partnrUP Expands Agentic Creator Commerce Platform With Affiliate, Shopify, Amazon and Retail Add-Ons

New commerce capabilities connect creator programs to affiliate performance, product fulfillment, Amazon product pages & shopper marketing across retailers.

BOSTON, MA, UNITED STATES, October 1, 2026 /EINPresswire.com/ -- partnrUP.ai today announced an expansion of its agentic creator commerce platform with a new set of Add-Ons designed to help brands connect creator relationships more directly to commerce.

> “Creator marketing is increasingly connected to the full path to purchase, but the operating systems behind it are still fragmented.”
>
> *Jessica Thorpe, CEO and Co-Founder of partnrUP.ai*

The new capabilities include automated affiliate commission payouts through CJ, Rakuten and impact.com, Shopify product fulfillment for gifting and seeding programs, creator video syndication to Amazon product detail pages, and shopper marketing activation and retail sales tracking across major retailers including Walmart, Target and Best Buy.

The expansion is aimed at a growing operational challenge for brand marketers: the same creator may receive product, produce content, post socially, participate in an affiliate program and influence a purchase that ultimately happens on Amazon or through a retailer, yet those activities are often managed across separate systems.

“A creator relationship should not have to be rebuilt every time that person moves from gifting to paid content, affiliate or retail activation. We are bringing those workflows together so brands can manage creators as ongoing commerce partners rather than a series of disconnected campaigns" said Jessica Thorpe, CEO and Co-Founder of partnrUP.ai.

Affiliate Performance and Hybrid Creator Compensation

partnrUP now connects creator programs with CJ, Rakuten and impact.com, supporting automated affiliate commission payouts and giving brands another way to connect creator activity with measurable performance.

The capability is designed to support both performance-only and hybrid compensation models. Brands can combine an upfront creator fee with affiliate commissions, then use performance data to deepen relationships with creators who consistently drive results.

Brands can also structure commission incentives that reward stronger performers over time, including higher commission rates for top earners. This gives marketers a way to move beyond one-time sponsorships and create longer-term economic incentives for creators to continue producing content and driving sales.

For brands operating larger creator communities, that performance layer can help identify which relationships merit additional investment rather than treating every creator activation the same.

Shopify Product Fulfillment for Creator Gifting

The platform's Shopify Add-On connects product fulfillment directly to creator campaign workflows.

For brands running gifting, product seeding or micro-influencer programs, approved creators can move into fulfillment without requiring teams to manually coordinate each shipment.

The capability is designed to support programs where brands may need to distribute products to dozens or hundreds of creators at a time, reducing one of the operational bottlenecks associated with scaling micro-influencer programs.

Amazon Creator Video Syndication

partnrUP is also bringing a capability long offered through its micro-influencer agency business directly into the platform.

For years, the company's agency team has supported enterprise brands including Pantene, Lenovo and Dole with creator video syndication to Amazon product detail pages. In those programs, partnrUP has seen conversion-rate lifts of up to 20% when relevant creator video is added closer to the point of purchase.

That workflow can now be activated through the agentic partnrUP platform.

Brands can take approved creator videos generated through influencer and UGC programs and extend those assets to Amazon product pages, giving high-performing creator content a longer useful life and placing it where consumers are actively evaluating products.

The capability also changes the economics of creator content. A video no longer has value only

because of the audience reached through the original social post. It can become a reusable ecommerce asset that continues working farther down the purchase funnel.

Shopper Marketing & Retail Sales Tracking

partnrUP's retail Add-On connects creator campaigns with shopper marketing activation and measurement across major retailers including Walmart, Target, Best Buy and others.

The capability is designed to help brands measure more than social engagement or direct-to-consumer conversion.

Brands can track clicks and traffic to retailer destinations as indicators of purchase intent, then gain visibility into what consumers ultimately place in their carts after engaging with creator content.

Full-cart visibility gives marketers a broader view of the shopping behavior associated with a creator campaign, including whether consumers purchase the promoted product as well as what else they buy during the same shopping journey.

For brands with significant retail distribution, this matters because the final transaction often takes place outside the brand's own ecommerce environment. A consumer may discover a product through creator content and complete the purchase through a major retailer.

Connecting those steps gives shopper marketing, social and influencer teams a clearer view of how creator activity contributes to retail traffic and sales.

From Influencer Marketing to Creator Commerce

The expansion reflects a broader shift in how brands use creators.

A creator relationship may begin with gifting, move into a paid collaboration, continue through affiliate commissions and generate content that is later used across ecommerce or retail environments.

partnrUP is designed to keep those activities connected to the same creator relationship.

That gives brands a more continuous view of who is producing valuable content, who is driving transactions and which creator relationships are worth developing further.

"Creator commerce becomes much more valuable when the relationship does not end with the post," Thorpe said. "Brands need to understand not only who created content, but where that content travels, where consumers shop and which creators continue to influence commercial outcomes over time."

About partnrUP.ai

partnrUP.ai is an agentic influencer marketing and creator commerce platform that helps brands recruit, activate, manage and measure creators at scale.

The platform combines AI-powered creator discovery and recruitment, campaign management, creator communication, content workflows, affiliate capabilities, product fulfillment, ecommerce content syndication and retail activation to help brands operate always-on creator programs with less manual work.

For more information, visit partnrUP.ai.

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