TikTok Shop partners: who does what?

50 named providers across the deck. Roles overlap; one company can perform several jobs.

ROLE	ACRONYM / MEANING	WHAT THEY OWN	HOW THEY CONNECT
Shop agency / TSP	TikTok Shop Partner	Runs listings, promotions, account health and often ads/affiliates	Brand delegates Shop execution; agency coordinates creators and tools
Affiliate partner / TAP	TikTok Affiliate Partner	Matches sellers with affiliates through partner campaigns	Seller supplies product + commission; partner recruits and manages
Creator agency / CAP; MCN	Creator Agency Partner; Multi-Channel Network	Represents, develops or manages creators and LIVE talent	Connects creator talent with brands, TAPs and Shop operators
UGC provider	User-generated content	Sources creators to make assets; posting depends on the brief	Delivers content or creator posts to the brand and media team
Software / SaaS	Software as a service	Runs discovery, CRM, outreach, rights, tracking and payments	Used by the brand or agency; staff still direct the program
Paid-media team	TikTok Shop Ads + Meta ads	Tests and distributes approved creative with paid spend	Gets licensed assets + permissions from creator operations

The content handoff Creator makes it → Shop affiliate post → licensed asset + permissions → Meta media buyer

CRM = customer relationship management • DTC = direct-to-consumer • GMV = gross merchandise value

10 agencies to compare with TBAR

TBAR Partners: creator operations, TikTok Shop management and performance advertising.

AGENCY	DISTINGUISHING SERVICE EMPHASIS
zeroto1	Shop operations, Studio LIVE and Meta partnership ads
Social Commerce Club	Creator community + Shop-to-Meta content reuse
SuperOrdinary	Shop, affiliates, paid media and livestream operations
Front Row	Catalog, account health and creator program operations
Avenue Z	Shop + creator activation + performance media

AGENCY	DISTINGUISHING SERVICE EMPHASIS
MomentIQ	Full Shop service, fixed-rate creators and LIVE production
Sellery	Seller Center operations + studio/live production
Outlandish	LIVE commerce, creator matchmaking and Shop growth
Orca	TikTok advertising + shoppable campaign strategy
Harvest Group	Retail/CPG commerce + inventory and affiliate operations

First calls by need: Meta reuse — zeroto1 / SCC / Avenue Z. LIVE — Sellery / Outlandish / MomentIQ.

TAPs and creator groups: 12 names

TAP is a partner role. A creator community, CAP or MCN is not automatically a TAP.

Explicit TAP or CAP/TAP service language*

PROVIDER	PUBLICLY DESCRIBED ROLE
Creatify	TAP/TSP services; creator sourcing + coaching
Miyuki	TAP; creator deals, bonuses + community
BorderX	TAP/CAP/TSP; samples + creator production
Social Tale	TAP/TSP; Shop, creators, paid media + LIVE
ENTROPI	MCN/TAP services; US + Indonesia
MediaLabs	CAP/TAP services; coached creator roster

Creator networks and agencies

PROVIDER	PUBLICLY DESCRIBED ROLE
Social Army	Affiliate community, training + brand campaigns
Creator's Corner	Creator education + brand/affiliate matching
Grail / Grail X	Talent agency + Shop affiliate/UGC network
The Creator Loop	Community-sourced TikTok Shop affiliates
Liveology	CAP/TSP; creator growth + brand campaigns
AFM Agency	Creator mentorship, LIVE training + brand deals

*Vendor-described services. Confirm current US partner status. Right-hand list does not assert TAP certification.

Choose on active relevant creators, roster overlap, delivered posts and the complete commission split.

24 more providers, sorted by the job

Choose the missing capability. Several of these products compete for the same workflow.

Affiliate & creator operations

PROVIDER	PRIMARY USE
Euka	Shop discovery + outreach
Reacher	Shop CRM + sample workflow
Growi	Creator CRM + payouts
Cruva	Shop workflows + Meta reuse
Social Snowball	DTC + Shop affiliate programs
Trybe	UGC → Meta + creator pay
Lucra	Creator content monetization
GRIN	Creator CRM + marketplace

Content production & reuse

PROVIDER	PRIMARY USE
JoinBrands	UGC + creator-posting jobs
Brands Meet Creators	Creator sourcing + education
Insense	UGC + partnership-ad access
Billo	UGC production + creator ads
minisocial	Managed micro-creator UGC
Trend	Commissioned photo/ video UGC
Archive	UGC capture + rights requests
SARAL	Influencer outreach + CRM

Program management & intelligence

PROVIDER	PRIMARY USE
Aspire	Seeding + creator campaigns
CreatorIQ	Enterprise creator operations
Modash	Discovery + content tracking
Traackr	Creator measurement + spend
FastMoss	Shop/product/creator research
Kalodata	Shop research + sales estimates
Shoplus	TikTok trends + competitor data
Pipe17	Order + inventory integration

Recommended stack: one lead operator + a focused creator cohort + one core creator system.

Refunnel, Superfiliate and SideShift

Three overlapping platforms with different starting points.

COMPARE	Refunnel	Superfiliate	SideShift
Core job	Manage creator relationships and turn content into ads	Unify Shopify, Meta and TikTok Shop creator programs	Recruit and run recurring creator/ UGC campaigns
Recruit + manage	Social listening, creator records, campaign applications	Discovery, gifting, affiliate invites, co-branded pages	Job briefs, creator applications, hiring and contracts
Track + pay	Content/ad performance; flat fees, commissions, incentives	Affiliate sales, organic + paid results, creator payouts	Post tracking, approvals and creator payments
Meta connection	Creator permissions, partnership ads, performance pay	Meta Ads Suite: permissions, ad buying and reporting	Content supply for ads; confirm license and handle access
Shortlist when…	**You have creators/content and want a paid-ad workflow**	**You want one creator system across DTC + Shop + Meta**	**You need more creators producing and posting content**

Recommendation: compare by the workflow you need; these platforms have substantial overlap.

