



CREATOR PERFORMANCE MANAGEMENT PLATFORM · ENGLISH

Brand Manual

Detailed owner guide covering campaigns, creator teams, Commerce, Events, Performance, finance, and Agency access

- Campaign Pulse, Quick Create, and SOW
- TopCommerce, TikTok Shop, and Performance Workspace
- Wallet, KYB, Event Suite, and Agency authorization

VERSION	UPDATED	ROLE	STATUS
6.0	24 August 2026	merchant	Current-product reference

Scope and how to use this guide

Brand or Merchant owners responsible for organization setup, approvals, budgets, and access

ACCESS

Sign in with a Merchant account or an invited store-team account with the required access.

SOURCE OF TRUTH

This manual set was checked against current routes, navigation, permission gates, and product functions as of 24 August 2026. Some modules depend on sub-role, plan, verification, Brand approval, and feature availability. Treat server authorization and live confirmation copy as final.

Money and tax

This guide explains product workflows, not legal, tax, or accounting advice. Rates, fees, and payment methods may vary by plan, country, account state, and enabled providers. Always review the live quote before confirming.

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02 Home, navigation, and mobile use

03 Create and manage campaigns

04 Creator Hub and team operations

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07 Performance Workspace and performance rights

08 Wallet, escrow, refunds, and tax

09 Brand Team and Agency approval

10 Profile, Rankings, Agency Portal, and support

Current navigation and routes

Mobile labels may be shortened while behavior and URLs remain. Treat visible navigation as an initial access cue and server permission as the final authority.

Group	Page	URL	Purpose
Overview	Home	/	Campaign Pulse, urgent work, escrow, readiness, inventory, and recent activity
Work	My campaigns	/jobs	Create, filter, and manage campaign applicants and participants
Growth	Events	/events	Event Suite, entitlement, registration, staff, check-in, and reports
Relationships	Find creators	/creator-hub	Discovery, TopMatch, comparison, offers, applicant board, QR check-in, and team
Administration	Store connections	/integrations	TopCommerce, OAuth, catalog, orders, attribution, ROAS, and settlement
Relationships	Chat	/chat	Keep scope, deadlines, evidence, and revisions in the system
Finance	Wallet	/wallet	Top-up, escrow, refunds, KYB, e-tax, invoices, and statements
Growth	Rankings	/rankings	View rankings available to the current account
Growth	Performance	/performance	TopMatch, TopFlow, TopRights, TopGuard, TopCRM, and Performance Graph

Group	Page	URL	Purpose
Administration	Agency Portal	/agency/dashboard	Shown with Agency membership; this is the canonical URL instead of /partner
Administration	Profile	/profile	Business data, KYB, security, affiliate, and Agency access approval

1. Start correctly and understand verification states

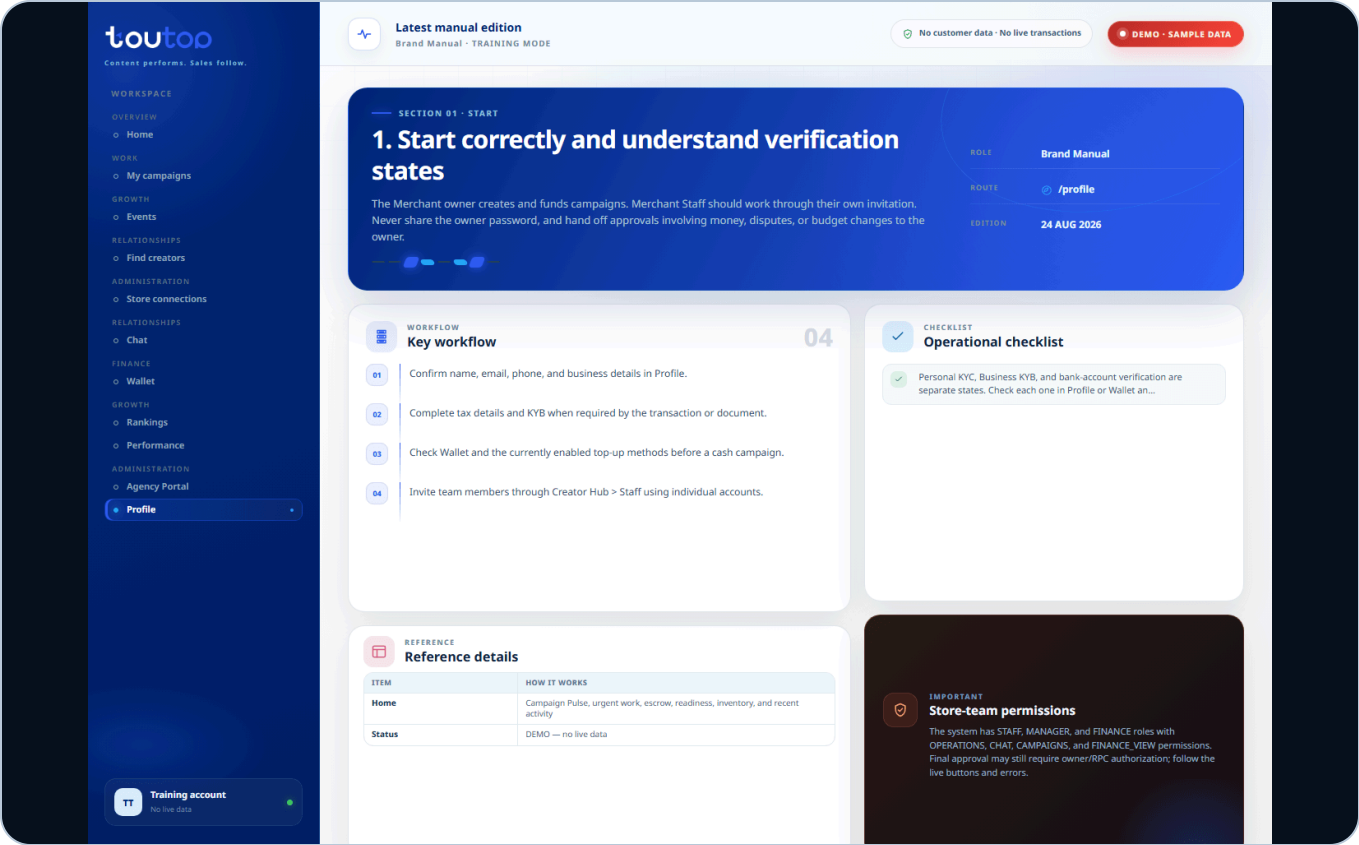
The Merchant owner creates and funds campaigns. Merchant Staff should work through their own invitation. Never share the owner password, and hand off approvals involving money, disputes, or budget changes to the owner.

