

BRINGING NEW STANDARDS TO INFLUENCER MARKETING

Discover how **RAD AI** is changing the way marketers think about influencer marketing by delivering actionable content insights before, during and after each campaign.

AI FOR ROI-BASED CREATIVE DECISIONS, CONTENT STRATEGY AND INFLUENCER MARKETING.

Welcome to the world of RAD AI: a technology that is transforming the way companies approach influencer marketing. Our unique platform harnesses the power of artificial intelligence to deliver ROI-based creative decisions, content strategy and high-performing influencer campaigns. Gone are the days of expensive content creation costs and the trade-off between human authenticity and cost-effectiveness. RAD AI combines the best of both worlds by leveraging AI optimization to deliver high-performing campaigns that maintain human authenticity. Our leading machine learning technology is uniquely optimized for influencer marketing and removes the bias from creative decisions. This ensures that your brand's long-term value is not compromised with meaningless campaign guesswork. With RAD AI, you can expect quantifiable returns on investment that are on par with pay-per-performance ad buys. In this e-book, you'll discover how to use RAD AI to deliver next-level content campaigns while killing the noise associated with influencer marketing.



```
IMPORT REQUESTS
FROM BS4 IMPORT BEAUTIFULSOUP
FROM SELENIUM IMPORT WEBDRIVER
IMPORT TIME
FROM TEXTBLOB IMPORT TEXTBLOB

DRIVER =
WEBDRIVER.CHROME(EXECUTABLE_PA
TH=/PATH/TO/CHROMEDRIVER')

DEF
SEARCH_INSTAGRAM_PROFILES(KEYW
ORD):
BASE_URL =
FHTTPS://WWW.INSTAGRAM.COM/EXP
LORE/TAGS/{KEYWORD}/
DRIVER.GET(BASE_URL)

PROFILE_LINKS = []
SOURCE =
PAGE_SOURCE,
UP.FIND_ALL('A',
REF) AND 'EXPLORE' NOT
END('HTTPS://WWW
REF))

LINKS(PROFIL
OVE

LARI

ON AS E:
PRINT('ERROR ANALYZING PROFILE:
{LINK}')

RETURN ANALYZED_PROFILES
```

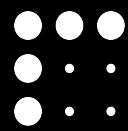


TABLE OF CONTENTS

Chapter 01
How Influencer Marketing Is Done Today

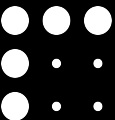
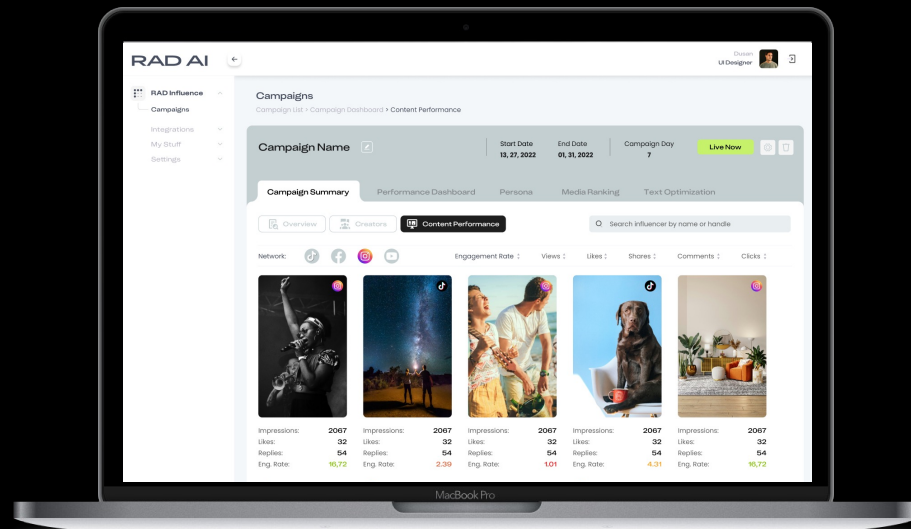
Chapter 02
The Opaque Nature of Influencer Marketing

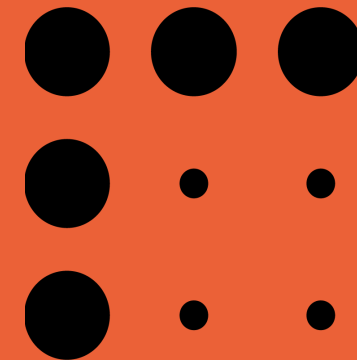
Chapter 03
A New Standard for Influencer Marketing