Refunnel

Creator software: relationships, content rights and paid ads

COMPARISON	VENDOR PROFILE
What you buy	A system for creator records, social listening, campaigns, content permissions, reporting and payouts.
How it works	Capture brand mentions, recruit creators into campaigns, request ad permissions and reward approved content or performance.
How they make money	**Brand-paid monthly software plans and custom high-volume packages. Public pricing shows conflicting plan blocks, so confirm the applicable quote.**
How they fit	Brand or agency creator team uses it. Approved content and creator permissions feed the Meta media buyer.
How they differ	Closest to Superfiliate and Trybe. Its emphasis is turning creator relationships and collected content into paid-ad programs.
When to consider	You already have creator activity and need a repeatable way to collect, license, activate and compensate it.
What to confirm	Plan limits, ad-account access, creator compensation, usage-rights terms and whether you can export the permission history.

Superfiliate

VENDOR 02 / 50

Creator software: Shopify affiliates, TikTok Shop and Meta ads

COMPARISON	VENDOR PROFILE
What you buy	Creator discovery and program management across Shopify, Meta and TikTok Shop, including co-branded landing pages.
How it works	Recruit and gift creators, manage affiliate links and payouts, collect content and launch authorized Meta partnership ads.
How they make money	**Recurring platform fee. Some plans also charge a success fee on net approved-conversion revenue. Rate and applicability depend on the account.**
How they fit	Connects ecommerce, influencer marketing and paid media. The brand or its agency runs the program in the platform.
How they differ	Broader Shopify affiliate and referral infrastructure than a content-only marketplace. Closest comparisons include Refunnel and Social Snowball.
When to consider	You want one creator workflow spanning DTC sales, TikTok Shop affiliates and Meta partnership ads.
What to confirm	Whether success fees apply, the revenue base, enabled channels, creator payouts and which Meta capabilities your plan includes.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

SideShift

Creator marketplace and software for ongoing UGC programs

COMPARISON	VENDOR PROFILE
What you buy	Creator recruiting, campaign briefs, contracts, content review, social-post tracking and payments. Managed services are also offered.
How it works	Post a job and compensation, review applicants, hire creators, approve their work and track their posts and results.
How they make money	**Software subscriptions plus separately funded creator budgets. Published annual entry plan: $210/month, billed $2,520/year.**
How they fit	An internal creator lead or agency operates campaigns. Content can support organic distribution and licensed paid advertising.
How they differ	Recruiting and recurring content production are central. Compare with JoinBrands or Insense as well as Refunnel’s content-management workflow.
When to consider	The immediate gap is finding creators and getting a steady volume of approved content or creator posts.
What to confirm	Asset-only versus posting deliverables, paid-ad rights, creator-handle permissions, review rules and managed-service charges.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

TBAR Partners

Agency: TikTok Shop operations, creators and paid amplification

COMPARISON	VENDOR PROFILE
What you buy	Full-service TikTok Shop strategy, creator operations, content optimization and performance advertising. Consulting is a separate offer.
How it works	Directs creators, recruits affiliates, optimizes content and coordinates Shop execution with advertising.
How they make money	**Brand service engagements marketed as performance-based pricing. The site does not publish the percentage, retainer or calculation base.**
How they fit	Can act as lead Shop operator, coordinating the brand's inventory, creators, affiliate software and media activity.
How they differ	An operating team with creator and ad execution. Compare with zeroto1, Social Commerce Club and Avenue Z on assigned scope.
When to consider	You want outsourced ownership of day-to-day Shop execution rather than buying another software platform.
What to confirm	Exact fee formula, gross versus net sales base, refunds, creator and media costs, named staff and account ownership.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

zeroto1

Agency: enterprise Shop, creator communities and partnership ads

COMPARISON	VENDOR PROFILE
What you buy	Shop operations, paid creator programs, sampling, community management, Studio LIVE and creator partnership ads.
How it works	A staffed operating team manages Shop execution and creators, with studio production and paid-ad services available.
How they make money	**Custom brand service engagements. Reviewed public pages do not disclose a standard retainer, revenue share or complete rate card.**
How they fit	Its DTC community service explicitly names Superfiliate and Social Snowball among supported operating platforms.
How they differ	Combines Shop operations, studio LIVE and Meta partnership ads. Compare with TBAR or SCC when cross-channel execution matters.
When to consider	You want a single agency to coordinate creator community, TikTok commerce and reuse in paid media.
What to confirm	Which services share the quoted fee, studio hours, creator deliverables, media management and ownership of the community.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Social Commerce Club

VENDOR 06 / 50

Agency: Shop operations and creator content across channels

COMPARISON	VENDOR PROFILE
What you buy	Shop setup and management, creator programs, advertising and content licensing for use on other channels.
How it works	Builds creator communities, recruits affiliates and adapts winning creator content for broader social-performance campaigns.
How they make money	**Custom agency engagements for Shop and creative/media services. Public pages reviewed do not publish a fee formula.**
How they fit	Can connect the Shop operator and affiliates to Meta or YouTube media teams through an explicit rights-and-usage service.
How they differ	Cross-platform creator-content reuse is a named service. Compare with zeroto1 and Avenue Z for this operating requirement.
When to consider	TikTok Shop and your existing paid-media program need shared creator sourcing and content rights.
What to confirm	Whether the quote includes content licensing, editing, creator-handle authorization and buying media outside TikTok.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

SuperOrdinary

Commerce agency: Shop, affiliates, paid media and LIVE

COMPARISON	VENDOR PROFILE
What you buy	Ecommerce and Shop management, affiliate management, paid media and livestream-shopping services.
How it works	Coordinates organic content, affiliate activity and advertising with Shop and live-selling operations.
How they make money	**Custom commerce-service arrangements. TikTok service pricing is not public. Its broader business also describes buy/sell distribution relationships.**
How they fit	Works across brand ecommerce, merchandising, inventory and creator teams. Clarify who owns stock and acts as seller.
How they differ	Broader commerce and distribution context than a creator-only agency. Compare with Front Row and Harvest Group.
When to consider	You need Shop growth supported by commerce operations and livestream capabilities.
What to confirm	Service fee versus distribution margin, seller-of-record terms, inventory ownership and any channel exclusivity.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Front Row