Personal KYC, Business KYB, and bank-account verification are separate states. Check each one in Profile or Wallet and follow the on-screen rejection reason.

- 1 Confirm name, email, phone, and business details in Profile.
- 2 Complete tax details and KYB when required by the transaction or document.
- 3 Check Wallet and the currently enabled top-up methods before a cash campaign.
- 4 Invite team members through Creator Hub > Staff using individual accounts.

Store-team permissions

The system has STAFF, MANAGER, and FINANCE roles with OPERATIONS, CHAT, CAMPAIGNS, and FINANCE_VIEW permissions. Final approval may still require owner/RPC authorization; follow the live buttons and errors.

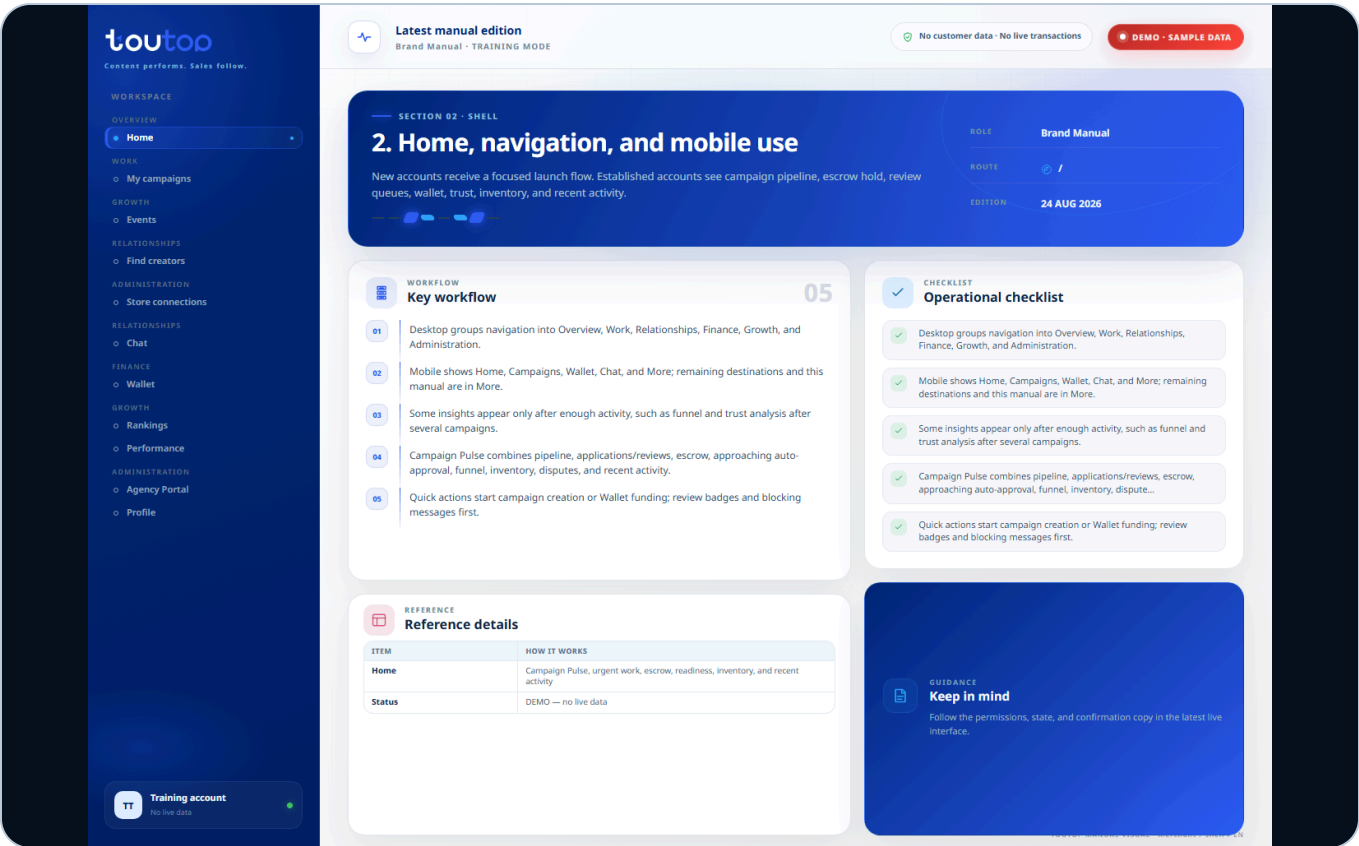


DEMO screen: Start correctly and understand verification states

2. Home, navigation, and mobile use

New accounts receive a focused launch flow. Established accounts see campaign pipeline, escrow hold, review queues, wallet, trust, inventory, and recent activity.

- Desktop groups navigation into Overview, Work, Relationships, Finance, Growth, and Administration.
- Mobile shows Home, Campaigns, Wallet, Chat, and More; remaining destinations and this manual are in More.
- Some insights appear only after enough activity, such as funnel and trust analysis after several campaigns.
- Campaign Pulse combines pipeline, applications/reviews, escrow, approaching auto-approval, funnel, inventory, disputes, and recent activity.
- Quick actions start campaign creation or Wallet funding; review badges and blocking messages first.



