Creator led Commerce

Brief Description:

Executing creator-led campaigns historically involved disconnected steps across different tools and teams—scrolling social feeds for days to manually find talent, elongated onboarding processes, and sharing briefs. Marketers relied on follower counts and opaque measurement methods, leading to mismatched brand partnerships, unvetted creators, high sourcing friction, and an inability to audit whether creator content actually delivered on brief requirements.

How AI Was Used:

Maia by Shopalyst is an agentic OS for modern marketing teams, grounded in the brand's knowledge graph. Deployed as a specialised multi-agent workflow, Maia automated the end-to-end creator lifecycle — scoring and ranking storytellers on story fit, brand safety and audience alignment rather than follower counts, connecting outreach, sign-up and brief delivery into one flow, offering creators a brand-aligned storefront with a connect to commerce to feature in their stories, then auditing every delivered asset for SKU inclusion, screen duration and brand visibility.

Impact:

Minutes
Vetted creator shortlists, not days of scrolling

100%
Creator assets automatically audited

Full-funnel
Ranked on outcomes, not raw reach

About Maia by Shopalyst | Maia by Shopalyst is an agentic OS for marketers that helps brands drive growth from digital media. With Maia, brands can orchestrate intelligent workflows using specialised AI agents that operate across the 5C's - Culture, Creative, Campaigns, Commerce and Community.