Chapter 04
Quantitative Influencer Marketing Performance

Chapter 05
How Brands Use RAD AI

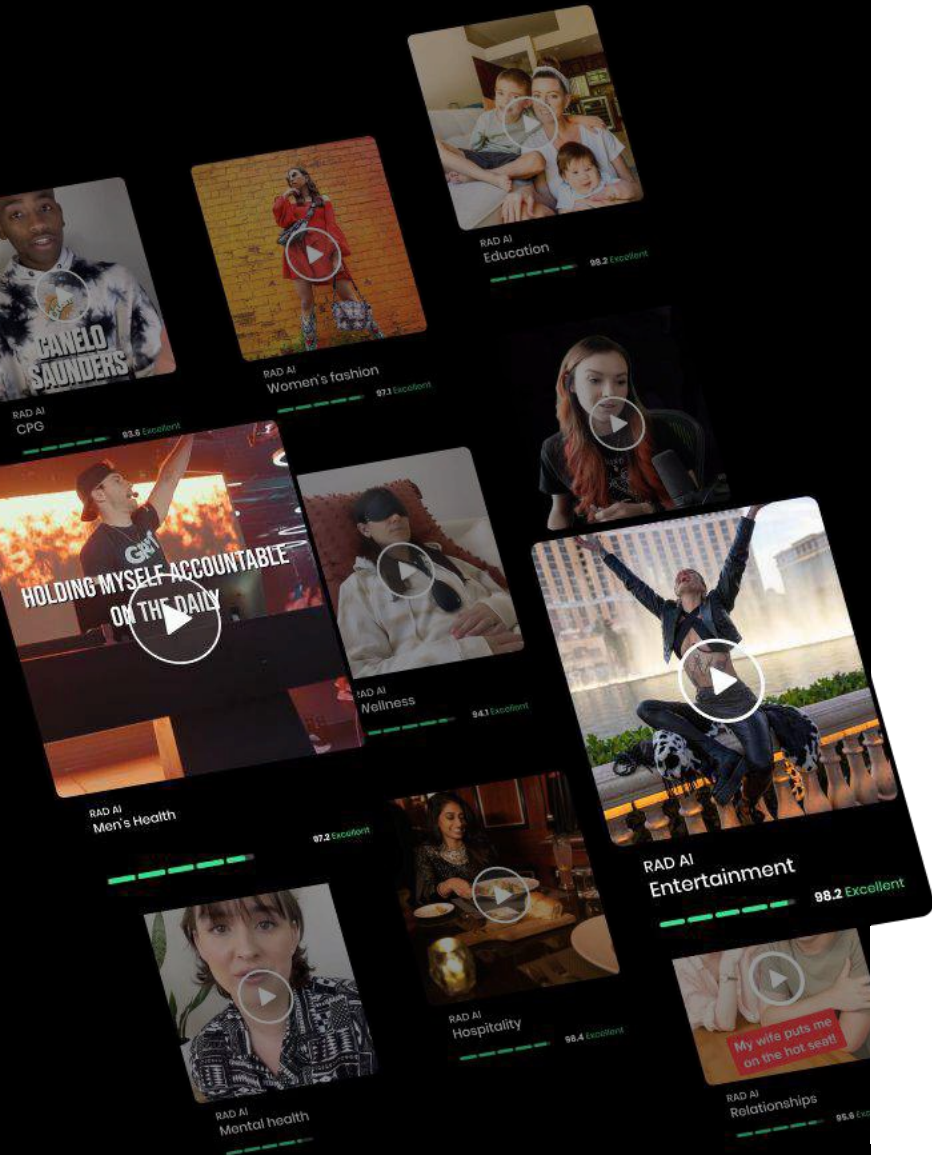
Chapter 06
AI Made for ROI-based Influencer Marketing





CHAPTER 01

HOW INFLUENCER MARKETING IS DONE TODAY



INDUSTRY OVERVIEW

"The recent rise of generative AI promises to make digital marketing content radically less expensive to produce, but at the cost of human authenticity. On the other hand, the best conventional influencer marketing programs offer high authenticity, but come with expensive content creation costs. RAD AI is combining the best of human authenticity and AI optimization to transform the influencer marketing space. In the process, RAD AI is solving a number of problems that plague conventional influencer marketing programs.

First, RAD AI ensures that its influencer campaigns have the same level of intuitive and quantifiable returns on investment as pay-per-performance ad buys, an industry first.