DEMO screen: Home, navigation, and mobile use

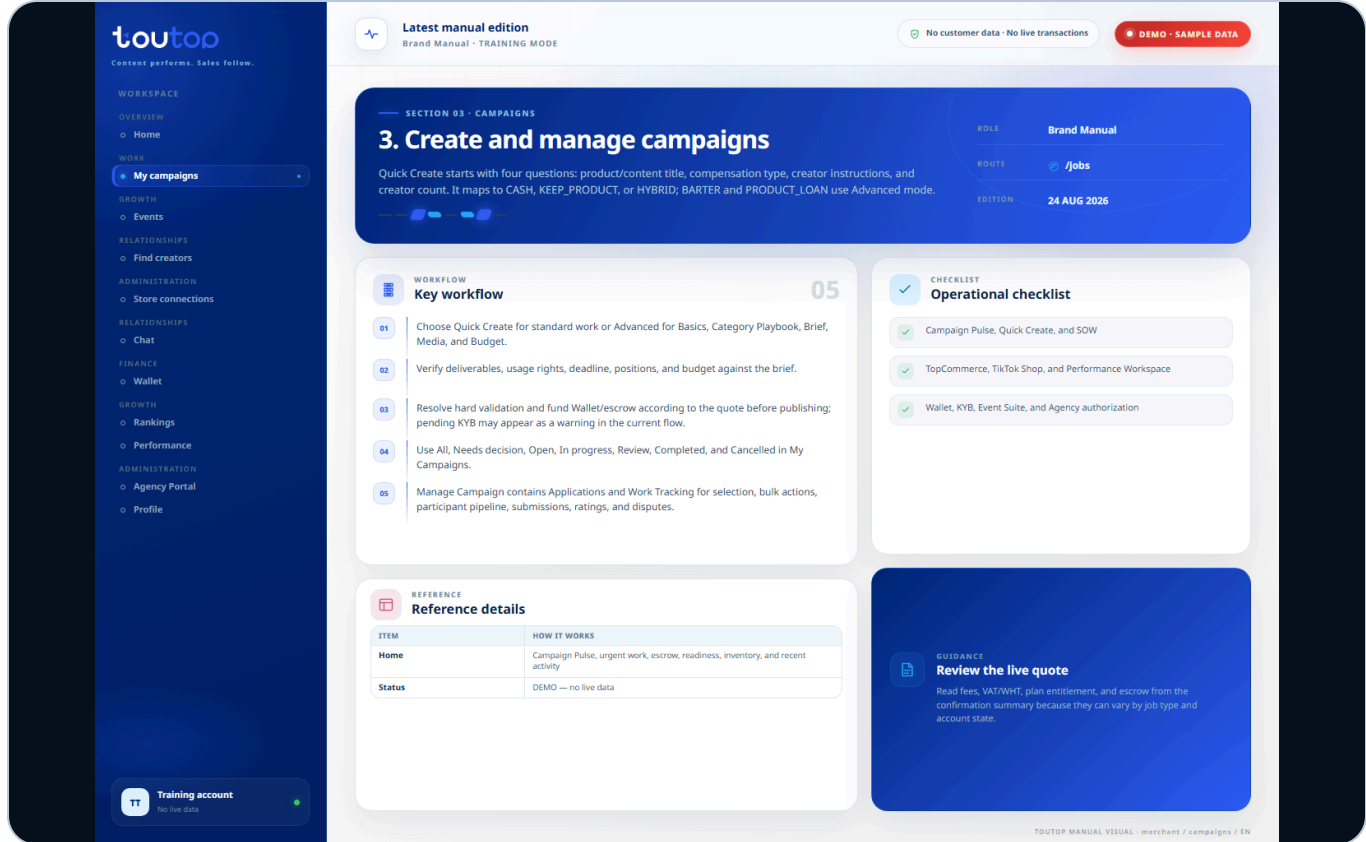
3. Create and manage campaigns

Quick Create starts with four questions: product/content title, compensation type, creator instructions, and creator count. It maps to CASH, KEEP_PRODUCT, or HYBRID; BARTER and PRODUCT_LOAN use Advanced mode.

- 1 Choose Quick Create for standard work or Advanced for Basics, Category Playbook, Brief, Media, and Budget.
- 2 Verify deliverables, usage rights, deadline, positions, and budget against the brief.
- 3 Resolve hard validation and fund Wallet/escrow according to the quote before publishing; pending KYB may appear as a warning in the current flow.
- 4 Use All, Needs decision, Open, In progress, Review, Completed, and Cancelled in My Campaigns.
- 5 Manage Campaign contains Applications and Work Tracking for selection, bulk actions, participant pipeline, submissions, ratings, and disputes.
- 6 Open Manage Campaign to approve or reject applicants with auditable feedback.
- 7 Track participants, no-shows, reviews, verification, ratings, and auto-approval; use the SOW as the shared scope.
- 8 After approval, confirm in sequence so status and escrow release follow policy; never bypass escrow off-platform.

Review the live quote

Read fees, VAT/WHT, plan entitlement, and escrow from the confirmation summary because they can vary by job type and account state.



