

RAD⁺

FAQ BRANDS & PUBLISHERS



Microsoft
for Startups

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FAQ BRANDS AND PUBLISHERS | GETTING STARTED

Q - DOES RAD HAVE ASSIGNED ACCOUNT SERVICES REPRESENTATIVES THAT CAN ASSIST CAMPAIGN SETUP AND ONGOING CAMPAIGN MANAGEMENT?

A - Yes. All advertisers are assigned a client success expert who assists advertisers with everything from campaign creation, optimization/strategy and reporting.

Q - HOW DO I UPLOAD CONTENT INTO THE PLATFORM?

A - Advertisers publish previews of their content through XML or JSON in the form of RSS or ATOM feeds. A feed is required during the campaign creation process. Rad will continue to update your campaigns with fresh content from your feeds.

Q - HOW DOES CONTENT GET MATCHED TO INFLUENCERS TO SHARE?

A - We analyze all aspects of advertisers content and dynamically match it to influencers via advanced machine learning techniques and proprietary algorithms.

Q - HOW MANY IMPRESSIONS AND/OR CLICKS CAN BRANDS OR PUBLISHERS GENERATE USING THE RAD PLATFORM?

A - Depending on the content, brands can get results similar to that of other media like paid social, display and video pre-roll through ad exchanges.

Q - WHAT IS THE RECOMMENDED STARTING POINT & CPM RATE WE SHOULD OFFER TO INFLUENCERS AS A BRAND?

A - Finding the right price for your content is an active effort. Since Rad Influencer is a marketplace, advertisers' content competes on quality and price for influencers attention. We recommend that advertisers start at \$20 CPM and make adjustments accordingly.

Q - CAN I HAVE INFLUENCERS SHARE CUSTOM CONTENT THEY'VE ACTIVELY CREATED FOR MY BRAND?

A - Yes.

Q - DOES THE RAD PLATFORM SUPPORT CUSTOM CONTENT CREATION?

A - No. Rad is for influencer driven distribution of pre-existing content.

Q - WHAT TYPE OF CONTENT SHOULD WE UPLOAD INTO THE RAD RSS FEED?

A - The "creative" brands use can be any YouTube, FB, IG, blog, product page, or press related content on the open web. Since RAD Influencer operates on a feed basis, we dynamically pick and serve your content to the right influencers - which in turn gets shared with their audiences.

Q - AS A BRAND, WHAT TYPE OF CONTENT WILL TRIGGER THE MOST OPTIMAL RESULTS?

A - RAD is a marketplace, for this reason brands that have the best, MOST ENGAGING content will naturally produce the best results. See best practices with your account director for more information.

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Q - HOW MANY INFLUENCERS DOES RAD HAVE ON THE PLATFORM THAT CAN BE USED FOR A CAMPAIGN?

A - The Rad platform will match your content to as many influencers it takes to fulfill your campaign. There are over 2.5 million influencers on Facebook alone.

Q - HOW LARGE IS THE TYPICAL MICRO INFLUENCER FOLLOWING USED FOR EACH CAMPAIGN?

A - The median reach (fan base) of our influencer user base is 27,000 people.

Q - CAN RAD TARGET DIFFERENT COMBINATIONS OF AUDIENCES OF THE TOTAL SELECTED INFLUENCERS?

A - Through the RAD platform, advertisers can target multiple audiences by Geo, Age, and Gender.

Q - HOW DO I KNOW THE FEEDS SELECTED FOR EACH CAMPAIGN ARE BRAND SAFE IE; THE POSTS THE INFLUENCER TYPICALLY SHARES ARE NOT OFFENSIVE?

A - RAD does an automated check of influencers social media posts to ensure all influencers meet brand safety standards. Also, Rad can implement a background check to further protect the integrity of our marketplace for an additional fee.

Q - CAN I ACTIVELY MANAGE AND OPTIMIZE LIVE CAMPAIGNS?

A - Yes, please contact your assigned account director for detailed step by step campaign creation and ongoing management processes.

Q - WHAT IS THE BEST BLEND OF CONTENT TO GET OPTIMAL RESULTS?

A - We typically like to see a blend of both articles and videos that are designed to be social.

