

3 Million Creators, Zero Agencies: Vitaay Brings AI to the Next Phase of Influencer Marketing

Vitaay expands its AI-powered creator platform with matching, campaign management, escrow-supported payments and analytics across creator profiles.

PALO ALTO, CA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [Vitaay](#), a creator marketing technology platform developed by [MatchBest Group](#), is expanding its AI-powered infrastructure for connecting brands and creators and managing influencer marketing campaigns.

The platform provides access to more than 3 million creator profiles and combines creator discovery, AI-based matching, campaign management, content approvals, contracts, payment processing and performance analytics within a single workflow.



Vitaay's AI-powered creator marketing platform connects brands and creators through campaign management, payments and performance analytics.

Influencer marketing has become an established part of digital marketing, but campaign operations are often distributed across multiple systems. Creator discovery may take place through social platforms or databases, communication through messaging applications, contracts through separate tools, and campaign reporting through spreadsheets or analytics platforms.

Vitaay is designed to bring these activities together within one platform.

AI-Based Creator Discovery

Vitaay uses an AI-based matching system to evaluate creator profiles against campaign

requirements. Brands can define factors such as product category, target audience and campaign objectives, after which the platform generates creator matches based on available audience, relevance and performance information.

The platform also maintains a public creator database and supports multi-platform creator information. Fraud and fake-follower detection capabilities are included as part of the creator evaluation process.

The approach is intended to give brands additional information when assessing potential creator relationships rather than relying solely on follower counts.

Campaign Management

After identifying potential creators, brands can use Vitaay to manage the subsequent stages of a campaign.

The platform supports direct invitations, campaign briefs, creator communication, relationship management, content submissions, review and approval workflows, content rights and an asset library.

This allows campaign activity to remain connected to the original creator selection and campaign requirements instead of being managed across multiple independent systems.

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Creator marketing is evolving into a technology-driven ecosystem. Vitaay brings discovery, collaboration, payments and performance measurement together for greater visibility.”

Vishal Arya



Vishal Arya, Chairman and Group CEO of MatchBest Group, which developed Vitaay, an AI-powered creator marketing platform.

Vitaay also provides separate interfaces for brands and creators, allowing each side to manage the information and activities relevant to their role.

Contracts and Escrow-Supported Payments

Commercial and payment management are another component of the platform.

Vitaay supports in-platform contracts and escrow-based payments. Under the platform's workflow, campaign funds can be held according to agreed terms and released based on specified delivery conditions.

The system is intended to provide a structured process for both parties, particularly where campaigns involve multiple creators, deliverables and payment milestones.

The platform does not require brands to use a traditional agency structure to initiate and manage creator relationships.

Campaign Measurement and E-Commerce Data

Vitaay's analytics capabilities provide campaign-level information including reach, engagement, clicks and conversions, where the relevant data is available.

The platform also includes financial and ROI reporting, automated AI-generated insights and e-commerce connectivity, including integrations with platforms such as Shopify and Amazon.

These capabilities are designed to help brands evaluate creator activity alongside broader campaign and commercial information rather than treating reach and engagement as the only campaign measures.

The company has reported engagement rates of up to 8.4% in certain nano-influencer campaigns conducted through Vitaay. It has also reported customer acquisition costs more than 30% lower in certain campaigns compared with paid social activity. These figures relate to specific reported campaigns and are not presented as guaranteed results. Campaign performance can vary according to audience, creator category, platform, campaign objective, market and other factors.

Supporting Both Brands and Creators

The platform is designed for both sides of the creator marketing relationship.

For brands, the workflow covers creator discovery, campaign creation, invitations, content review, contracts, payments and performance measurement.

For creators, the platform provides creator profiles, campaign opportunities, direct invitations, content submission, contract management, payment workflows and tools intended to support creator growth and fulfilment.

Vitaay also supports direct product seeding and inbound campaign invitations as part of its creator workflow.

The platform follows a self-service model, allowing brands to create and manage campaigns without requiring an agency to coordinate each stage.

From Campaign Brief to Published Content

Vitaay's workflow is structured around four primary stages.

The graphic features the Vitaay logo at the top left, with the tagline 'INFLUENCE. IGNITED FOREVER.' Below it, the main headline reads 'Vitaay Expands AI-Powered Platform for Brand-Creator Collaboration'. A sub-headline states: 'Vitaay, a creator marketing technology platform by MatchBest Group, is expanding its AI-powered infrastructure for connecting brands and creators and managing influencer marketing campaigns.' To the right, a world map highlights expansion locations: USA, Ireland, UAE, KSA, India, Singapore, and South Africa. Below the map, a row of icons represents key features: 3M+ Creator Profiles in Database, AI-Powered Matching & Discovery, Escrow Secured Payments, and Real-Time Analytics & ROI Insights. A second row of icons shows the workflow: Creator Discovery, Campaign Management, Content Approvals, Contracts & Escrow Payments, Performance Analytics, and E-Commerce Connectivity. At the bottom, a row of partner logos is displayed: Xelta.ai (AI-Powered Creative Production), HealNova.ai (Healthcare & Wellness Technology), StreamPlay.ai (OTT & Media Technology), MatchBest Software Labs (Enterprise Technology Services), and Elite Maverick (Talent Intelligence). A 'Learn more at vitaay.ai' button is located on the right side of the graphic.

Campaign setup: Brands define the product category, audience, campaign requirements and budget. The information is used to create a matching profile.

Creator selection: Brands review creator profiles and matching information and can send invitations directly through the platform.

Content review: Creators submit campaign content for review. Brands can provide feedback, request changes and approve content before publication.

Performance tracking: Once content is published, campaign information such as reach, engagement, clicks and conversions can be monitored through the platform. Payment processing follows the agreed campaign conditions.

This workflow is intended to provide a continuous record of campaign activity from initial creator selection through delivery and reporting.

Part of MatchBest Group

Vitaay is part of MatchBest Group, a technology company headquartered in Palo Alto with businesses spanning AI, creative technology, healthcare, media, enterprise software and talent intelligence.

The group's portfolio includes Xelta.ai, focused on AI-powered creative production; HealNova.ai, focused on healthcare and wellness technology; StreamPlay.ai, focused on OTT and media technology; MatchBest Software Labs, focused on enterprise technology services; and Elite Maverick, focused on talent intelligence.

MatchBest Group is developing common technology infrastructure and AI capabilities across its businesses, while maintaining separate products and applications for different industry sectors.

[Vishal Arya](#), Chairman and Group CEO of MatchBest Group, has more than two decades of technology industry experience, including leadership positions associated with AT&T/DIRECTV and Tata Play. He is publicly credited with more than 24 U.S. patents covering areas including AI, cloud technology, metadata, OTT and enterprise platforms.

International Development

MatchBest Group is pursuing international expansion across the United States, India, the UAE, Singapore, Ireland, South Africa and Saudi Arabia.

For Vitaay, international development is focused on supporting relationships between brands and creators across multiple markets as creator-led marketing continues to develop globally.

The company expects the platform's technology model to support campaigns involving creators and brands across geographic markets, while specific market launches and local operations will be announced as they are finalized.

About Vitaay

Vitaay is a creator marketing technology platform developed by MatchBest Group. It provides tools for creator discovery, AI-based matching, campaign management, creator relationship management, content approvals, contracts, escrow-supported payments, performance analytics and e-commerce connectivity.

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