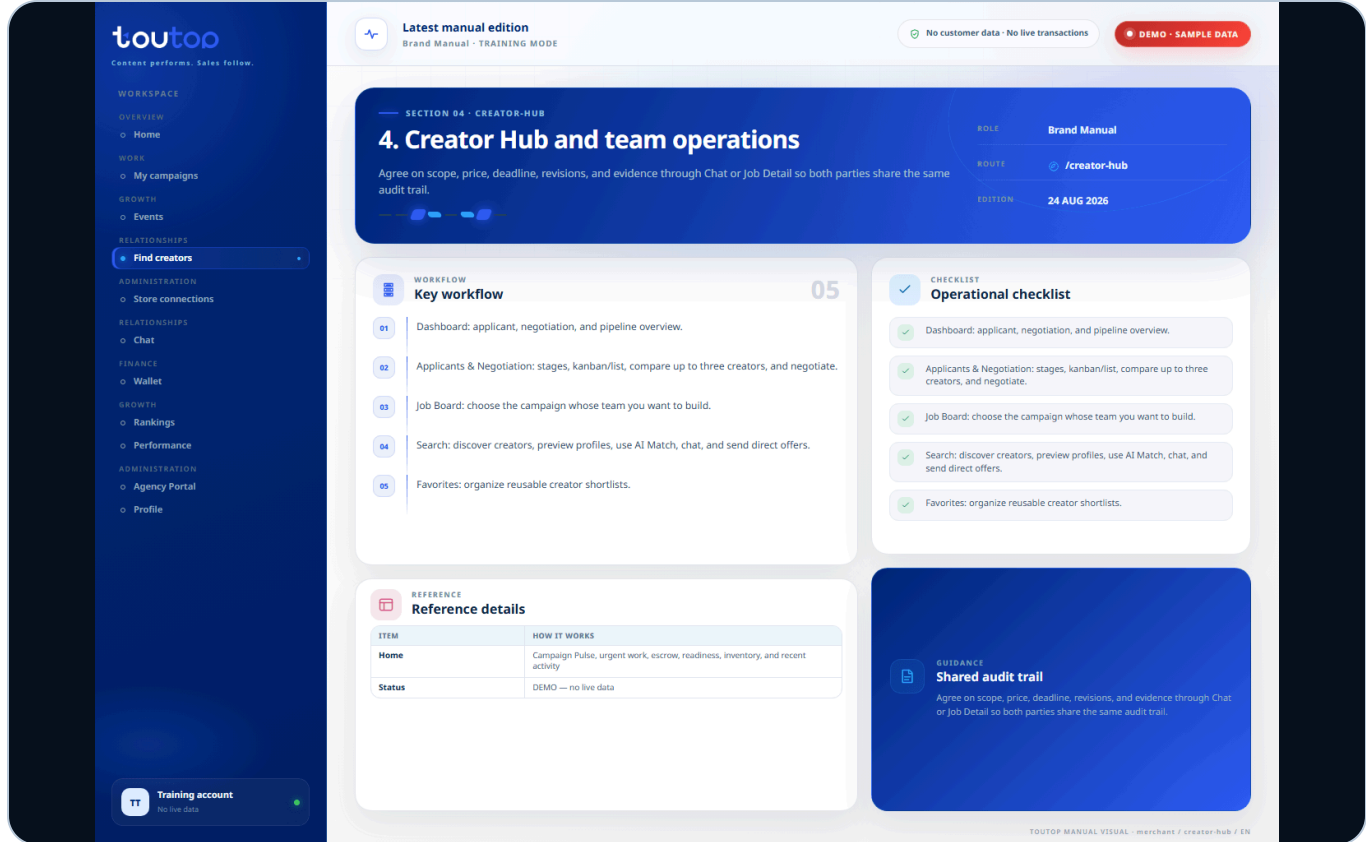
DEMO screen: Create and manage campaigns

4. Creator Hub and team operations

- Dashboard: applicant, negotiation, and pipeline overview.
- Applicants & Negotiation: stages, kanban/list, compare up to three creators, and negotiate.
- Job Board: choose the campaign whose team you want to build.
- Search: discover creators, preview profiles, use AI Match, chat, and send direct offers.
- Favorites: organize reusable creator shortlists.
- Staff: invite or revoke Merchant Staff and escalate sensitive actions to the owner.
- Use discovery and match scores as aids, then review evidence, profile, rate card, rights, and suitability.
- Favorites/Compare supports shortlisting; Applicant board, offers, and Chat support ongoing operations.
- Team invites individual accounts; QR check-in is only for authorized activities.

Shared audit trail

Agree on scope, price, deadline, revisions, and evidence through Chat or Job Detail so both parties share the same audit trail.



DEMO screen: Creator Hub and team operations

5. Store Connections, TopCommerce, and Commerce OS

Store Connections begins with TopCommerce, combining orders, GMV, refunds, provider fees, data freshness, and reconciliation while separating Verified, Estimated, and Unattributed attribution.

