

For every brand **goal**, the right **influencer marketing** is different

Marketplace

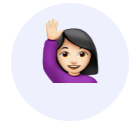
Advertising

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.

Where is your brand stuck right now?



New product launch

Launched, but crickets

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



Buzz

No buzz. At all.

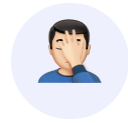
"We see competitors' products often, but not ours"



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 your **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 truly know how to play the influencer game

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

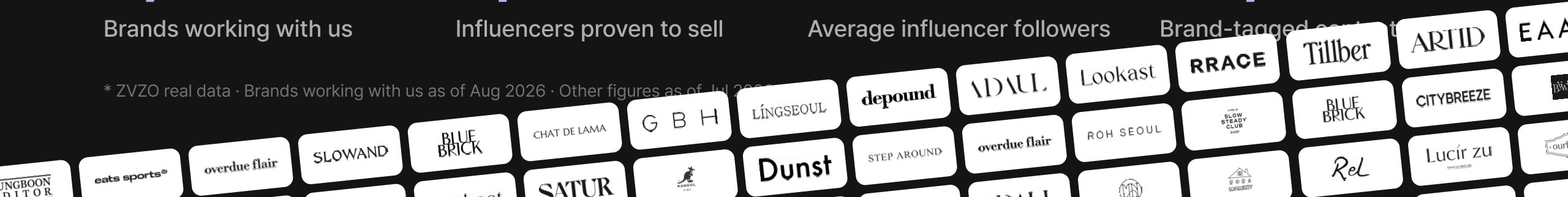
72K

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

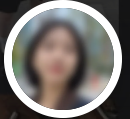
"Once we set the goal first and chose the right influencers and approach, we got the best results of any influencer marketing we'd tried."

Lifestyle brand MD

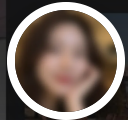
* Reconstructed from actual brand reviews and interview statements - Logos represent some of the brands we work with

3,000+ influencers are obsessed with ZVZO

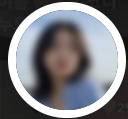
72K average followers — real influencers, not just product testers



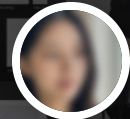
@l***** 450K



@s***** 900K

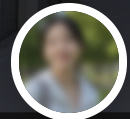


@ss***** 200K



"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."

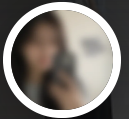
@j***** · 200K followers



@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

A way to **get your brand more exposure** without spending money or 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

Stop spending your time, with seeding where **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