VENDOR 08 / 50

Commerce agency: catalog, account health and affiliate operations

COMPARISON	VENDOR PROFILE
What you buy	Shop configuration, catalog and assortment strategy, promotional planning, creator programs and account-health management.
How it works	Runs the operational calendar, optimizes listings and recruits/seeds creators to generate shoppable content.
How they make money	**Custom brand service contracts. Public TikTok pages do not disclose the fee basis or a standard rate.**
How they fit	Fits alongside the brand’s ecommerce and marketplace leads, with creators and media supporting the Shop operation.
How they differ	Strong published emphasis on assortment, listings and daily account health. Compare with Harvest Group or SuperOrdinary.
When to consider	Shop growth needs disciplined marketplace operations and coordination with your existing commerce team.
What to confirm	Responsibility for violations, catalog maintenance, fulfillment integrations, affiliate recruiting and any separate media fee.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Avenue Z

Agency: TikTok Shop, creator activation and performance media

COMPARISON	VENDOR PROFILE
What you buy	Shop setup, channel optimization, affiliate programs, shoppable content, TikTok advertising and LIVE services.
How it works	Combines creator activation and commerce execution with broader paid-media strategy.
How they make money	**Custom agency services. Reviewed first-party pages do not state a universal retainer or percentage fee.**
How they fit	Can coordinate the Shop program with broader ecommerce and paid-media teams, including creative produced by creators.
How they differ	Part of a wider marketing and communications agency. Compare with TBAR or SCC when paid-media coordination drives the decision.
When to consider	You want social commerce connected to an existing performance-marketing relationship.
What to confirm	Shop-specific staff and deliverables, which media channels the contract covers and how creative rights transfer.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

MomentIQ

VENDOR 10 / 50

Agency: full Shop operations, fixed-rate creators and LIVE

COMPARISON	VENDOR PROFILE
What you buy	Shop management, fixed-rate creator campaigns, affiliate outreach, content strategy, livestream production and advertising.
How it works	Sources creators, coordinates fixed deliverables, operates the Shop and produces LIVE sessions with trained hosts.
How they make money	**Custom managed-service engagements. Public pages do not disclose the agency fee. Creator campaign payments are a separate budget to define.**
How they fit	Can lead Shop execution or provide creator/LIVE work to another operator and the brand's media team.
How they differ	Explicit fixed-rate creator campaigns distinguish it from relying solely on affiliate commissions to motivate posting.
When to consider	You need a managed operator with contracted creator output or a substantial LIVE production scope.
What to confirm	Guaranteed deliverables, creator costs, host/studio charges, content rights and how performance fees, if any, are calculated.

Sellery

Agency: Seller Center management and livestream production

COMPARISON	VENDOR PROFILE
What you buy	Shop setup, listings, order/customer-support workflows, content production, creator programs, LIVE and TikTok ads.
How it works	Provides operating support and production services, including set design and on-air execution for live shopping.
How they make money	**Custom service packages. No public fee schedule was found for management, hosts, studio use or advertising.**
How they fit	Can supply LIVE production to a lead Shop operator or contract for a broader end-to-end Shop scope.
How they differ	Clear livestream-production capability alongside back-office services. Compare with Outlandish and MomentIQ.
When to consider	You need repeatable live-shopping production, with the option to include wider Shop management.
What to confirm	LIVE-only versus full-service scope, hours and staffing, clip ownership, cancellations and which costs pass through.

Outlandish

Agency: LIVE commerce, creator matchmaking and Shop growth

COMPARISON	VENDOR PROFILE
What you buy	Shop operations, affiliate/creator campaigns, live-shopping production, paid media and host training.
How it works	Matches brands with creators and delivers commerce content and LIVE programs, with separate training offerings.
How they make money	**Custom agency engagements and paid training products. Public pages direct buyers to request dates and pricing.**
How they fit	Can work with a brand directly or provide hosts, creator programs and production to another Shop operator.
How they differ	Published emphasis on LIVE education and production. Compare with Sellery or MomentIQ for recurring shows and creator support.
When to consider	You need live-selling capability, host development or creator matchmaking alongside Shop execution.
What to confirm	Country coverage, host/studio scope, training versus production fees, affiliate compensation and content usage rights.

Orca

Agency: TikTok advertising and shoppable campaigns

COMPARISON	VENDOR PROFILE
What you buy	TikTok-first campaign strategy and optimization across TikTok Ads and TikTok Shop.
How it works	Develops campaigns and paid activation around TikTok commerce. The public service page gives limited operational detail.
How they make money	**Custom advertising/commerce service engagements. Public fee rates and pricing mechanics are not disclosed.**
How they fit	Fits with the brand’s Shop lead, content producers and paid-media team. Define back-office ownership separately.
How they differ	The reviewed page emphasizes campaign strategy. Compare with Avenue Z, then verify how much Shop management is actually included.
When to consider	You need specialist TikTok campaign support and are willing to scope the operating responsibilities precisely.
What to confirm	Catalog, affiliate, inventory and LIVE responsibilities, creative production, fee basis and reporting access.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Harvest Group

Commerce agency: retail/CPG, inventory and affiliate operations

COMPARISON	VENDOR PROFILE
What you buy	Shop setup, Shopify integration, inventory/digital operations, affiliate management, content planning and Shop Ads.
How it works	Coordinates operational readiness and creator/advertising activity within a wider retail-commerce program.
How they make money	**Custom brand service contracts. Public TikTok pages do not disclose a standard retainer or revenue-share rate.**
How they fit	Connects the brand’s ecommerce, inventory and retail teams with TikTok creators and media activity.
How they differ	Broader retail and CPG commerce context. Compare with Front Row or SuperOrdinary when TikTok must align with other channels.
When to consider	You need Shop execution tied to inventory discipline and a larger retail-commerce strategy.
What to confirm	Which retail and TikTok services the fee covers, integrations, internal ownership and how creator/media budgets are handled.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Creatify