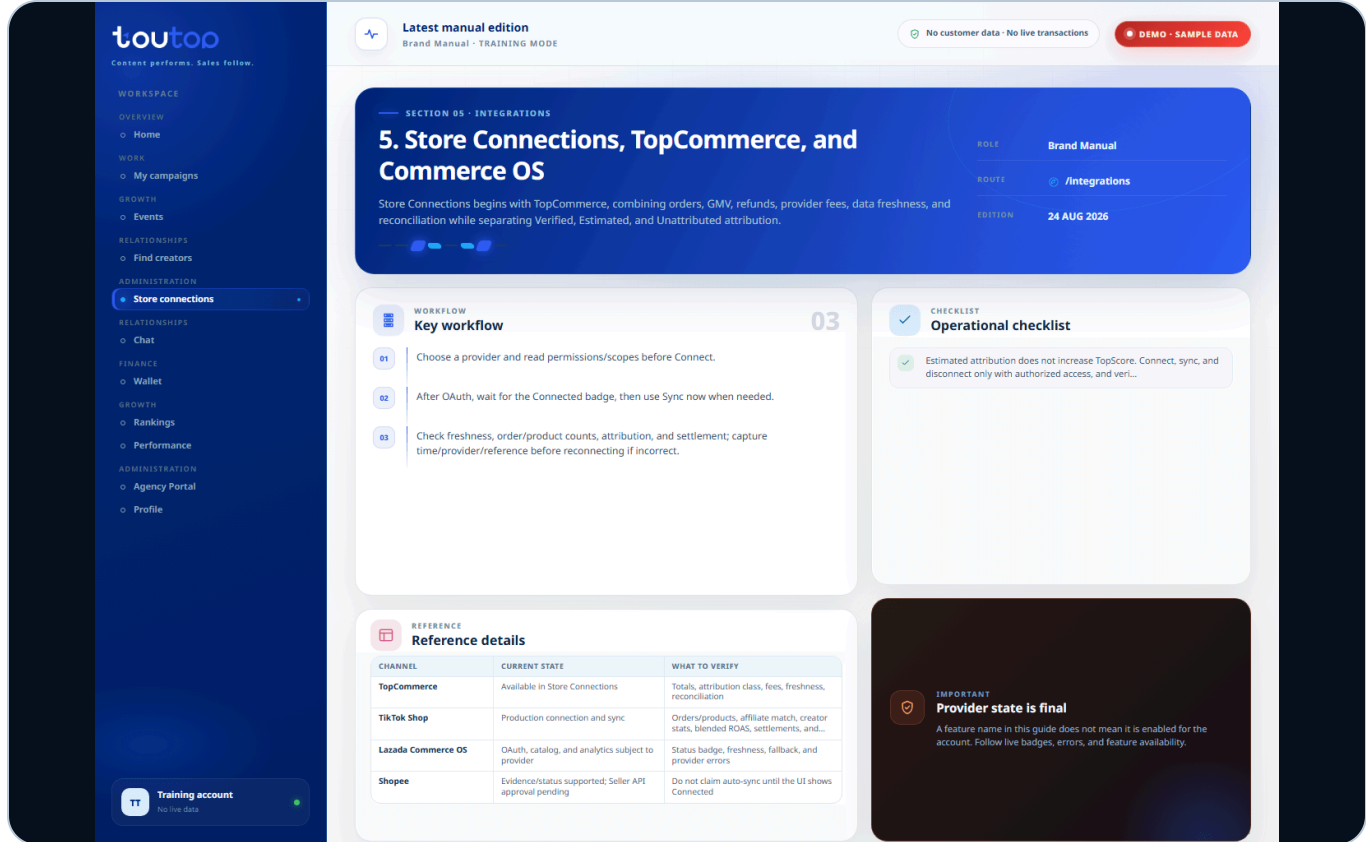
Estimated attribution does not increase TopScore. Connect, sync, and disconnect only with authorized access, and verify results after every sync.

- 1 Choose a provider and read permissions/scopes before Connect.
- 2 After OAuth, wait for the Connected badge, then use Sync now when needed.
- 3 Check freshness, order/product counts, attribution, and settlement; capture time/provider/reference before reconnecting if incorrect.

Channel	Current state	What to verify
TopCommerce	Available in Store Connections	Totals, attribution class, fees, freshness, reconciliation
TikTok Shop	Production connection and sync	Orders/products, affiliate match, creator stats, blended ROAS, settlements, and TCM
Lazada Commerce OS	OAuth, catalog, and analytics subject to provider	Status badge, freshness, fallback, and provider errors
Shopee	Evidence/status supported; Seller API approval pending	Do not claim auto-sync until the UI shows Connected
Social & Ads	Facebook, Instagram, TikTok, YouTube OAuth, and TikTok Ads when enabled	Scopes, token expiry, reconnect, and attribution window

Provider state is final

A feature name in this guide does not mean it is enabled for the account. Follow live badges, errors, and feature availability.



DEMO screen: Store Connections, TopCommerce, and Commerce OS

6. Event Suite and Event Operations

Event Suite requires an eligible plan or entitlement. Its ten areas are Event Setup, Overview, Applicants, Check-in, Missions/Submissions, Event Quest, Staff, Messages, Reports, and Settings/Rules. Most areas require a selected event.