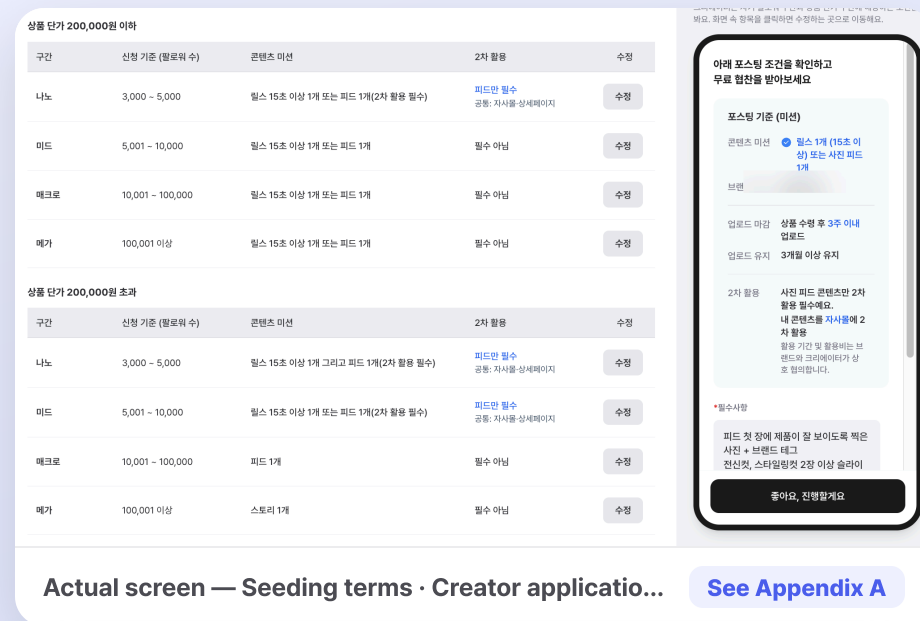
After approval, just ship

4

Check the performance of uploaded content

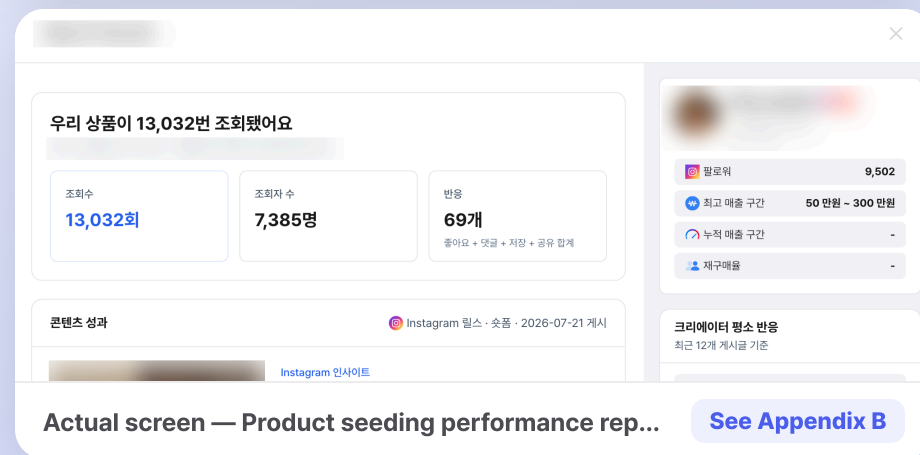
Data you can't see anywhere else

A report packed with detail



Actual screen — Seeding terms · Creator applicatio...

See Appendix A



Actual screen — Product seeding performance rep...

