

# A Performance Based Influencer Platform

## What is RAD?

AI-optimized omnichannel platform that drives measurable results through paid social and influencer marketing

## RAD's influencer and paid social recipe :

### Audience Matchmaking

Brand and influencer audience audit

### Creative Strategy

Collaboration + execution

### Paid Social

Content rights and amplification

### AI Analysis

Analyze, optimize and track impact

### Omnichannel Distribution

Organic, paid, email and all digital

### Self-Service Portal

Reporting, workflow and activation

See the **Prepdeck** Case Study



Check out how the iconic brand SPIN engaged with RAD to increase ad revenue

[Case Study](#)



## Audience Matchmaking

### Audience I.D

72.9% are female

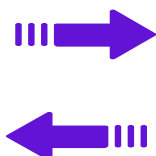
69.5% are married

30.4% are parents

32.4 yrs avg. age

\$50.7k/yr avg. income

21.3% suspicious followers



### Influencer Match

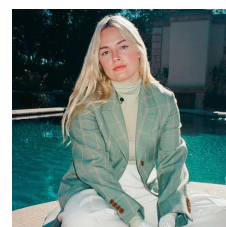
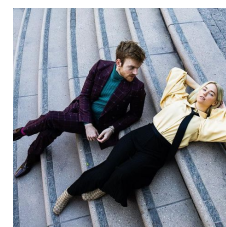
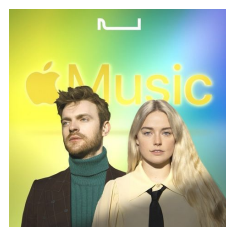
Industry : **Music, Singer-Songwriter**



@ashemusic

270 posts | 892k followers | 428 following

36% 64%



## Performance Lift W/RAD

See more success stories

[CLICK HERE](#)

## Guaranteed Performance

We've found your perfect influencer audience, now let's remove the performance risk. RAD guarantees your campaign objective whether it be **CPC, CPV or CPM**.

[Contact Us](#)