1 Create the event and set owner, slug, schedule, venue, registration, capacity, and policy.

2 Open registration after readiness passes, then review applicants using the submitted evidence.

3 Add Event Staff by each person's TouTop email; staff must sign in with the exact assigned account.

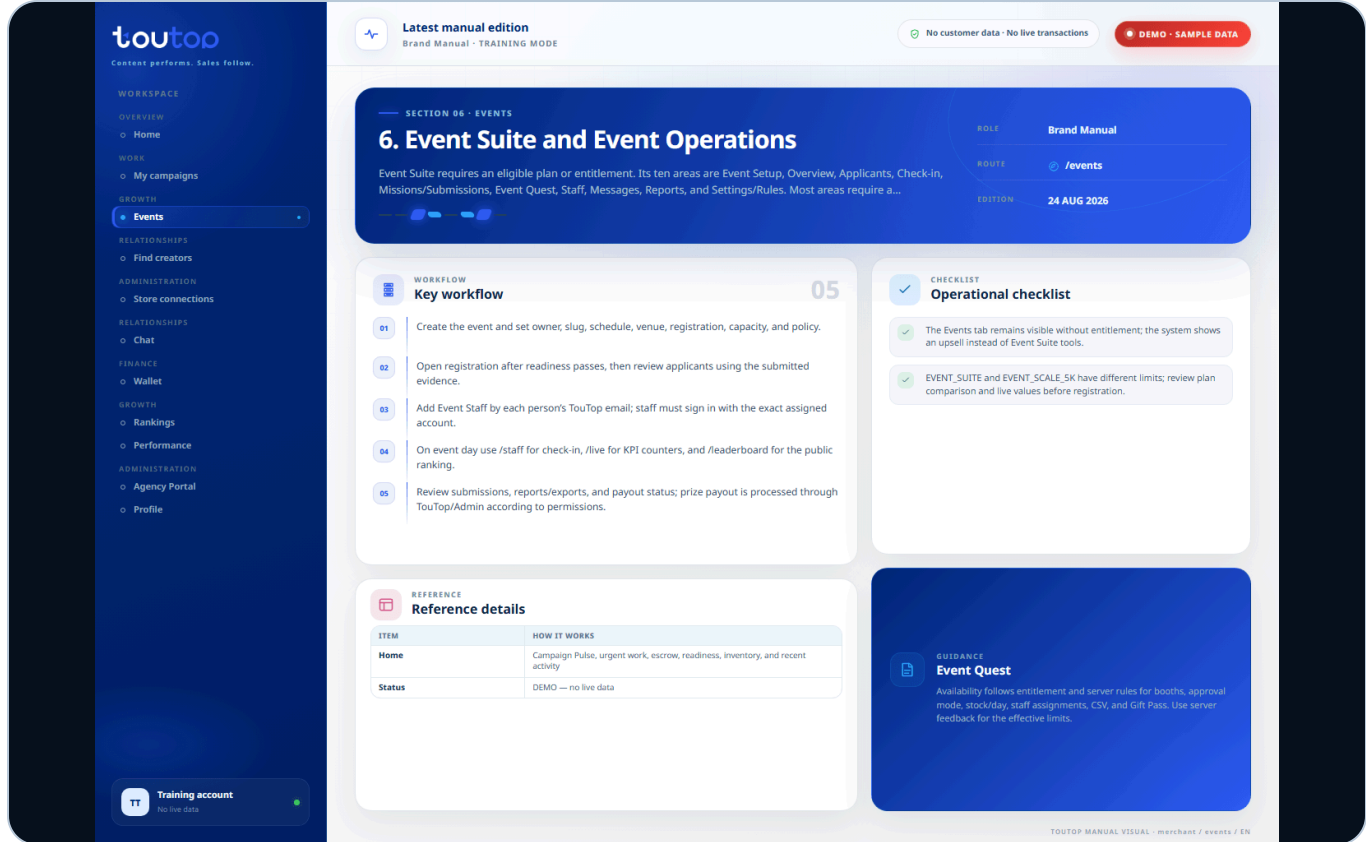
4 On event day use /staff for check-in, /live for KPI counters, and /leaderboard for the public ranking.

5 Review submissions, reports/exports, and payout status; prize payout is processed through TouTop/Admin according to permissions.

- The Events tab remains visible without entitlement; the system shows an upsell instead of Event Suite tools.
- Business and Agency include QR Event and Live Leaderboard according to their entitlements. EVENT_SUITE / EVENT_SCALE_5K remain available only under an active legacy entitlement or a separately signed custom contract and are unavailable for new self-service purchase; limits and refund rights follow the immutable original order or contract snapshot.

Event Quest

Availability follows entitlement and server rules for booths, approval mode, stock/day, staff assignments, CSV, and Gift Pass. Use server feedback for the effective limits.



DEMO screen: Event Suite and Event Operations

7. Performance Workspace and performance rights

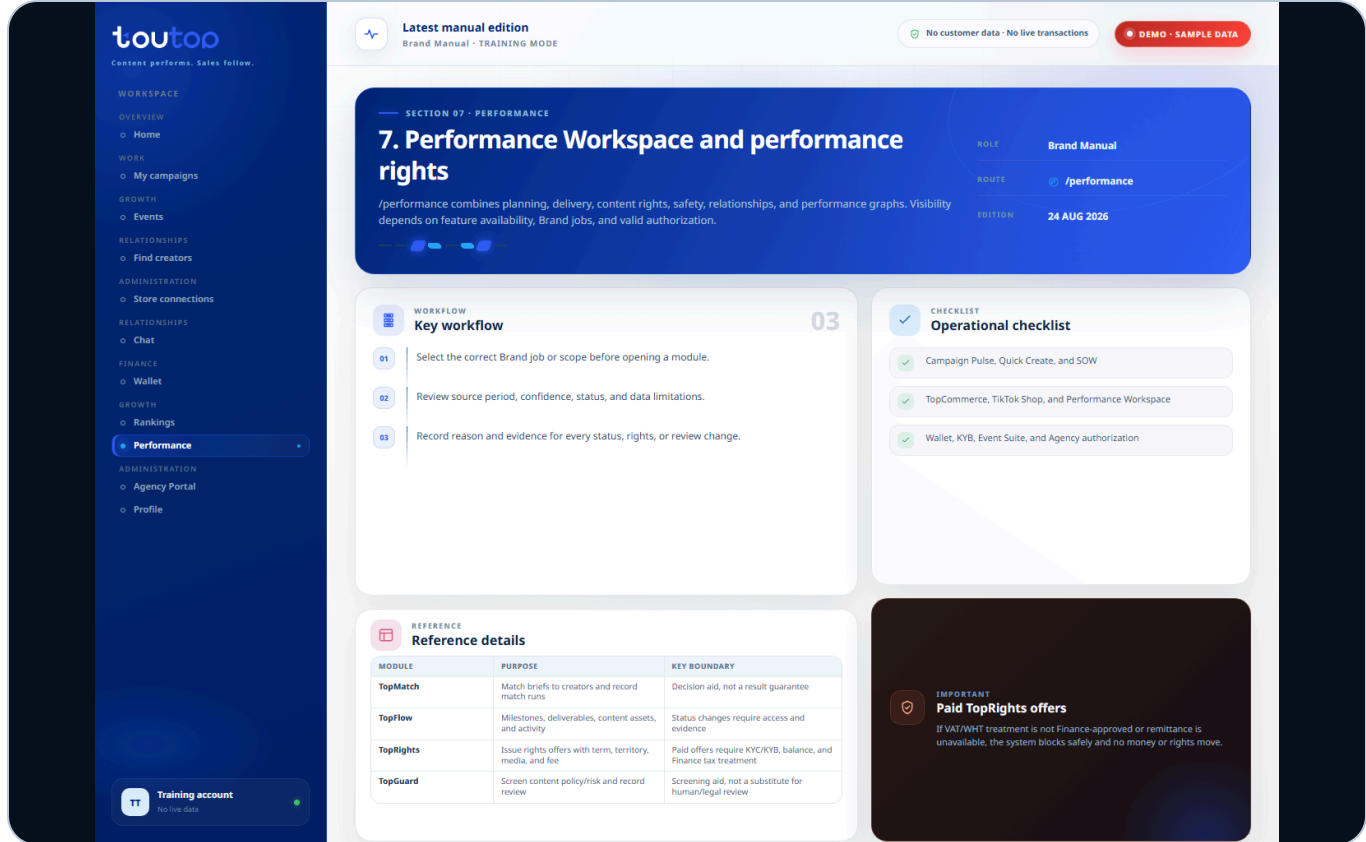
/performance combines planning, delivery, content rights, safety, relationships, and performance graphs. Visibility depends on feature availability, Brand jobs, and valid authorization.

