

AI Influencer Marketing Platform Comparison

Feature/ Criteria	Affable.ai	Influencity	Upfluence
AI-Powered Discovery	✔ Advanced audience & engagement analysis	✔ Smart filters, real-time influencer metrics	✔ AI-backed social listening & creator matching
Campaign Management	✔ End-to-end campaign tools	✔ Campaign tracking & collaboration	✔ Full workflow + influencer CRM
Database Size	6M+ influencers	200M+ profiles	3M+ influencers across platforms
Audience Analysis	✔ In-depth psychographics	✔ Detailed demographics & interests	✔ Behavior, location, language insights
Social Platforms Covered	Instagram, YouTube, TikTok, Facebook	Instagram, YouTube, TikTok, Twitch, Twitter	Instagram, YouTube, TikTok, Twitch
Influencer CRM	✔ Built-in	✔ Built-in	✔ Built-in + e-commerce integration
Pricing	Mid to High Tier (Custom)	Flexible tiers, more SMB-friendly	Mid to High Tier (Custom)
Free Trial / Demo	✔ Free demo available	✔ Free trial + demo	✔ Demo available (no free trial)
Best For	Agencies, mid-large brands	SMBs, agencies, performance marketers	E-commerce brands, B2C SaaS, agencies
Notable Pros	Accurate AI influencer suggestions, clean UI	Scalable pricing, intuitive dashboards	Strong integrations with Shopify/WooCommerce
Notable Cons	Higher cost barrier for small teams	Some features only on higher plans	Can be overwhelming for beginners