

Streamline the Entire Influencer Payments Workflow

Automate your payment calculations and reporting process with Paladin & Tipalti.

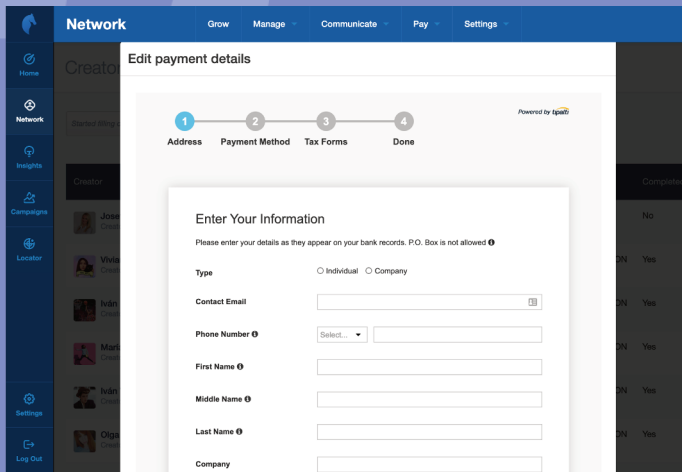
[Paladin](#), the industry-leading influencer marketing platform for agencies, talent managers, and creator networks, has integrated Tipalti's technology to help participating customers automate their payment processes and offer a more influencer-friendly payments experience.

The integration enables seamless payments to social media influencers across countries, currencies, and payment methods. Paladin calculates each influencer's net earnings and converts them into the influencer's desired payment currency. Tipalti allows the influencer to select his or her desired payment method, including PayPal, Global ACH, prepaid debit card, wire transfer, and more, to ensure swift, on-time payments. The partnership creates the first fully integrated solution for mass influencer payouts, ensuring accurate, reliable, and timely payments.

Automate Influencer Payments

- **Seamless Integration** — Two-way, real-time sync of Paladin and Tipalti payment data
- **Automated Notifications** — Easily track payment status and exceptions
- **Flexible Payment Methods** — Paladin and Tipalti support PayPal, ACH, global ACH, wire transfer, debit card, and paper check
- **Tax Form Collection** — Tipalti collects and validates tax forms (W-9, W-8, etc.) and VAT ID including EOY reporting with 1099 and 1042-S data
- **Risk & Fraud Analysis** — Built-in risk and fraud analysis scans international do-not-pay blacklists, such as OFAC and other sanctions lists

Creators Can Select Payment Options



Payees can easily select their preferred payment method, period, and currency and view payment status/history on-demand.

"Our creators are our number one priority. Paying them accurately and on time is crucial, so our team used to spend several days preparing monthly payments. Now with Paladin and Tipalti's integrated payments system, we can pay tens of thousands of partners with just a few clicks and deliver a much better creator experience."

Nicholas Smith

Sr. Director of Digital Content and Talent Monetization, Viacom

Together, Paladin and Tipalti are helping customers all over the world calculate payments, remit funds, and provide transparent reporting to tens of thousands of creators.