VENDOR 15 / 50

Creator agency: affiliate campaigns and Shop services

COMPARISON	VENDOR PROFILE
What you buy	Creator recruiting, coaching, affiliate management, content production and ad-related services. Uses TAP/TSP service language.
How it works	Manages creator selection, incentives and campaign execution, with ongoing content and performance support.
How they make money	**Brand-funded affiliate/service engagements. Its own commission split and any fixed agency fees are not publicly disclosed.**
How they fit	Can supply managed creator cohorts to a brand or Shop operator, and coordinate with the creator CRM and paid-media team.
How they differ	Managed creator development and content execution. Compare with MediaLabs or Social Army. This is creatify.co, not Creatify AI.
When to consider	You want a managed affiliate cohort with coaching and content oversight.
What to confirm	Current US partner status, incremental active creators, all agency/creator fees and rights for off-platform ads.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Miyuki

VENDOR 16 / 50

Affiliate partner: creator incentives and community

COMPARISON	VENDOR PROFILE
What you buy	A self-described Los Angeles TAP connecting merchants and creators, with product offers, commissions, bonuses and community support.
How it works	Curates creator opportunities and incentives and brings creators into a community with growth support.
How they make money	**TAP campaign compensation is the relevant model. Miyuki's retained share and any additional brand fees are not published.**
How they fit	Connects sellers or their operators with affiliate creators who need samples, product information and commission offers.
How they differ	Creator incentives and community are prominent. Compare with Grail X or Social Army for access to relevant selling affiliates.
When to consider	You need another creator cohort and can demonstrate that its active roster adds reach beyond current recruiting.
What to confirm	Agency versus creator commission, current TAP status, category activity, minimum commitment and roster overlap.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

BorderX

VENDOR 17 / 50

Agency/network: TAP, CAP, creator production and training

COMPARISON	VENDOR PROFILE
What you buy	Creator collaboration, sample/content-production support, training, short videos and livestream services.
How it works	Uses production and training infrastructure to help creators develop content and connect with merchants.
How they make money	**Custom brand marketing/production services and affiliate campaigns. Public pages do not disclose fees or commission splits.**
How they fit	Links brand product/sample teams, creators and Shop operators. It describes teams in the US and China.
How they differ	Physical sample and production support differentiates the offering from software-only outreach. Compare with AFM or Liveology.
When to consider	Your creator program needs hands-on production, education or cross-border support.
What to confirm	US contracting entity, local production capacity, sample handling, asset rights and the separate service/affiliate charges.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Social Tale

VENDOR 18 / 50

Agency: Shop operations and affiliate creator programs

COMPARISON	VENDOR PROFILE
What you buy	TikTok Shop strategy, operations, creator activation, paid media and LIVE. Publicly markets TSP and TAP roles.
How it works	Audits the brand, builds Shop and creator programs, then coordinates ongoing content and advertising.
How they make money	**Custom brand agency/campaign engagements. Creator commissions and retainers are advertised, but the agency's own fee is not public.**
How they fit	Connects the ecommerce owner, creators and media team across its stated US, UK and EU coverage.
How they differ	Combines affiliate activation with wider Shop operations. Compare with TBAR or Creatify on actual staffing and country coverage.
When to consider	You want a managed creator program with a wider Shop operating scope.
What to confirm	Country-specific partner status, staffing, fee base, creator compensation and ownership of content and relationships.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

ENTROPI

Creator-commerce agency: MCN, affiliates and TikTok GO

COMPARISON	VENDOR PROFILE
What you buy	Creator matching and campaign management across TikTok Shop and TikTok GO, with stated US and Indonesia operations.
How it works	Matches creators to offers and manages campaigns through its network and operating tools.
How they make money	**Brand/merchant campaign services and affiliate activity. Public pages do not disclose the agency fee or retained commission.**
How they fit	Connects merchants, creators and commerce offers. TikTok GO adds a local-commerce context beyond physical-product Shop sales.
How they differ	Its published positioning includes local commerce and Indonesia. Compare with Social Tale, while separating US Shop from GO experience.
When to consider	You need creator campaigns in its stated markets or want to investigate its local-commerce capability.
What to confirm	Which services and partner designations apply in the US, relevant category results and the full payment split.

MediaLabs

VENDOR 20 / 50

Managed creator agency with broader Shop operations

COMPARISON	VENDOR PROFILE
What you buy	A coached creator roster, affiliate management, samples, content tracking, paid media, LIVE and Shop management.
How it works	Selects creators, distributes briefs and samples, coaches production and monitors campaign performance.
How they make money	**Monthly retainers tailored to scope. Its site says creator pay and ad spend pass through at cost, without markup.**
How they fit	Can supply a managed creator cohort or run a wider Shop engagement with the brand's ecommerce and media teams.
How they differ	Creator development and coaching are explicit parts of delivery. Compare with Creatify and distinguish roster service from full operations.
When to consider	You need hands-on creator management rather than only a database or automated outreach.
What to confirm	Assigned creators and coaches, included output, roster overlap, retainer exclusions and the pass-through cost policy.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Social Army

VENDOR 21 / 50

Creator community, education and brand affiliate campaigns

COMPARISON	VENDOR PROFILE
What you buy	Access to a TikTok Shop creator community with courses, live classes, product opportunities and brand campaigns.
How it works	Trains and supports affiliates, shares product offers and connects brands with participating creators.
How they make money	**Published creator memberships include $39/month Premium and $197/month Live Academy. Brand campaign economics are separately quoted.**
How they fit	Can add creator supply to an existing Shop program. The brand/operator still coordinates product, samples and campaign objectives.
How they differ	A creator-paid education/community layer alongside brand access. Compare with Creator's Corner or The Creator Loop.
When to consider	You want to reach creators through a training-led community and can validate category-specific activity.
What to confirm	Creator membership versus brand fees, affiliate split, posting commitments and how many creators are incremental.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Creator’s Corner

