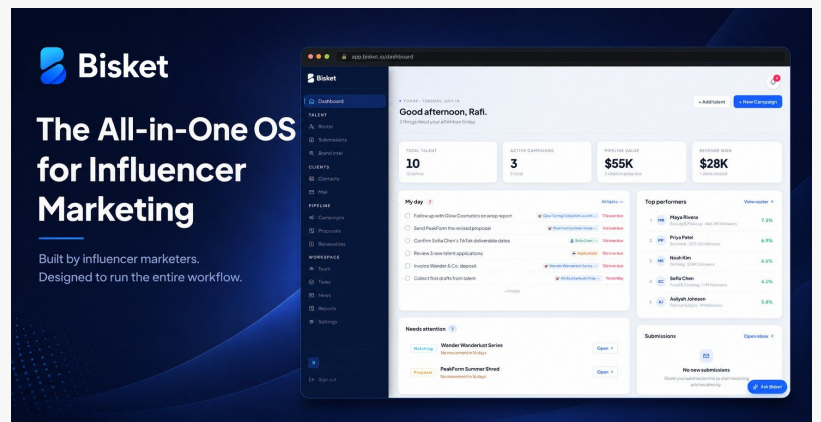


Viral Hub Marketing Launches Bisket, the All-in-One OS for Influencer Marketing

Built inside an influencer agency, Bisket unifies creator data, AI matching, campaigns, media kits, proposals and brand intelligence.

NEW YORK, NY, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- [Viral Hub Marketing](#) (VHM), an influencer marketing agency founded by industry veterans Rafi and Daniel Lieberman, today formally introduced [Bisket](#), an all-in-one operating system built to bring the fragmented workflows of influencer marketing into one connected platform.



Bisket brings creator management, campaign workflows, live social data and AI-powered tools together in one platform built for influencer marketing agencies.

“

We built Bisket because we were tired of needing disconnected tools to do one job. We built the system we wanted to use every day, then realized the industry needed it too.”

Rafi Lieberman, COO and Co-Founder of Viral Hub Marketing

maintained media kits, disconnected campaign tools, outdated statistics and too many systems that did not work together.

One of the first problems Bisket tackled was talent matching. VHM manages a large creator roster, and finding the right creators for a campaign could require manually reviewing hundreds or thousands of profiles. Bisket was built to analyze a brief, evaluate the roster and surface relevant talent in seconds. In one internal benchmark, the platform produced a ranked talent shortlist in 23 seconds.

Rafi Lieberman, VHM's COO and co-founder, built much of the original Bisket system himself and later partnered with additional developers as the platform expanded.

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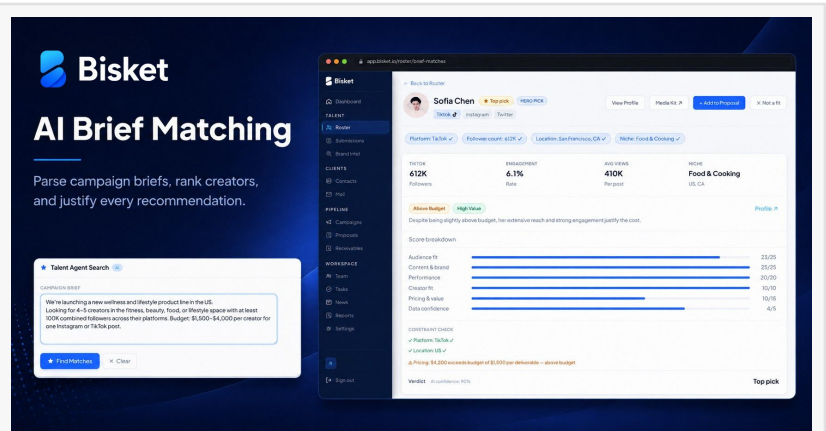
What began as a solution to creator matching gradually expanded into a broader operating system for influencer marketing. Bisket now combines creator and talent CRM, live social data, AI influencer matching, [brand detection](#), media kits, proposals, pricing intelligence, campaign and deal pipelines, deliverable tracking, reporting and invoicing in one platform.

The goal is to give teams a single source of truth rather than forcing them to move between separate databases, spreadsheets and point solutions throughout the life of a campaign. Creator information can remain connected to the briefs, proposals, deals and reporting built around it, reducing duplicated work and making it easier for teams to respond quickly.

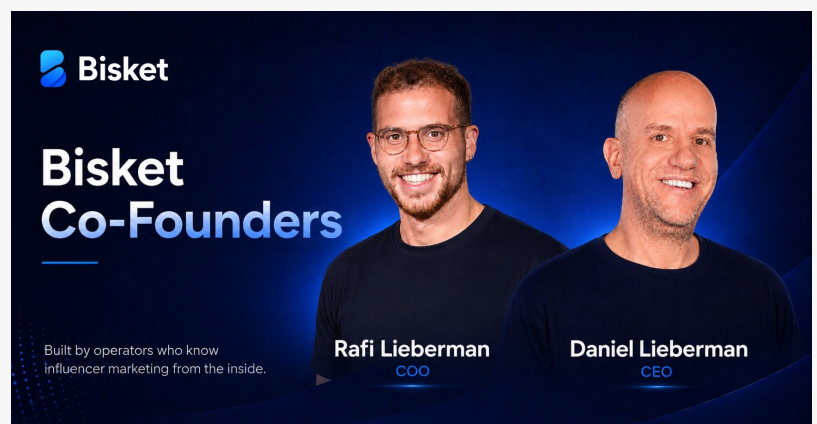
Bisket's brand detection technology adds another layer of creator intelligence. The platform analyzes creator video content and related text to identify brands that appear or are mentioned, creating a searchable brand history that can help teams identify relevant experience, surface organic brand affinity and spot potential conflicts before making a pitch.

The platform also automates work that traditionally becomes outdated quickly. Social statistics can sync into creator profiles, and those profiles can feed media kits, proposals and campaign workflows without teams repeatedly rebuilding the same information by hand.

"Influencer marketing has grown into a major industry, but many of the systems behind it are still fragmented," said Daniel Lieberman, CEO and co-founder of Viral Hub Marketing. "Bisket is about giving the people doing this work one connected place to manage it, whether they are running talent, campaigns, creator relationships or an in-house influencer program."



Bisket's AI Brief Matching analyzes campaign requirements and ranks creators based on audience, content, performance, pricing and campaign fit.



Bisket co-founders Rafi Lieberman, COO, and Daniel Lieberman, CEO.

Basket is designed for talent managers, influencer marketing agencies, creators and in-house brand teams that want to centralize their influencer marketing operations. The platform has been commercially available for several months and continues to expand as VHM develops new capabilities based on the day-to-day needs of people working in the industry.

For VHM, that direct connection to the work remains central to the product's development. Basket was not conceived as software built from outside the influencer marketing business; it was created inside an operating agency, used to solve its own problems and then developed into a product for the wider market.

Basket is available at basket.io.

About Basket

Basket is the all-in-one OS for influencer marketing, bringing creator management, campaign intelligence, AI matching, brand detection, media kits, proposals, pricing, reporting and operational workflows into one connected platform. Basket is a product of Viral Hub Marketing LLC.

About Viral Hub Marketing

Viral Hub Marketing is an influencer marketing agency founded by Rafi and Daniel Lieberman, who each bring more than a decade of experience in the industry. VHM works across creator, brand and campaign operations and developed Basket initially as an internal system to improve the way its own team worked.

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