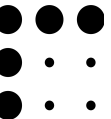
Second, RAD AI uses artificial intelligence to remove bias from creative decisions that might otherwise go undetected and eventually reduce the long-term value of a brand.

Third, RAD AI uses state-of-the-art machine learning techniques that were optimized for influencer marketing, unlike other providers who use decade-old approaches and systems"



Alexander Wissner-Gross Ph.D.

RAD AI Founding Advisor



A NEW STANDARD IS LONG OVERDUE

Influencer marketing has become a mainstream strategy for companies looking to reach new audiences and drive awareness. However, traditional methods of influencer marketing are time-consuming and expensive, and they often fail to deliver measurable results. Marketers are left with significant investments into influencer marketing programs that raise more questions than answers. This leads to resources and time being wasted on:

- Manual selection of influencers
- Lengthy negotiations and contracts
- Expensive content creation costs
- Limited data and insights for optimization

These outdated methods fail to take into account the need for personalization and authenticity. With RAD AI, a new standard has arrived by leveraging the processing power of 600+ data partners and a unique API connection with Reddit. We've trained our AI to use these data connections to intimately understand our customers' target audience, enabling a tailored creative strategy that maximizes campaign ROI.

By using Reddit as an API partner, we tap into real-time communication for unparalleled insights that would be difficult to obtain through other means. This allows for more personalized, relevant and effective influencer marketing campaigns.

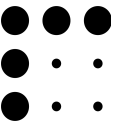


```
IMPORT REQUESTS
FROM BS4 IMPORT BEAUTIFULSOUP
FROM SELENIUM IMPORT WEBDRIVER
IMPORT TIME
FROM TEXTBLOB IMPORT TEXTBLOB

DRIVER =
WEBDRIVER.CHROME(EXECUTABLE_PA
TH=/PATH/TO/CHROMEDRIVER)




DEF
SEARCH_INSTAGRAM_PROFILES(KEYW
ORD):
BASE_URL =
F'HTTPS://WWW.INSTAGRAM.COM/EXP
LORE/TAGS/{KEYWORD}/
DRIVER.GET(BASE_URL)

PROFILE_LINKS = []
SOURCE =
PAGE_SOURCE
SOUP(PAGE_SOURCE,
ER)
IP.FIND_ALL('A',
EXPLORE' NOT
HTTPS://WWW
EP))
LINKS(PROFIL
# REMOVE
```



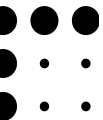
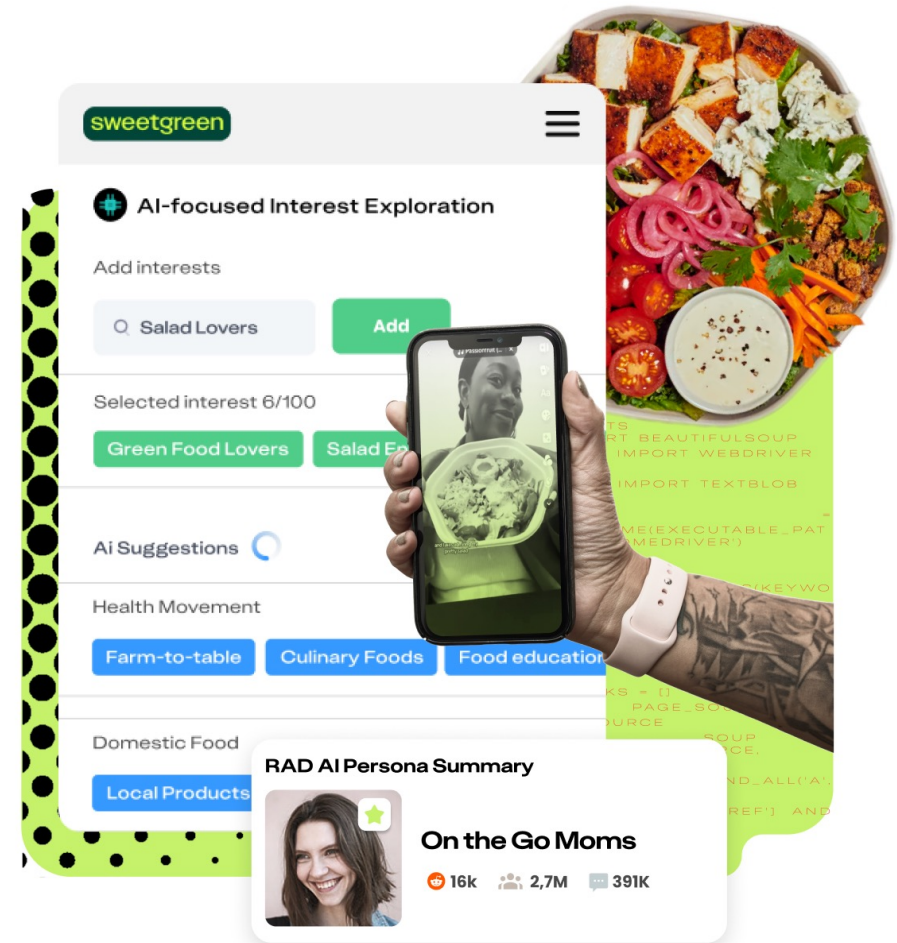
CREATIVE STRATEGY IS A GUESSING GAME

