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CASE STUDY | Q2 '26

How Spotlights Increased Creator Earnings 5X With No Additional Work

Lauren Stein generated 367% more earnings from content she had already posted using Spotlights.

Zero extra work. Unlimited upside. Complete control.



A New Earning Model for Creators

Your content already drives real results. But too often, that value stops at a one-time payout.

Spotlights changes that — allowing brands to amplify your top content through paid media, while you keep earning commission on every sale.

As your content scales, your earnings should scale alongside it.

Approach

How it Works

Spotlights identifies content that is already resonating and extends its reach.

- High-performing posts are amplified to new audiences
- Creators approve usage with no additional production required
- Earnings are directly tied to the performance of the content

This structure aligns incentives across creators and brands, rewarding content based on real outcomes.

Results

Earnings that Scale

367%

Increase in earnings vs. her standard flat fee

4.7X

More in commission than her non-amplified content

5X

More orders than her non-amplified content

15X

More GMV than her non-amplified content

How this Model Helps You Win

	TYPICAL PAID CAMPAIGN	SPOTLIGHTS
Work required	New brief, shoot, edits, approvals	None, the content already exists
How you're paid	Capped flat fee	Commission directly tied to performance
Your control	Hand off content	Full visibility and ability to pause anytime
Who captures the upside	Brand owns the asset and all additional value	Creator participates in the value they generate

Designed for How Creators Actually Work

Spotlights brings the core of ongoing affiliate partnership and performance-driven upside to creators' top content, transforming individual posts into ongoing revenue streams.

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