



FOR BRANDS & AGENCIES · 2026

Stop vetting creators on a **gut feeling.**

illoom is the verified reputation layer for creator marketing — the institutional memory the industry never had.

THE SHORT VERSION

Yelp meets Glassdoor,
for creator partnerships

WHERE TO START

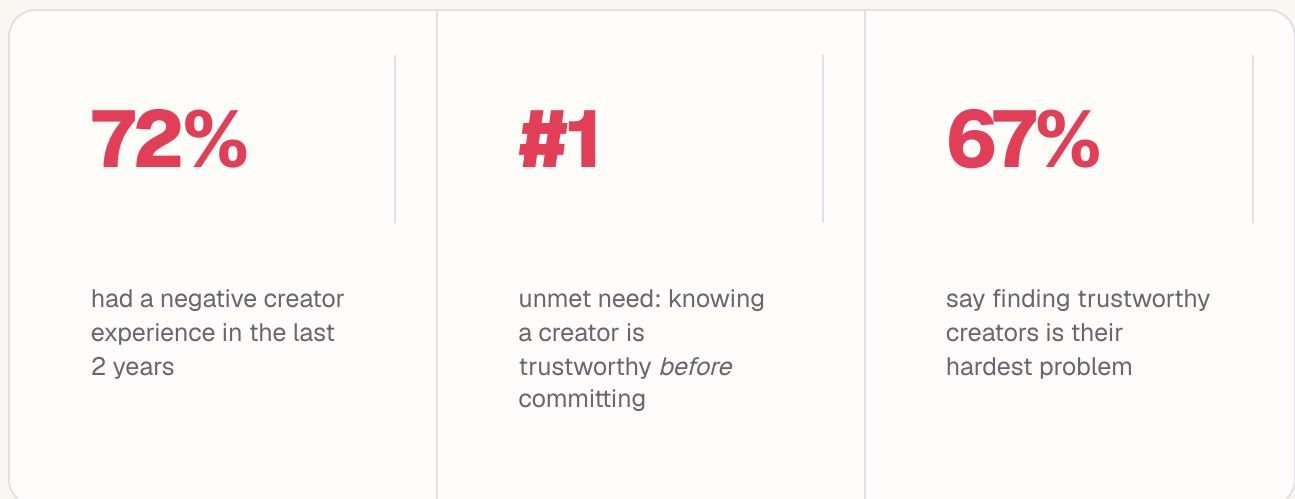
illoom.io

Every brand has a creator horror story. Nobody has the receipts.

You found a creator who looked perfect — clean feed, healthy engagement. You sent product and a check. The post went up late, off-brief, and underperformed. You ate the loss.

Six months later, a different brand makes the **exact same mistake with the exact same creator**. Nobody warned them — because the industry has no shared memory. Every partnership starts from a cold gut-check, a few DMs to colleagues, and hope.

We talked to dozens of brands, in-house teams, and agencies before writing a line of code. The pattern was strikingly consistent:



The failures repeat in the same four ways every time: **low-quality content, late or missing deliverables, missed deadlines, and poor communication**. These aren't bad-luck events. They're behavioral patterns — and patterns can be recorded, shared, and avoided.

"I've been looking for a tool that's like the Yelp for creators."

— an investor, the first time he heard the idea

Verified reputation, before money or product changes hands.

illoom is a private, brand- and agency-first platform where the people who actually ran the campaign document what happened — so the next brand decides with evidence, not vibes.

1

Search any creator

By handle, or filter by niche, location, platform, and follower count.

2

See verified ratings & reviews

From brands and agencies who genuinely worked with them — scored on what predicts a good partnership.

3

Decide with confidence

Greenlight, pass, or renegotiate — before the budget and the product are gone.

The five dimensions every creator is scored on

90% of the brands we surveyed said these are exactly what creators should be rated on.

01

Communication

Responsive, clear, and proactive — or radio silence?

02

Reliability

Hits deadlines and delivers what was agreed.

03

Professionalism

Acts like a partner, honors the terms.

04

Ease of Collaboration

Smooth to work with — or a second job?

05

Content Quality vs. Brief

On-brand, on-brief, and actually performs.

Reviews from real people, real campaigns.

The first question everyone asks is the right one: **how do you stop fake or biased reviews?** It's why illoom doesn't scrape the internet for ratings.

THE FOUNDING AGENCY MODEL

Every review has a verified human behind it.

We're launching with vetted agencies and brands, each contributing reviews from campaigns they actually ran. Tied to real partnerships. Balanced against pile-ons. Trust isn't a feature here — it's the product.

That's also illoom's moat. This is behavioral data no competitor can buy from an API — it's earned, one real partnership at a time, and it compounds with every brand and agency that joins.

The result: an industry that finally remembers. Where a great creator's reputation follows them, a flaky one can't keep slipping through, and every brand gets to learn from every other brand's experience.

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 →

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