

# Entrepreneurship

**CPC Rate**

**\$0.38**

**Client Mission**

To drive targeted traffic through a high volume of micro-influencer and macro in- fluencer audiences.

**RAD Solutions**

To drive targeted traffic through a high volume of micro and macro influencer audiences.

Total Influencers

**74**

Total Engagements

**294,114**

Total Clicks

**49,019**

Total Followers

**6,109,212**

CPE Rate

**\$0.06** <sup>+433%</sup>  
<sub>22</sub>

CPC Rate

**\$0.38** <sup>+397%</sup><sup>11</sup>

**Influencer  
CPM  
\$3.04  
+821%**<sup>3</sup>

Based on market and industry benchmarks  
RAD's performance @**\$0.38** cost per unique click  
was **397%<sup>1</sup> better<sup>1</sup>** than industry averages.

Based on market and industry benchmarks  
RAD's performance **\$0.06** cost per engagement  
was **433%<sup>2</sup> better<sup>2</sup>** than industry averages