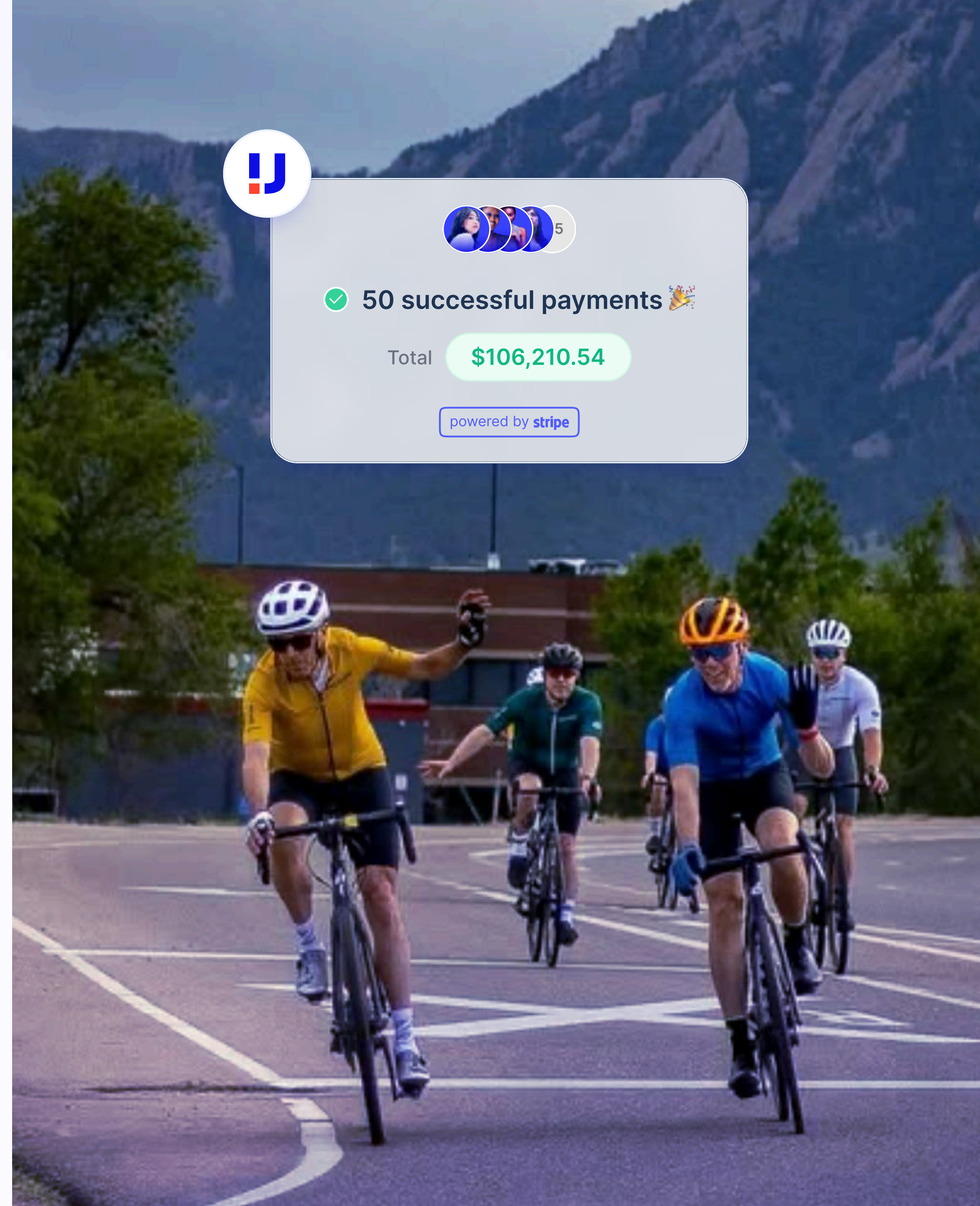
Beyond Payments: Streamlining Influencer Programs

Upfluence has also helped Purple Orange Digital Communications streamline other aspects of influencer campaign management.

The platform's AI and automation tools, including automated outreach and follow ups, have saved the team significant time compared to previous manual workflows that relied on mail merges and Gmail follow ups.

Purple Orange Digital Communications also relies heavily on Upfluence to:

- ✓ Discover relevant creators quickly and build high-quality influencer lists for their clients
- ✓ Manage influencer programs seamlessly from start to finish
- ✓ Provide clients with clear performance data and social listening
- ✓ Monitor campaign performance with structured reporting and measurable results





Simplify creator payments and scale influencer campaigns

Managing creator payments should not slow down your influencer campaigns. With Upfluence Pay, brands and agencies can centralize creator contracts, compliance, and payments while keeping influencer campaign management organized in one platform.

Get Started