See Appendix B

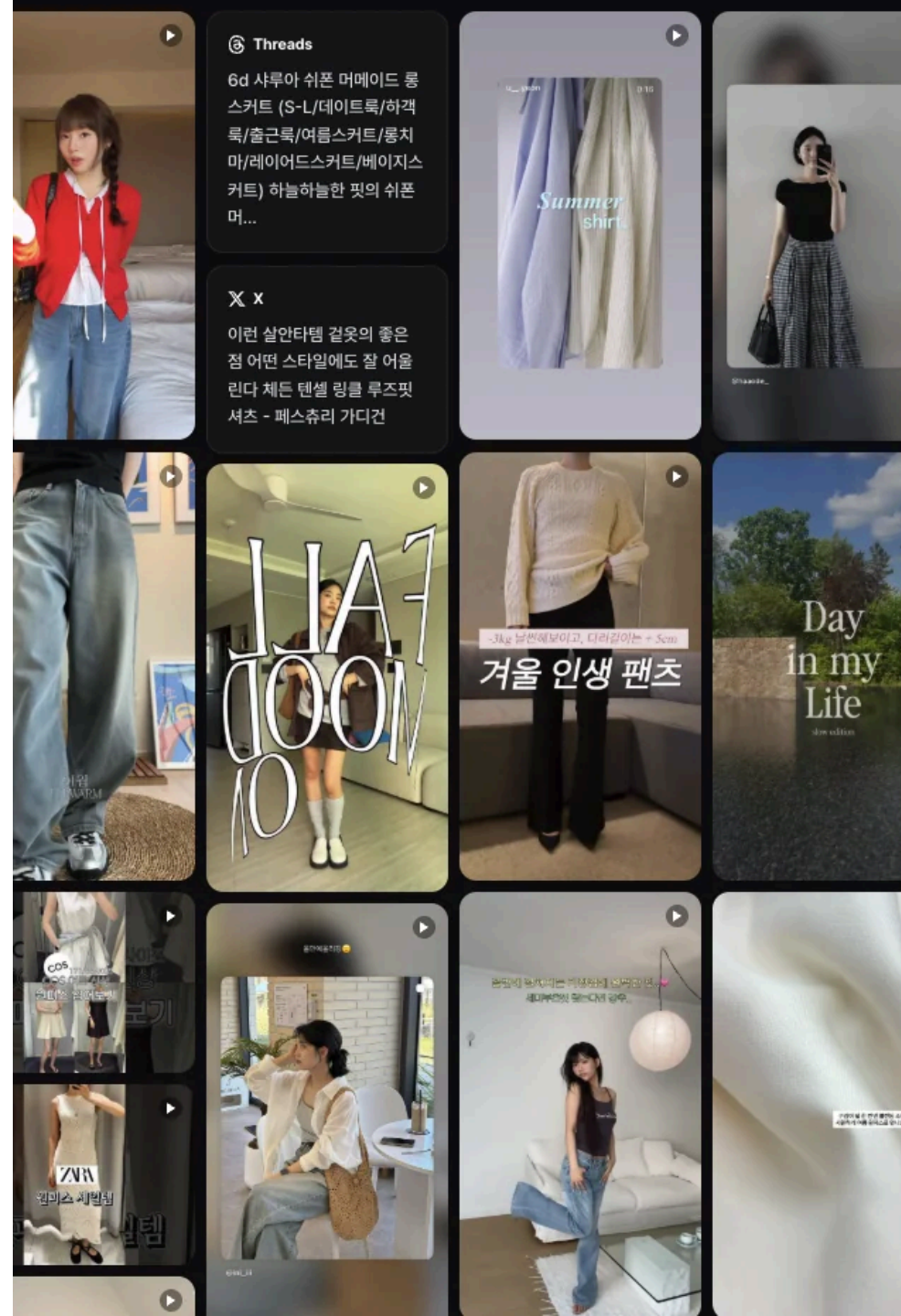
Only as much as you want — Ship only approved applications · 0 commission

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.

No pressure — 0 upfront cost or fixed fee · Settle commission only after, and in proportion to, sales



New product launch

Buzz — Affiliate Plus

Branding

Short-term sales

From creator authenticity to **brand sales**

1

Link your products in one second after signing up

For connected brands · Partners must register products

2

Creators generate reward links

Creator app

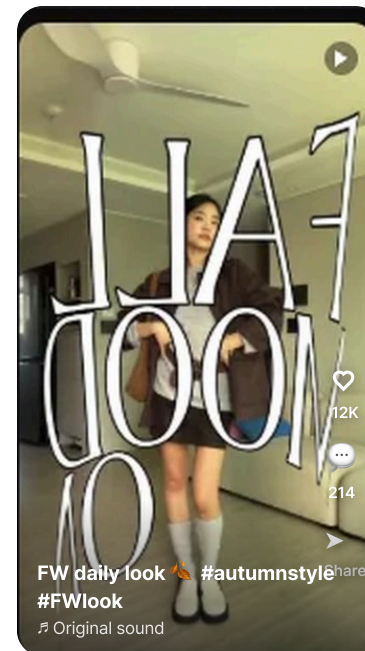
Real-time lowest-price link

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



Settle only for what sells, with no fixed fee

0 if nothing sells

New product launch

Buzz

Branding — Advertising

Short-term sales

t to publish content or links · Commission only when sales occur

Secure creator content that fits your brand mood as **ad creative**

Ad concierge

From recommending and recruiting creators who fit your brand mood to managing the collaboration

From celebrities with 500K+ followers to today's rising, highly attuned influencers

Ad campaign

Recruit multiple creators at once and quickly create a variety of ad creatives

Create ads that convert with secondary-use content

No pressure — 0 cost to review the applicant list · Ad spend only when you choose to proceed



New product launch

Buzz

Branding — Advertising

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

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

4

New product launch

Buzz

Branding — Advertising

proceed

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

Receive content · settle · secondary usage

Campaign launch

What content do you need?

