

Upfluence Unveils Agentic Creator Marketing Platform to Help Teams Operate at 10x Their Size

Powered by 12+ years of creator intelligence, Upfluence's AI can autonomously manage the entire creator marketing workflow, from campaign strategy to reporting.

The Upfluence logo, with the word 'upfluence' in a blue, lowercase, sans-serif font. The 'u' is stylized with a red square above it.

Creator marketing platform
Upfluence is now fully agentic

NEW YORK, NY, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- [Upfluence](#)'s creator marketing platform is now fully agentic, enabling brands and agencies to run entire creator programs with AI.

“Upfluence's agentic experience means that brands can go from a campaign brief to a program launch in as little as 5 minutes. That's compared to a typical process that can take 6 weeks and up to 20 hours of manual review,” says [Vivien Garnès](#), Co-Founder and Co-CEO of Upfluence.

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*Vivien Garnès, Co-Founder
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Upfluence's agentic platform is designed specifically to help e-commerce brands and agencies scale influencer marketing programs autonomously. Powered by Jaice, Upfluence's AI, it can understand a brand, discover creators, conduct outreach, negotiate fees, manage approvals and payments, launch programs, and report on

campaign performance.

“The AI is powered by more than 12 years of proprietary creator intelligence and real-world campaign outcomes. It understands what has worked, and what has not, across 3,600+ brands and more than 14 million creators,” explains [Kevin Creusy](#), Co-Founder and Co-CEO of Upfluence.

Over the last four years alone, brands have run 35,000+ creator programs through Upfluence, creating a proprietary dataset of creator partnerships and campaign outcomes. Every recommendation draws from successful creator relationships, campaign performance signals and e-commerce conversions.

The agentic system can also recommend creator profiles and campaign directions, even when a brand has not yet defined those parameters.

Upfluence's AI is designed to improve the creator marketing experience for both brands and creators. Creators receive personalized outreach based on their content and interests. Internal analysis shows response rates to AI-written outreach are over 20% higher. At the same time, brands receive more accurate creator recommendations. Upfluence data shows brands are 28% more likely to work with a creator selected by the platform's AI compared to one identified through manual searches.

The previous, AI-assisted version of Jaice helped brands hire 160,000 creators in 2025 alone. Its new agentic capabilities expand Jaice from an AI assistant into a system that can autonomously execute and advance campaigns.

"Agentic AI is not simply about doing the same work faster. It changes the scale at which creator marketing teams can operate. Upfluence's AI combines the intelligence to make decisions with the ability to act on them, while ensuring brands remain in control," said Creusy.

Upfluence's AI is also MCP-enabled, allowing its creator intelligence and campaign capabilities to connect with MCP-compatible environments such as ChatGPT, Claude and Cursor. This gives marketers and AI agents access to Upfluence intelligence and initiate creator workflows from within the tools they already use.



Kevin Creusy, Co-Founder & Co-CEO,
Upfluence



Vivien Garnes, Co-Founder & Co-CEO,
Upfluence

Upfluence's agentic platform includes configurable brand-safety controls that screen creator captions and videos across all major social platforms before outreach begins. Brands can establish their own risk thresholds across a wide range of categories.

"As brands increasingly build programs around larger numbers of micro and niche creators, automation, AI and brand safety are becoming essential to operating at scale," adds Creusy.

Brands and agencies can request a demo at www.upfluence.com.

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