



A FREE VETTING TOOL FROM ILLOOM

The Creator Scorecard.

Rate any creator on the five things that actually predict a good partnership — before you send a dollar or a box of product.

Print it · Score it · Trust your shortlist

"They looked great on paper" is how budgets die.

Follower count won't tell you if a creator hits a deadline. Engagement rate won't tell you if they're easy to work with. Yet that's all most brands have to go on — so the same costly mistakes repeat across the industry.

72%

of brands had a bad creator experience
in the last 2 years

90%

say these five categories are what
creators should be scored on

This scorecard turns a gut-check into a repeatable decision. Use it to compare a shortlist, to debrief after a campaign, or to build your own private record so your team stops repeating each other's mistakes.

HOW TO USE IT

1. Score each of the five dimensions from **1 (poor)** to **5 (excellent)**.
2. Add the five scores for a total out of 25.
3. Check it against the scoring key — then run the red-flags checklist before you commit.

THE SCORECARD

CREATOR / HANDLE

CAMPAIGN

DATE

01 Communication

Score 1-5

Responsive to messages? Clear about timelines and scope? Proactive when something changes — or do you have to chase?

Poor →
Great

1

2

3

4

5

02 Reliability

Score 1-5

Hits agreed deadlines? Delivers everything promised, in full? Shows up when they say they will?

Poor →
Great

1

2

3

4

5

03 Professionalism

Score 1-5

Honors the terms and the brief? Handles feedback and edits gracefully? Acts like a business partner, not a liability?

Poor →
Great

1

2

3

4

5

04 Ease of Collaboration

Score 1-5

Smooth to work with start to finish? Flexible and solution-oriented? Or did the partnership become a second job?

Poor →
Great

1

2

3

4

5

05 Content Quality vs. Brief

Score 1-5

On-brand and on-brief? Production quality you'd be proud to boost? Did it actually resonate and perform?

Poor →
Great

1

2

3

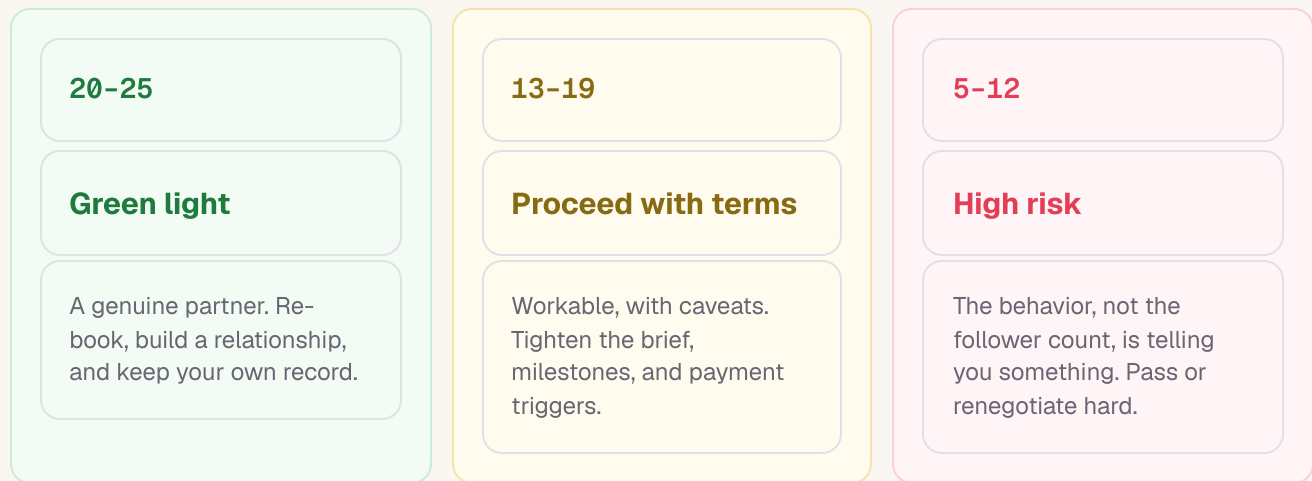
4

5

Total score

/ 25

What the total tells you.



BEFORE YOU COMMIT

The red-flags checklist.

Tick any that apply. Even one is worth a second conversation.

- | | |
|---|--|
| ☐ Slow or vague replies during the <i>courting</i> stage (it rarely improves later). | ☐ Rates jump or "extra fees" appear after the brief is set. |
| ☐ Won't share past results or references on request. | ☐ Portfolio is off-brand or wildly inconsistent in quality. |
| ☐ Engagement looks inflated or inconsistent with reach. | ☐ Resistant to revisions or to following the brief. |
| ☐ Pushes back on a simple, reasonable contract or usage terms. | ☐ No clear point of contact, or constantly changing handlers. |

Your call →

☐

Book

☐

Proceed with terms

☐

Pass

HELP BUILD ILLOOM

Who should be **on illoom**?

We're building the verified database one creator at a time. Tell us the creators you've worked with — or the ones you'd love honest intel on — and we'll prioritize getting them on the platform.

Your picks directly shape who shows up first. It takes 60 seconds.

Submit creators you'd like to see →

illoom.io