Indie Agency Glow Dips Its Toe In Software Sales With Creator Vetting Tool

Agencies are increasingly experimenting with a new kind of revenue stream: software sales.

As artificial intelligence accelerates agencies’ ability to build their own products, and as margins on traditional services remain under pressure, some are beginning to sell their own internal tools to other brands and agencies. In October, for instance, WPP announced it would begin selling its Open platform to clients in an effort to court small businesses.

Smaller shops are testing a similar idea.

One such company is social and digital marketing agency Glow, which has developed an AI-powered platform called CreatorView that vets creators for brand safety and alignment.

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