- 1 Select the correct Brand job or scope before opening a module.
- 2 Review source period, confidence, status, and data limitations.
- 3 Record reason and evidence for every status, rights, or review change.

Module	Purpose	Key boundary
TopMatch	Match briefs to creators and record match runs	Decision aid, not a result guarantee
TopFlow	Milestones, deliverables, content assets, and activity	Status changes require access and evidence
TopRights	Issue rights offers with term, territory, media, and fee	Paid offers require KYC/KYB, balance, and Finance tax treatment
TopGuard	Screen content policy/risk and record review	Screening aid, not a substitute for human/legal review
TopCRM	Relationship pools, follow-ups, and next actions	Visible by role and Brand scope
Performance Graph	View creator performance from verified Brand jobs	Merchant only; verified jobs owned by the Brand

Paid TopRights offers

If VAT/WHT treatment is not Finance-approved or remittance is unavailable, the system blocks safely and no money or rights move.



DEMO screen: Performance Workspace and performance rights

8. Wallet, escrow, refunds, and tax

- Use only top-up methods currently shown in Wallet and retain the real transaction reference/slip.
- Escrow hold is reserved by the system per campaign; do not infer it manually from Wallet balance.
- Refunds require checking the hold state, original funding source, and destination account shown by the flow.
- Tax documents depend on business details, KYB/VAT status, and the actual transaction. Verify name, Tax ID, and address every time.
- Export history for reconciliation and send the transaction reference to Support if amounts do not match.
- The Brand Wallet supports funding and refunds of unused top-up balance; it is not a Creator withdrawal flow.
- Unaccepted Wallet Terms can block both top-up and campaign creation; the owner must review and accept them.
- PromptPay, bank transfer, slip review, and pending resume depend on enabled methods. Check KYB, e-tax, full tax invoices, and statements by account state.

toutop
Consent performs. Sales follow.

WORKSPACE
OVERVIEW
o Home
WORK
o My campaigns
GROWTH
o Events
RELATIONSHIPS
o Find creators
ADMINISTRATION
o Store connections
RELATIONSHIPS
o Chat
FINANCE
o **Wallet**
GROWTH
o Rankings
o Performance
ADMINISTRATION
o Agency Portal
o Profile

Latest manual edition
Brand Manual - TRAINING MODE

No customer data - No live transactions

DEMO - SAMPLE DATA

SECTION 08 - FINANCE
8. Wallet, escrow, refunds, and tax
Campaign Pulse, Quick Create, and SOW

ROLE: Brand Manual
ROUTE: /wallet
EDITION: 24 AUG 2026

WORKFLOW
Key workflow 05

- 01 Use only top-up methods currently shown in Wallet and retain the real transaction reference/slip.
- 02 Escrow hold is reserved by the system per campaign; do not infer it manually from Wallet balance.
- 03 Refunds require checking the hold state, original funding source, and destination account shown by the flow.
- 04 Tax documents depend on business details, KYB/VAT status, and the actual transaction. Verify name, Tax ID, and address every time.
- 05 Export history for reconciliation and send the transaction reference to Support if amounts do not match.

CHECKLIST
Operational checklist

- ✓ Use only top-up methods currently shown in Wallet and retain the real transaction reference/slip.
- ✓ Escrow hold is reserved by the system per campaign; do not infer it manually from Wallet balance.
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- ✓ Export history for reconciliation and send the transaction reference to Support if amounts do not match.

REFERENCE
Reference details

ITEM	HOW IT WORKS
Home	Campaign Pulse, urgent work, escrow, readiness, inventory, and recent activity
Status	DEMO — no live data

GUIDANCE
Keep in mind
Follow the permissions, state, and confirmation copy in the latest live interface.

TT Training account
No live data

TOUTOP MANUAL VISUAL - merchant / Finance / EN

DEMO screen: Wallet, escrow, refunds, and tax

9. Brand Team and Agency approval

Brand owners invite individual Brand Team accounts and assign roles/scopes. Agency affiliation or a 1% commission does not automatically grant operational access.