VENDOR 22 / 50

Creator community: coaching and brand access to affiliates

COMPARISON	VENDOR PROFILE
What you buy	Creator education, coaching and feedback, plus brand access to affiliates producing TikTok Shop short videos.
How it works	Helps affiliates improve content and connects participating creators with brand opportunities.
How they make money	**Brand programs and creator coaching are marketed. Public pages reviewed do not establish the fee schedule or full payer/split model.**
How they fit	Connects creator development with the brand’s affiliate program and content operation.
How they differ	Education and performance feedback are central. Compare with Social Army or The Creator Loop rather than a pure SaaS platform.
When to consider	You need a creator-development partner and are prepared to verify the active brand-relevant roster.
What to confirm	Who pays which fees, what coaching and brand delivery include, roster overlap, current entity and contract terms.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Grail / Grail X

Talent agency and platform for Shop affiliates and UGC

COMPARISON	VENDOR PROFILE
What you buy	Access to a selling-creator network, affiliate opportunities, content/UGC programs and creator deal management.
How it works	Brands post opportunities and work with creators using commissions, flat fees or retainers, with reporting and payment workflows.
How they make money	**Published entry: $350/month plus 5% agency commission on TikTok Shop. A separate 5% creator commission is also listed.**
How they fit	Can source creators for a brand or operator and support UGC rights/boost-code requests for paid activation.
How they differ	Publishes an access-fee-plus-commission model. Compare with creator groups whose brand fees are quote-only.
When to consider	You want network access with a visible entry offer and can compare the full cost against direct recruiting.
What to confirm	Eligible sales base, higher-tier pricing, creator commission flexibility, flat-fee extras and exact ad-usage permissions.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

The Creator Loop

Creator community and affiliate sourcing agency

COMPARISON	VENDOR PROFILE
What you buy	Community-sourced TikTok Shop affiliates, creator education, software and brand opportunities.
How it works	Sources creators from its communities and helps connect their content output with merchant campaigns.
How they make money	**Sells creator program access under published program-fee terms. Brand-side fees and agency commission rates are not public.**
How they fit	Bridges the seller or Shop agency with affiliates who receive product, sample and commission information.
How they differ	A community and training model with an app. Compare with Social Army or Creator's Corner on active relevant creator supply.
When to consider	You need another trained affiliate cohort rather than only an outreach tool.
What to confirm	Current program price, brand charges, creator fee obligations, incremental roster and content deliverables.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Liveology

VENDOR 25 / 50

Creator/brand agency with CAP and TSP positioning

COMPARISON	VENDOR PROFILE
What you buy	Creator support and growth services plus brand social-commerce programs. It states CAP/ TSP roles in the UK and US.
How it works	Recruits and develops creators and connects them with commerce campaigns and brand work.
How they make money	**Custom brand/creator service arrangements. Public pages reviewed do not disclose retainers, commission shares or membership fees.**
How they fit	Connects creators to brand or Shop-operator campaigns, with creative and paid-strategy services in its published offering.
How they differ	Creator-agency positioning is explicit. Compare with AFM or BorderX when talent development and hands-on support matter.
When to consider	You need managed creator relationships in its stated markets, rather than self-serve creator search.
What to confirm	Country-specific services, creator representation terms, fee payer/split, exclusivity and campaign output.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

AFM Agency

Creator and commerce agency with mentorship and LIVE training

COMPARISON	VENDOR PROFILE
What you buy	Creator mentorship, livestream training and brand collaboration, alongside broader Shop and marketing services.
How it works	Develops creator capability and organizes brand opportunities, with additional agency services available.
How they make money	**Custom commercial-service engagements. Public creator pages do not disclose the agency's fee or creator commission share.**
How they fit	Can connect creator talent with a brand/operator and support production or training around the commerce program.
How they differ	Hands-on creator development and LIVE training feature prominently. Compare with Liveology, BorderX or Outlandish.
When to consider	You need creator support or training as part of a managed commerce relationship.
What to confirm	Exact service package, assigned coaches, brand deliverables, fee payer, creator terms and market coverage.

Euka

VENDOR 27 / 50

Software: TikTok Shop affiliate discovery and operations

COMPARISON	VENDOR PROFILE
What you buy	Creator discovery, outreach, affiliate CRM, automated follow-up and tracking for a Shop creator program.
How it works	Build creator lists, send invitations/messages and manage follow-up based on replies, samples and posting activity.
How they make money	**Workspace subscriptions. Published monthly tiers include $199 Starter and $599 Growth, with higher-volume terms to confirm.**
How they fit	An internal affiliate team or Shop agency uses it to recruit and manage creators while Seller Center records commerce activity.
How they differ	A Shop-focused operating tool. Closest comparisons are Reacher and Cruva, rather than a managed creator agency.
When to consider	You have people to run the program but manual discovery, outreach or follow-up limits their capacity.
What to confirm	Included outreach volume, qualifying GMV limits, sample workflow, reporting export and any extra charges for ad/content features.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Reacher

VENDOR 28 / 50

Software: TikTok Shop affiliate CRM and campaign automation

COMPARISON	VENDOR PROFILE
What you buy	Creator search, targeted collaborations, DM/email outreach, creator CRM, sample workflows and performance analytics.
How it works	Automates recruiting and follow-up, then tracks the creator journey from invitation through content and commerce results.
How they make money	**Software subscriptions. Starter is $199/month and Pro $599/month on monthly billing. Enterprise is custom.**
How they fit	Used by the brand's affiliate team or agency. It supports the operating workflow around TikTok Shop creator collaborations.
How they differ	Compare directly with Euka and Cruva on automation depth, sample visibility and exportable creator reporting.
When to consider	You want structured Shop affiliate operations without handing the entire program to a service agency.
What to confirm	Which messaging modes and follow-ups each tier includes, daily limits, tracking accuracy and data ownership.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Growi

VENDOR 29 / 50

Software: creator CRM, cross-channel campaigns and payouts

COMPARISON	VENDOR PROFILE
What you buy	Creator discovery, campaigns, communications, attribution and payments across multiple social and commerce channels.
How it works	Manages creator relationships and campaign activity, with usage credits for selected AI, messaging and media actions.
How they make money	**Subscription plus usage credits. Starter can add 3% of Shopify affiliate revenue or a flat channel fee. Marketplace hires also carry a creator-side fee.**
How they fit	Connects creator operations with commerce and payout workflows, potentially replacing several overlapping point tools.
How they differ	Broader channel and payment scope than a Shop-only outreach tool. Compare with Superfiliate, GRIN and SARAL as well as Euka.
When to consider	Several creator channels and payment models justify a shared operating system.
What to confirm	Billing period, channels, credit consumption, Shopify revenue fee, creator-side marketplace charge and total cost at your volume.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Cruva