Mood-driven ad content

Content that captures buyers with a highly attuned atmosphere

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

New product launch

Buzz

Branding

No pressure — 0 cost to launch a campaign or review applicants · Ad spend only when**Short-term sales — Marketplace**

If you want your brand to **drive sales directly** without relying on famous platforms

Create sales when you want with a lowest-price featured event and influencers proven to sell.

No pressure — 0 upfront cost or fixed fee · Settle commission only after, and in proportion to, sales



콘텐츠 오픈 후 주문 급증

P사 월별 매출

콘텐츠 오픈월마다 급증하는 패턴



New product launch

Buzz

Branding

Short-term sales — Marketplace

A brand-run influencer featured event with **high-ROAS sales**, without 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

See first, then decide.

Cost comes **after**

Listing fee · monthly subscription

KRW 0

Product seeding

Usage fee **completely free**

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

Advertising

Ad spend **only when you choose to proceed**

It costs 0 to review applicants' content quality and channel strength.

Affiliate Plus

Commission **only on sales**

Settlement occurs only after actual sales are made.

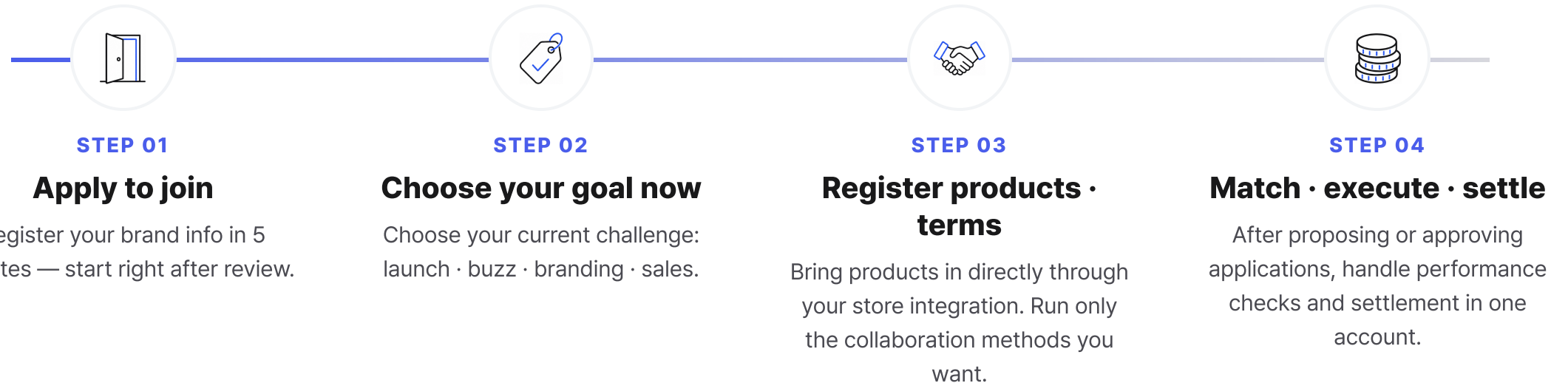
Marketplace

Commission **only on sales**

Settlement after featured-event sales — no upfront cost.

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

Join once, choose the collaboration method you need, and manage everything from registration to execution and settlement in one account.



Start the collaboration that fits your goal, today

5-minute application · KRW 0 listing fee/monthly subscription · Already 2,000+ brands are with us

Tell us what you want to solve now — we'll propose the right collaboration method first.

Contact us about a collaboration

Sign in to the Korean brand center



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
나노	3,000 ~ 5,000	릴스 15초 이상 1개 그리고 피드 1개(2차 활용 필수)	피드만 필수 공통: 자사물 상세페이지	수정
미드	5,001 ~ 10,000	릴스 15초 이상 1개 또는 피드 1개(2차 활용 필수)	피드만 필수 공통: 자사물 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 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