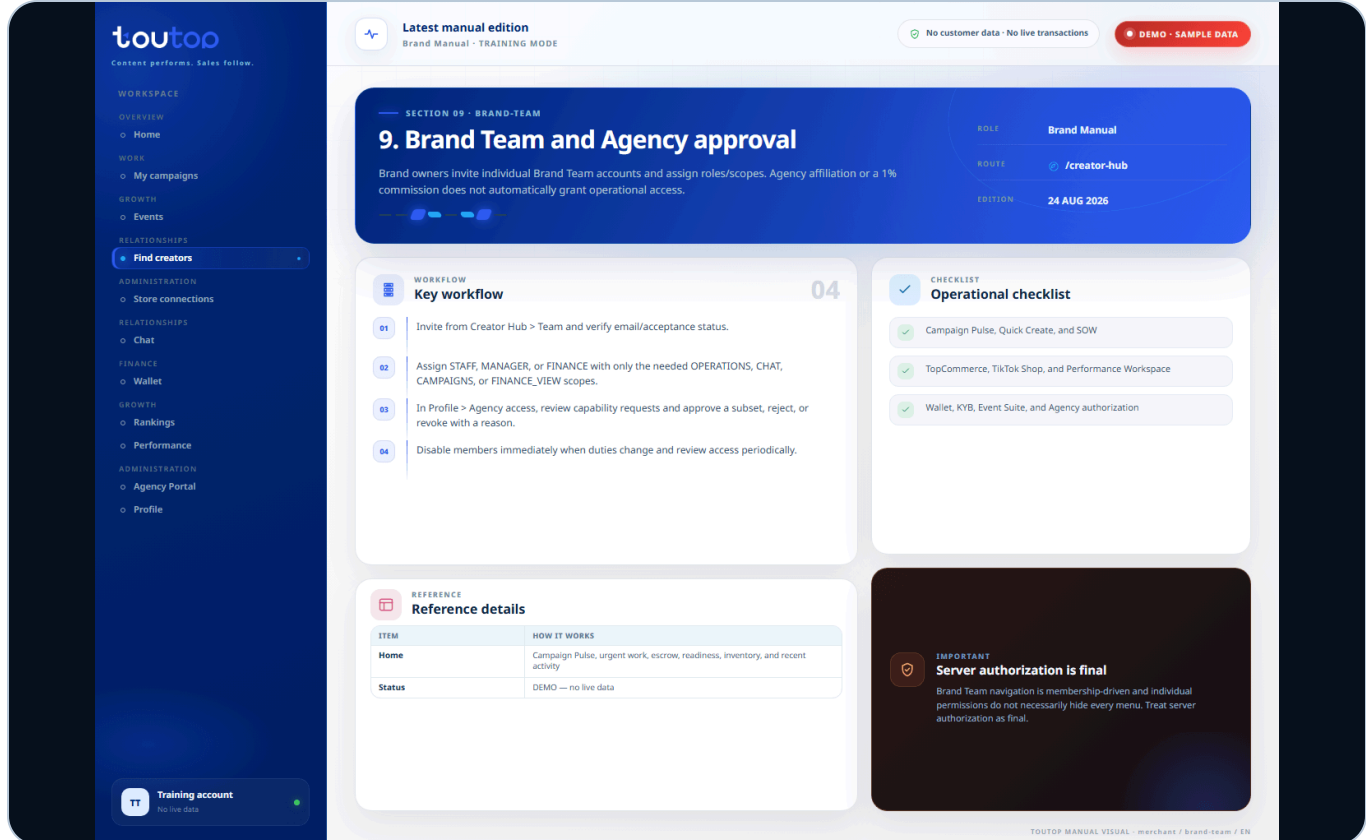
- 1 Invite from Creator Hub > Team and verify email/acceptance status.
- 2 Assign STAFF, MANAGER, or FINANCE with only the needed OPERATIONS, CHAT, CAMPAIGNS, or FINANCE_VIEW scopes.
- 3 In Profile > Agency access, review capability requests and approve a subset, reject, or revoke with a reason.
- 4 Disable members immediately when duties change and review access periodically.

Server authorization is final

Brand Team navigation is membership-driven and individual permissions do not necessarily hide every menu. Treat server authorization as final.

Agency capabilities

Campaign, creator, performance, commerce, event, export, CRM, rights, and score-appeal access must be approved per Brand.



DEMO screen: Brand Team and Agency approval

10. Profile, Rankings, Agency Portal, and support

- Profile includes Account Overview, Business Profile, Affiliate & Commission, Reviews & Trust, and Security.
- Rankings and Agency Portal may appear according to runtime entitlement or membership; if a deep link is rejected, return through the visible menu.
- When reporting an issue include campaign/event ID, transaction reference, time, a redacted screenshot, and the steps immediately before the issue.
- Never send passwords, OTPs, full ID numbers, full bank-account numbers, or access tokens in chat.
- Profile is the control point for business data, KYB, Affiliate, reviews/trust, security, and Brand-side Agency operational access.
- Use /agency/dashboard when the account has Agency membership; /partner is legacy and canonicalizes.

toutop
Content performs. Sales follow.

WORKSPACE

- OVERVIEW
 - Home
- WORK
 - My campaigns
- GROWTH
 - Events
- RELATIONSHIPS
 - Find creators
- ADMINISTRATION
 - Store connections
- RELATIONSHIPS
 - Chat
- FINANCE
 - Wallet
- GROWTH
 - Rankings
 - Performance
- ADMINISTRATION
 - Agency Portal
 - Profile**

TT Training account
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Latest manual edition
Brand Manual · TRAINING MODE

No customer data · No live transactions DEMO · SAMPLE DATA

SECTION 10 · PROFILE-SUPPORT

10. Profile, Rankings, Agency Portal, and support

Campaign Pulse, Quick Create, and SOW

ROLE Brand Manual
ROUTE /profile
EDITION 24 AUG 2026

WORKFLOW

Key workflow

05

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Keep in mind

Follow the permissions, state, and confirmation copy in the latest live interface.

TOUTOP MANUAL VISUAL merchant / profile-support / EN

DEMO screen: Profile, Rankings, Agency Portal, and support

Common symptoms and what to do

Cannot publish

Open the validation summary, fix missing fields, Wallet/escrow, or entitlement, then retry.

Integration will not connect

Check provider badge, callback/permission, storefront URL, and the fallback shown on Integrations.

Wallet amount differs from expectation

Compare available, held/escrow, and transaction history; send the reference—not full banking details—to Support.

Get help safely

Send the route, reference ID, time, expected versus actual result, and a redacted screenshot. Never send passwords, OTPs, tokens, KYC documents, or full bank details.

support@tuatop.com

<https://status.tuatop.com>

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