Q - PROJECTED NUMBER OF SHARES EACH MONTH PER INFLUENCER?

A - 61 shares of original content per month.

Q - PROJECTED RATIO OF BRAND TO PUBLISHER SHARES?

A - 10 pieces of publisher content for every 1 piece of brand content.

Q - PROJECTED NUMBER OF IMPRESSIONS AN INFLUENCER CAN PRODUCE EACH MONTH OF BRANDED CONTENT?

A - 60,000 impressions per month of branded content per influencer on average. Estimated monthly platform capacity on Facebook for branded content is 4B impressions.

Q - PROJECTED NUMBER OF TOTAL IMPRESSIONS AN INFLUENCER CAN PRODUCE EACH MONTH OF PUBLISHER CONTENT?

A - Roughly 260,000 impressions of publisher content per month for each influencer.

Q - TOTAL PROJECTED IMPRESSIONS EACH MONTH PER INFLUENCER?

A - 320,000 impressions/mo per influencer on average.

Q - HOW MANY INFLUENCERS ON FACEBOOK CAN WE TARGET IN THE STATES?

A - 2.5 million US based influencers in the US alone.

Q - HOW MANY INFLUENCERS ON FACEBOOK WORLDWIDE BETWEEN W/ 2,500-50,000 FANS?

A - Over 7 million influencers worldwide.

Q - HOW DO I KNOW THE INFLUENCER WILL SHARE AND COMMENT ON EACH PAID SHARE?

A - The RAD platform requires that each share has real comments and engagements from the selected influencer.

Q - HOW DO I KNOW IF I CAN ACTUALLY SCALE MY CAMPAIGN ONCE TESTING IS DONE?

A - During a 6 month beta period with 1000 influencers tested, we served 200,000,000 impressions and generated 13m+ clicks. There are over 2.5 million influencers we can acquire for active campaigns on Facebook alone.

Q - WHAT TYPE OF TRACKING OPTIONS DOES THE PLATFORM OFFER?

A - Social, proprietary link, browser, & 3rd party site analytics tracking (GA, Omniture, etc.)

Q - WHAT TYPE OF BUDGETS ARE SUGGESTED TO TEST?

A - We require a one time platform fee of \$10,000 (deposit) which will be applied towards the influencer payments tied to the impressions/clicks you serve.

Q - HOW DO I PAY INFLUENCERS?

A - Influencers are paid automatically through the platform via PayPal. Your platform deposit will be deducted accordingly for each influencer payment.

Q - WHAT IS THE MINIMUM SPEND FOR A BRAND OR PUBLISHER CAMPAIGN?

A - There are no minimums for campaigns.

Q - WHAT IS THE RECOMMENDED STARTING POINT & CPM RATE WE SHOULD OFFER TO INFLUENCERS AS A BRAND?

A - Finding the right price for your content is an active effort. Since Rad is a marketplace, advertisers' content competes on quality and price for influencers attention. We recommend that advertisers start at \$20 CPM and make adjustments accordingly.

Q - PROJECTED MONEY AN INFLUENCER CAN MAKE MONTHLY AND WHY IN THE STATES?

A - \$500 - \$4000 depending on you fan base, and frequency of shares.

Q - DO I RUN THE RISK OF GETTING BILLED FOR OVER DELIVERY IF THE CAMPAIGN PERFORMS EXCEPTIONALLY WELL?

A - RAD will cover any overages in the case of any viral campaigns. We do have algorithms that monitor the velocity of each post.

Q - I GET CHEAPER CPM's WITH MY CURRENT PAID MEDIA CHANNELS THAN THE SUGGESTED BRAND CPM THRESHOLD... WHY SHOULD I PAY A HIGHER CPM IN THIS CASE?

A - Micro influencers are the highest engaged audience due to the implied relationship between the influencer and the prospect. For this reason, we focus on micro opposed to macro ambassadors.

The image features a dark blue background with a large, lighter blue speech bubble shape. Inside the speech bubble, the word "RAD" is written in a bold, white, sans-serif font. To the right of the "D" is a small white square with a dot in its center, resembling a cursor or a specific character. The speech bubble contains faint, light blue outlines of a square on the left and several horizontal bars of varying lengths on the right, suggesting a user interface or a document layout.

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