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SushiVid and Tellscore Join Forces to Strengthen Regional Influencer Marketing Across Southeast Asia



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SushiVid, Malaysia's leading influencer marketing platform, has announced a partnership with Tellscore, Thailand's top influencer marketing company, to connect cross-border influencer networks and streamline regional collaborations.

Through this partnership, SushiVid clients can now engage Thai influencers from Tellscore's network, while Tellscore clients will gain access to SushiVid's database of over 50,000 Malaysian influencers. This integration allows both companies to offer brands a seamless experience in running regional influencer campaigns with consistent reporting, workflows, and analytics.

"I believe this partnership is a very strategic step forward," said Yuhwen Foong, CEO and Founder of SushiVid. "We've been managing regional campaigns manually for the past two years, so integrating our platforms just makes sense. This collaboration simplifies the process and helps us deliver more consistent results for our clients."

Tellscore, founded in Bangkok in 2016, has built a strong reputation as Thailand's largest influencer marketing platform, with over 100,000 registered influencers across multiple categories. Known for its strong technology and data-driven insights, Tellscore helps marketers manage campaigns more efficiently and measure performance with precision.

"There are definitely some cultural differences between the two countries. Having a trusted local partner like Tellscore ensures that brand messaging remains aligned while respecting each market's cultural nuances." Foong added.

This partnership also marks a major step in SushiVid's regional journey. With a growing presence in Vietnam and Singapore, SushiVid plans to expand its influencer database to include these markets in the near future, offering brands even more opportunities to connect with audiences across Southeast Asia.

"We're grateful for this opportunity to work with Tellscore, Thailand's leading influencer marketing platform," said Foong. "Together, we hope to bring more Thai brands into Malaysia and vice versa, while providing regional clients with a unified platform for cross-border campaigns."

About SushiVid

Founded in 2015, **SushiVid** is a tech-based influencer marketing platform, built to connect brands with authentic voices across Southeast Asia. Today, the platform supports over 50,000 content creators and helps brands discover, manage, and measure influencer campaigns through transparent, data-driven solutions. SushiVid continues to lead the region's creator economy with a focus on meaningful collaborations and measurable impact.

About Tellscore

Established in 2016, **Tellscore** is Thailand's leading influencer marketing company, offering an automated platform that connects over 100,000 nano, micro, and macro influencers with local and global brands. Through AI-powered tools and real-time analytics, Tellscore enables marketers to manage influencer campaigns efficiently while driving genuine engagement and brand growth across Southeast Asia.

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