Software: Shop creator growth, communities and Meta reuse

COMPARISON	VENDOR PROFILE
What you buy	Affiliate discovery, automated outreach, creator communities, contests, content tracking and approved content used in Meta ads.
How it works	Builds creator lists and branching follow-up workflows, then manages incentives and repeat activity within a community.
How they make money	**Software subscriptions. Published plans include $199/month and $599/month. Enterprise and additional seat terms are scoped separately.**
How they fit	A Shop operator uses it with affiliate creators, while approved content and permissions can support the Meta team.
How they differ	Formerly UpTk. Compare with Euka or Reacher for Shop operations, adding community and Meta-content requirements to the demo.
When to consider	You need to move from one-off creator recruitment to an ongoing affiliate community and content program.
What to confirm	Plan-specific automation and community limits, Meta permission flow, seat charges and ownership/export of creator relationships.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Social Snowball

VENDOR 31 / 50

Software: DTC affiliates, referrals and TikTok Shop programs

COMPARISON	VENDOR PROFILE
What you buy	Affiliate/referral infrastructure for ecommerce brands, with TikTok Shop affiliate-management functionality.
How it works	Recruits and manages affiliates, tracks referral sales and supports the creator commission workflow.
How they make money	**Subscription models include flat fee plus affiliate-revenue share, or a higher flat fee without revenue share. Obtain a current quote.**
How they fit	Connects Shopify/DTC affiliate operations and Shop creator teams. Agencies can run a brand's community on the software.
How they differ	Affiliate/referral commerce is the center of the offering. Compare with Superfiliate when creator programs span DTC and Shop.
When to consider	You want to connect customer/creator referrals and affiliate revenue across commerce programs.
What to confirm	Current plan, revenue definition, TikTok coverage, payout charges, coupon controls and how cancellations affect tracking.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Trybe

VENDOR 32 / 50

Software: performance-paid UGC, Meta activation and payouts

COMPARISON	VENDOR PROFILE
What you buy	Creator recruiting and submissions, briefs, permissions, ad building, attribution and automated creator compensation.
How it works	Creators submit content, the brand approves activation, and agreed sales, ad-spend or fixed-payment rules drive compensation.
How they make money	**Alternative platform fees: 1.5% of attributed sales, 1.25% of ad spend, or 1.5% of creator earnings for flat-rate payments. Not stacked.**
How they fit	Connects creators, the brand’s ecommerce data, Meta buyers and finance around approved content and payment rules.
How they differ	Pricing follows the chosen performance/payment model. Compare with Refunnel or Lucra for creator content used in paid media.
When to consider	You want content production and creator earnings tied to a measurable paid-media or sales program.
What to confirm	Which fee base applies, attribution choice, refunds, creator compensation rate and permitted derivative/ad use.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Lucra

Software: creator content, paid ads and spend-linked earnings

COMPARISON	VENDOR PROFILE
What you buy	A workflow connecting creator content, advertising performance and creator payments.
How it works	Links ads back to the source video and creator so verified ad spend and conversions can inform the program.
How they make money	**Billing docs list a standard 1.25% ad-spend fee. Creator pay and media are separate. Optional agency-management terms require confirmation.**
How they fit	Connects creator operations, the brand's own ad accounts and finance/payout records.
How they differ	Focuses on creator content monetized through paid media. Compare with Trybe and Refunnel on attribution and fee bases.
When to consider	Your creator incentive model is linked to paid-ad deployment or spend and you need traceable accounting.
What to confirm	Actual account plan, creator share, whether the listed 2% agency-management fee applies, subscription exceptions and payout timing.

GRIN

VENDOR 34 / 50

Software: creator CRM, affiliate programs and AI-assisted work

COMPARISON	VENDOR PROFILE
What you buy	Creator CRM and marketplace access, campaign management, affiliate links/codes and Gia-assisted program operations.
How it works	Your team manages relationships while Gia performs selected discovery, outreach, reporting and program tasks.
How they make money	**Free tier plus $200, $500 and $1,000 monthly paid plans with credit allowances. Additional credits monetize more usage.**
How they fit	Connects ecommerce data, creators and the team running influencer/affiliate programs. Can serve multiple brands on relevant plans.
How they differ	Current pricing meters automated work rather than CRM-list size. Compare with Growi or SARAL for broader creator operations.
When to consider	You want a wider creator program with automation and usage-based software spend.
What to confirm	What actions consume credits, creator-payment costs, channel integrations and differences from legacy GRIN contracts.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

JoinBrands

VENDOR 35 / 50

Marketplace: UGC assets, creator posts and affiliate hiring

COMPARISON	VENDOR PROFILE
What you buy	Creator sourcing and campaign workflows for content-only UGC, creator posting and affiliate-related campaign types.
How it works	Publish a brief, review applicants, hire creators, approve deliverables and pay through the platform.
How they make money	**Brand platform fee on creator payments: 15% pay-as-you-go, falling to 8% on a $499/ month plan. Creator-side charges can also apply.**
How they fit	Supplies content or creator posts to a brand/operator. The paid-media team uses licensed assets under the campaign terms.
How they differ	Separates platform access from per-job economics. Compare with SideShift and Insense by campaign type and all-in cost.
When to consider	You want self-serve access to creators and can manage briefs, selection and approvals internally.
What to confirm	Asset versus post deliverables, both sides' fees, revisions, product reimbursement and paid-ad/handle permissions.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Brands Meet Creators

