



# Set the agenda. Direct your influencers. Measure success.

AHQ's **Activation Dashboard** is where you and your influencers work together. It's a single, easy-to-use interface where you chat, collaborate and measure results.

## Your In-Box

**Let's knock these tasks out:**

- Submit 2 images to Twitter for [Nike Sportstyle](#)
- Complete your profile with [payment information](#)


**What's new:**

Today

1 new opportunity — Toyota Yaris Campaign  
[SIGN UP NOW](#)

---

Yesterday

 Nike Sportstyle: 2 images you've added have been approved!

**Great job Kris!**

New message:

Hey Kris—could you please make the caption and hashtags all uppercase, thanks!

[+ 5 MORE ITEMS](#)

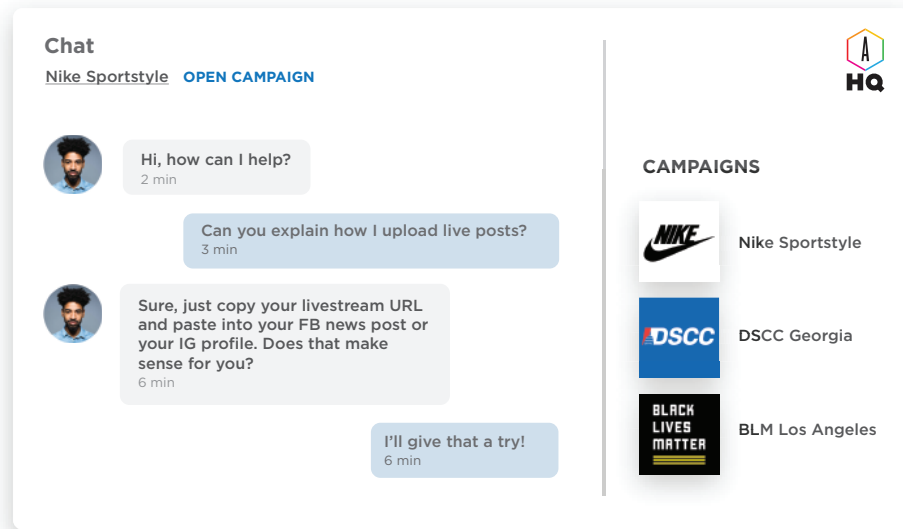
## Manage Influencer Activations

- Influencer IN-BOX where they receive new campaign invitations
- Influencers see updates to all campaigns they are participating in
- Influencers see completed campaigns to assess impact and the role they played in a campaign's success
- Both managers and participants see real-time reporting as campaigns develop and evolve

<

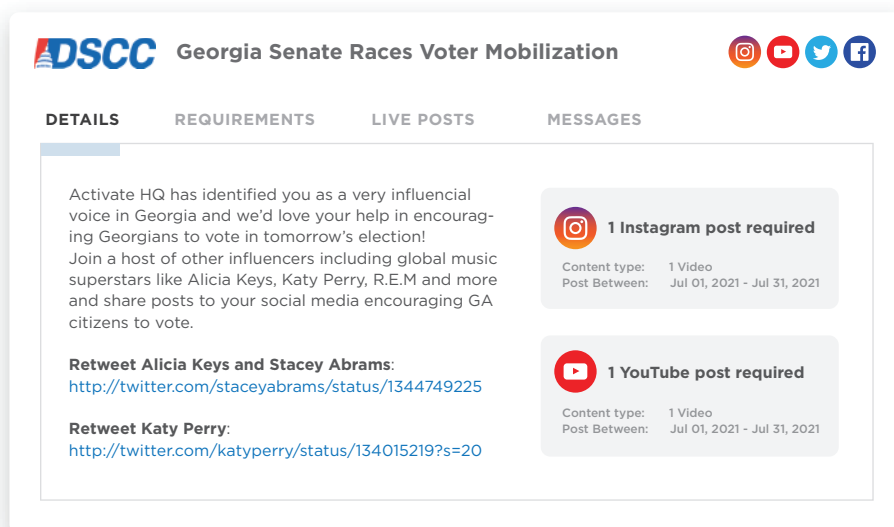
One single, unified IN-BOX removes confusion and the need for influencers to look back at disconnected apps or messaging to find key info, assets, and strategic direction.

>  
Answer influencers' questions quickly, easily with our built-in CHAT



## Collaborate and Communicate

- Engage influencers easily and bond through working together
- Communicate directly — via chat, dashboard or email
- Filter by active, finished campaigns and new opportunities



<  
Invite influencers to join your campaigns with clear, simple instructions that they'll see in their IN-BOX

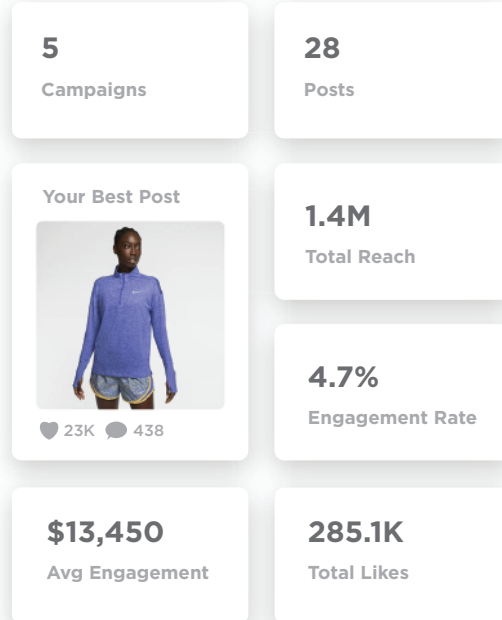
## Get Influencers What They Need

- Provide detailed instructions related to postings and direct links to content, URLs and suggestions that make participation easy
- Attach files for reference or distribution (e.g., creative brief, photos, logos, etc.)

## Detailed Tracking and Measurement

- A clear summary of influencer impact across all campaigns
- Influencers can view their highest performing posts by engagement rate
- Granular metrics including:
  - Number of Campaigns
  - Number of Posts
  - Total Reach
  - Total Likes
  - Total Comments
  - Engagement Rate

### Your Stats



^

Influencers see all their campaign activity and performance metrics in a simple, central stats panel

Request a demo of the **AHQ Activation Dashboard** today

Contact us: [activate@activatehq.co](mailto:activate@activatehq.co)



## About Activate HQ

Activate HQ is the online platform custom-built for social media campaigning. Whether you're a brand, cause, or campaign, your supporters and influencers are active online. Activate HQ makes it simple to recruit, organize and activate them to strengthen your brand, build movements, win votes and make a difference. Our unique toolkit of influencer services allows you to organically reach and influence millions of people through voices they already trust. And Activate HQ's technology measures your activations by tracking the reach, impact and value of your influencer campaigns across the entire social media landscape.