

Stop paying for reach. Pay for *proven demand*.

Influencer marketing prices collabs on follower counts — a promise of attention. We price them on something no one else can show you: **verified purchase intent from a creator's audience, before you spend a rupee.**

THE OLD WAY

Pick a creator by follower count. Pay a fixed fee upfront. Hope the audience cares. Attribution: a coupon code, maybe. Returns and COD losses: yours. Result unknowable until the money is spent.

DEMAND-VERIFIED

Pick a creator whose audience has **already asked** for products like yours — counted, timestamped, verified by our platform. Pay commission on delivered sales, with an optional fixed fee only where demand justifies it.

Why we can see what others can't

Creator Lane runs the comment-to-DM layer for Instagram creators: a fan comments “LINK” on a reel, our platform DMs them the product link, and our tracking follows the click to checkout. That means we hold the full chain — **who asked, what they asked for, who clicked, who bought** — for every campaign a creator runs. Follower counts are a proxy. Comment sections are receipts.

The pilot offer: we match you with creators whose audiences show verified demand in your category, run the collab end-to-end — links, DMs, tracking, payouts — and you pay *commission on sales delivered*. No platform fee. No retainer. No tooling cost.

What you see before you commit

Every creator on our platform accumulates a live, platform-verified demand profile. This is what we bring to your first call — for real creators, in your category.

@creator-handle · Fashion & Ethnic Wear · 86k followers

ILLUSTRATIVE EXAMPLE — REAL REPORTS USE LIVE PLATFORM DATA

1,240

UNIQUE FOLLOWERS
WHO REQUESTED
PRODUCT LINKS · 60
DAYS

312

CLICKED THROUGH
TO FASHION
CHECKOUTS

41

VERIFIED
PURCHASES
ATTRIBUTED

₹2,150

MEDIAN ORDER
VALUE

TOP REQUESTED CATEGORIES	REQUESTS	CLICK-THROUGH
Kurtas & kurta sets	486	31%
Festive / occasion wear	302	27%
Everyday accessories	204	19%

How a collab runs

01 Match on demand, not reach.

We shortlist creators whose audiences already request products in your category — with the report to prove it.

02 You set the terms.

Commission rate (typical: 10–20%), plus an optional fixed fee for creators whose demand data justifies it.
Unique tracked links and coupon codes per creator.

03 The reel goes up; the machine takes over.

Fans comment, our automation DMs your product link instantly — every request, every click, every sale attributed to the creator and the post.

04 You pay on results.

Commissions confirm after your return window closes — COD returns never cost you commission. We handle creator payouts and paperwork; you get one clean report.

Compare your options honestly

	AGENCY / FIXED-FEE COLLAB	AFFILIATE SAAS TOOLS	CREATOR LANE PILOT
Upfront cost	₹25k–₹5L per creator	₹6k–₹40k / month	₹0
You pay for	Promised reach	Software	Delivered sales only
Creator selection	Follower count	Bring your own	Verified category demand
Attribution	Coupon code, roughly	Links you manage	Comment → DM → click → sale
Returns / COD risk	Yours	Yours	Commission voids on return

Why us

Creator Lane is the monetization platform for Instagram creators — comment-to-DM automation, storefronts, bookings, and payments, live in production with creators across India. The team behind it also builds AI content pipelines for fashion and consumer brands, so we understand both sides of this table. We're launching demand-verified collabs with a small set of founding brands, hands-on: the founder runs your pilot personally.

The ask: one 30-minute call.

Tell us your category and target customer. Within a week we bring you matched creators with their demand reports and a proposed collab structure. If the receipts don't convince you, we part as friends — you'll still know more about creator demand for your products than any agency has ever shown you.

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