VENDOR 36 / 50

Marketplace: direct creator hiring for TikTok Shop content

COMPARISON	VENDOR PROFILE
What you buy	A creator network and tools to hire creators directly, brief content bundles and manage delivery-linked payments.
How it works	Choose creators and bundles, fund the campaign, and release payments as contracted videos go live.
How they make money	**Brand creator bundles with volume-based commercial quotes. Public pages do not disclose the platform’s retained fee or take rate.**
How they fit	Connects brands to Shop creators, then supplies content that can support Meta, TikTok or YouTube paid activation under agreed rights.
How they differ	Current positioning emphasizes direct hiring and post-triggered payouts. Compare with JoinBrands and SideShift.
When to consider	You want contracted creator output with a clear payment milestone rather than relying solely on product seeding.
What to confirm	Platform fee versus creator payment, posting verification, non-delivery rules, escrow terms and the full asset/handle license.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Insense

Marketplace/software: UGC and creator-authorized ads

COMPARISON	VENDOR PROFILE
What you buy	Creator sourcing, briefs, approvals and payments for UGC, influencer posts and creator-handle advertising.
How it works	Hire creators for content or posting and use its workflow to arrange licensing and authorized paid amplification.
How they make money	**Subscription plus marketplace fee and creator payments. Published Brand plan: $500/month, billed quarterly, plus 10% marketplace fee.**
How they fit	Connects creator production with Meta partnership ads or TikTok Spark Ads, alongside the brand's media buyer.
How they differ	Explicit creator-ad authorization workflow. Compare with Billo or SideShift for content supply and Refunnel for program management.
When to consider	You need new creative and creator-handle access for paid testing.
What to confirm	Contract length, marketplace/transaction charges, creator costs, authorization duration and ad-account connection limits.

Billo

Marketplace: commissioned UGC and creator advertising services

COMPARISON	VENDOR PROFILE
What you buy	Creator-produced video assets and associated creative/partnership-ad services.
How it works	Brands specify a video task, select creators, review output and use approved assets in marketing campaigns.
How they make money	**Content order charges plus applicable subscription/service fees or markup. Current order pricing is displayed in the brand account.**
How they fit	Supplies creative to a brand or paid-media agency. Creator-ad services require the corresponding authorization and scope.
How they differ	Content production is the primary purchase. Compare with Trend or Insense, rather than a full Shop operating agency.
When to consider	You need product videos and creative variations without building a production team.
What to confirm	Subscription requirements, total order cost, revisions, creator-handle access and whether the license covers all intended edits/channels.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

minisocial

Managed service: micro-creator campaigns and licensed UGC

COMPARISON	VENDOR PROFILE
What you buy	Managed micro-influencer campaigns combining creator distribution with a library of licensed photos or videos.
How it works	The brand supplies a brief, minisocial selects relevant creators and manages communication and content delivery.
How they make money	**Campaign fees. Published entry example is $3,000 for 10 creators, including creator fees/payments.**
How they fit	Supplies creator posts and licensed assets to the brand’s organic and paid-media teams.
How they differ	More managed delivery than a self-serve marketplace. Compare with Trend or Billo when internal production bandwidth is limited.
When to consider	You want someone else to coordinate a micro-creator campaign and deliver reusable content.
What to confirm	Asset/post counts, approvals, creator selection, revisions and whether partnership-ad access has a separate expiry.

Trend

VENDOR 40 / 50

Marketplace: commissioned creator photos and videos

COMPARISON	VENDOR PROFILE
What you buy	Content from a curated network, including product photography, demonstrations, testimonials and other UGC formats.
How it works	Buy creator credits, publish a project, select creators and receive the agreed photos or videos.
How they make money	**Prepaid content-credit packages. The site says no subscription/software fees. Package pricing includes the content purchase; retained margin is not public.**
How they fit	Provides assets for ecommerce pages, organic social and paid ads. The brand or its media agency chooses how to activate them.
How they differ	A purchase of content output using credits. Compare with Billo for asset production and minisocial for managed campaigns.
When to consider	You need batches of product photos or videos with standardized creator-purchase economics.
What to confirm	Creator credit tier, asset count, credit expiry, revisions and whether posting or creator-handle advertising is included.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Archive

VENDOR 41 / 50

Software: social listening, UGC collection and rights workflows

COMPARISON	VENDOR PROFILE
What you buy	Content capture, organization, creator monitoring, reporting and usage-rights requests.
How it works	Collects relevant social content into a searchable workspace and lets teams organize assets and request permissions.
How they make money	**Subscription plans with credit and UGC allowances. Extra UGC packs, usage and agency/enterprise options expand the bill.**
How they fit	Connects influencer/content teams with creatives and media buyers who need approved assets and a record of rights.
How they differ	Content intelligence and collection are central. Compare with Refunnel when creator payout and ad activation are also required.
When to consider	You are losing track of brand mentions and creator assets or repeatedly asking for the same content rights.
What to confirm	UGC versus credit limits, historical-content charges, rights evidence, export access and any plan-specific reporting restrictions.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

SARAL

VENDOR 42 / 50

Software and support: influencer outreach and ambassador programs

COMPARISON	VENDOR PROFILE
What you buy	Creator discovery, outreach, communications, relationship management and affiliate/ ambassador program workflows.
How it works	Helps a brand recruit and manage its own creator relationships, with platform tools and strategy support.
How they make money	**Paid software/support plans. Published annual tiers are $12,000, $15,000 and $25,000. Creator compensation remains a separate program cost.**
How they fit	Used by an internal creator team or agency alongside the brand's ecommerce, gifting and media workflows.
How they differ	Emphasizes relationship building and outreach. Compare with GRIN or Growi for broader program operations.
When to consider	You want to build an owned influencer/ambassador program and have a team to operate it.
What to confirm	Annual versus quarterly commitment, new-creator limits, included strategy support, gifting workflows and payout costs.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Aspire

VENDOR 43 / 50

Software: influencer discovery, seeding and campaign management

COMPARISON	VENDOR PROFILE
What you buy	Creator discovery/marketplace, product seeding, relationship management, campaign content and reporting.
How it works	Teams recruit creators, coordinate campaigns and gifting, collect content and measure program results.
How they make money	**Contracted software subscriptions. Its agreement also specifies handling fees for creator-budget payments. Exact package pricing is quote-based.**
How they fit	Connects influencer, ecommerce, creative and finance teams. Approved content can move into broader marketing programs.
How they differ	A broader influencer-program platform. Compare with CreatorIQ for organizational needs and Modash for discovery/tracking needs.
When to consider	You need a structured program for seeding, creator relationships and repeat campaigns.
What to confirm	Modules, renewal terms, handling/processing fees, creator budgets, marketplace access and paid-ad permissions.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

