



What is GenZ360 ?

GenZ360 is an online Nano Influencer platform which helps the brands to collaborate directly with the Nano Influencers, the everyday people. It's a platform which provides services like Branding & PR, Video & Content based marketing, Brand viralization, Lead generation, App promotion and many more, leveraging the efforts & social activities of the Nano Influencers.

How to create a new campaign ?

Click on “**create campaign**” from your dashboard and customize your campaign as per your requirement or defined KPIs. Please follow the process and submit the same after the payment as per your requirement.

How much time does it take to approve a submitted campaign ?

It will take up to 24 hours after the submission of a new campaign, if submitted along with your approved creative. If you have requested GenZ-360 to design the creatives, then the same will be shared within 48 hours from the date of submission. We will take 24 hours to approve the campaign, once the creative is approved from your side.

Can my submitted campaign get rejected ?

Your campaign can get rejected in case your brand or campaign creative contains content or messages which are not relevant or harmful for youth or citizen in general.

Can I access a campaign which was left incomplete ?

Yes, you need to go to the profile section and browse for your pending campaign section.

How can I get the details of estimated impressions & reach along with the budget ?

You will get the details while customizing your campaign. Our system is so well automated that you will just need to provide the inputs as per the format and it will suggest the budget along with the projected impressions & reach.

How do we track the performance of a campaign ?

A report will be shared with you, once a campaign gets completed. The state of the art report enables you to track the performance of the entire campaign.

Can we change the registered email or contact number ?

Yes. You can make your request by writing to us at info@genz360.com.

How many influencers can be selected for a campaign ?

We don't have any restriction for the same. It depends upon the requirement of your brand or as per the specification of the campaign.

Is there any minimum budget criteria for a campaign ?

No, there is no such criteria.

Is there any refund policy, if a campaign doesn't perform as per expectation?

We are committed to our customers and put all efforts to meet the expectation of the brand from any campaign. However, there is no provision for refund after a campaign is uploaded on the application by the Brand.

Does GenZ-360 provide their own creative or Brand has to upload the creative?

We provide all options. A brand can either upload their own approved creatives or request us to design one.

How many sample creatives will be shared by GenZ-360 for taking the approval of the brand ?

We provide a set of three creatives to be chosen from the same.