CreatorIQ

Enterprise software: creator program operations and governance

COMPARISON	VENDOR PROFILE
What you buy	Creator discovery, program workflows, measurement and governance for larger marketing organizations.
How it works	Coordinates creator activity and data across teams, programs and markets within an enterprise platform.
How they make money	**Custom-priced enterprise software packages. Its public pricing route requests a sales consultation rather than publishing a rate card.**
How they fit	Connects internal marketing teams, agencies and data/finance functions responsible for a broad creator portfolio.
How they differ	Enterprise coordination and governance are central. Compare with Traackr or Aspire rather than a UGC job marketplace.
When to consider	Several teams or regions need shared creator data, operating standards and reporting.
What to confirm	License scope, seats/regions, modules, implementation, payment costs, contract term and export/API access.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Modash

VENDOR 45 / 50

Software: influencer discovery, tracking and affiliate workflows

COMPARISON	VENDOR PROFILE
What you buy	Creator search and vetting, content tracking and commerce-linked influencer/affiliate workflows.
How it works	Find creators across social platforms, track live content and connect Shopify sales, codes, links and payments.
How they make money	**Subscriptions that scale with usage. Published entry: $299/month or $199/month paid yearly. Payment fees depend on plan and volume.**
How they fit	Connects influencer managers with ecommerce attribution and payment operations; a media team can reuse properly licensed assets.
How they differ	Discovery and reliable content tracking are explicit strengths of the offer. Compare with Aspire, SARAL or CreatorIQ by workflow depth.
When to consider	You need broad creator discovery and ongoing content/sales tracking across social channels.
What to confirm	Profile/email quotas, active tracking limits, annual commitment and fees above the plan’s payment allowance.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Traackr

Enterprise software: influencer intelligence and investment measurement

COMPARISON	VENDOR PROFILE
What you buy	Creator discovery, relationships, campaign management and measurement for influencer investment decisions.
How it works	Combines creator and campaign data so teams can plan programs, track execution and evaluate spending.
How they make money	**Custom enterprise software packages sold through a pricing consultation. No public dollar rate is stated on its pricing page.**
How they fit	Fits across brand marketing, regional influencer teams, agencies and reporting/finance stakeholders.
How they differ	Measurement and investment planning feature prominently. Compare with CreatorIQ for enterprise fit and governance needs.
When to consider	You need consistent creator-program evaluation across teams, categories or markets.
What to confirm	Data coverage, benchmark methodology, included markets/users, contract term and whether payment or service modules cost extra.

FastMoss

VENDOR 47 / 50

Data software: TikTok commerce and competitor research

COMPARISON	VENDOR PROFILE
What you buy	Research on products, shops, creators, videos and commerce trends, with separate developer/data offerings.
How it works	Helps analysts identify candidate products and creators, investigate competitors and build research shortlists.
How they make money	**Paid data-access memberships and separate API/data plans. Prices depend on plan, region, billing term and allowances.**
How they fit	Feeds research into the Shop operator’s creator recruiting and product planning; first-party systems remain the source for actual settlements.
How they differ	An intelligence layer. Compare with Kalodata or Shoplus, not a service agency that runs creators for you.
When to consider	You need directional market/competitor intelligence before selecting products, creators or content angles.
What to confirm	US coverage, estimated versus observed data, history/export limits, refresh frequency and API charges.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Kalodata

Data software: TikTok Shop products, creators and sales estimates

COMPARISON	VENDOR PROFILE
What you buy	TikTok Shop intelligence across products, creators, stores and content, including estimated commerce performance.
How it works	Supports category analysis, competitor investigation and creator shortlisting from its research dataset.
How they make money	**Paid analytics subscriptions with plan/market-specific pricing. A current US price was not reliably extractable in this review.**
How they fit	Informs the brand or agency's research; compare important figures with Seller Center or other authorized first-party records.
How they differ	A close comparison to FastMoss and Shoplus. It explicitly cautions against using estimates for high-precision settlement.
When to consider	You need directional signals for category, creator or product research.
What to confirm	Estimation method, US data coverage, refresh timing, history limits, export rights and current billing terms.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.

Shoplus

Data software: TikTok trends and competitor intelligence

COMPARISON	VENDOR PROFILE
What you buy	Analytics and discovery for products, creators, videos and shops.
How it works	Lets sellers and creators explore trends, compare competitors and identify content or product opportunities.
How they make money	**Monthly/annual subscriptions. The page shows effective annual rates of $39, $49 and $79/month, billed $468, $588 and $948 yearly.**
How they fit	Provides research inputs to creator recruitment and Shop planning; it does not itself operate the brand's affiliate program.
How they differ	Compare with FastMoss and Kalodata on coverage and useful research detail rather than headline dataset size.
When to consider	You need a research subscription for trends and competitor discovery.
What to confirm	Monthly versus annual checkout, daily research limits, team accounts, data freshness and estimate reliability.

Pipe17

VENDOR 50 / 50

Commerce infrastructure: order and inventory integration

COMPARISON	VENDOR PROFILE
What you buy	Connections and workflows for orders, inventory, fulfillment and commerce systems, including TikTok Shop.
How it works	Synchronizes commerce data and routes orders between selling channels, warehouses and back-office systems.
How they make money	**Software pricing based on order volume, connections, flows and sub-accounts. Configuration determines the commercial quote.**
How they fit	Connects TikTok Shop and Shopify with the brand's fulfillment/ERP stack so creator-driven demand can turn into fulfilled orders.
How they differ	Solves the operating flow after purchase. It complements creator software and agencies rather than competing for creator recruitment.
When to consider	Multi-channel inventory or order routing becomes unreliable as Shop demand grows.
What to confirm	Billable order definition, connector/flow charges, implementation, error handling, support and inventory as the system of record.

Product / service source Commercial source 2 Oct 2026. Details and pricing qualifications in speaker notes.