Today, most agencies and brands are dependant on subjective opinions to determine a viable creative strategy. They chose influencers based on personal relationships, convenience or a “magic black box” of unknown criteria.

-  **Influencer Selection**
Based on relationships, convenience and personal subjectivity.
-  **Creative Strategy**
Guesswork about what creative delivers performance.
-  **ROI Tracking**
No quantifiable ROI & incomplete reporting and tracking.

Too often, evaluating influencers and campaigns is reduced to a guessing game with little understanding of what content actually drives the desired outcome. As a result, influencer marketing is treated as a “check box” rather than an effective marketing tool with measurable ROI.

It’s clear a new approach to influencer marketing is necessary—one that helps organizations make data-driven decisions about who to work with and how best to leverage the content they create.



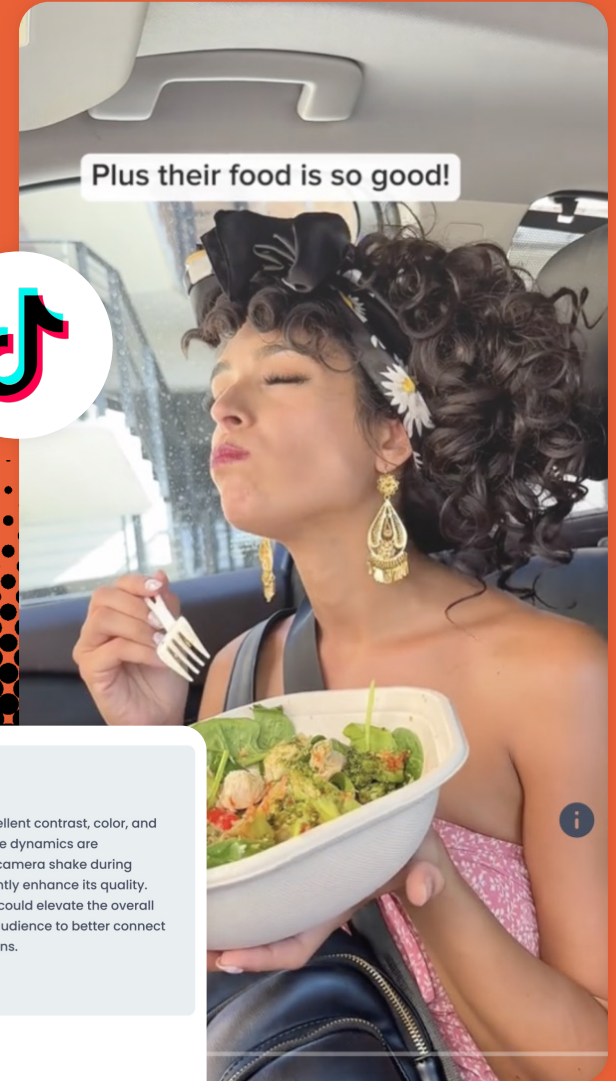
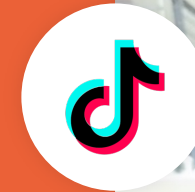
A LACK OF ACTIONABLE PERFORMANCE INSIGHTS

Most influencer marketing strategies today lack actionable performance insights. Marketers often rely on vanity metrics such as likes, shares and followers to measure success, without considering the impact on the campaign performance and ROI.

Additionally, without access to data-informed insights, creative decisions are based on opinion, further leading to suboptimal results. Stakeholders struggle to understand the value of influencer programs because “typical” metrics don’t provide a clear understanding of the campaign's impact on the business objective.

RAD AI's platform provides the actionable performance insights that bridge the gap between vanity metrics and real ROI, making it easier for stakeholders to assign quantifiable value to their influencer program.

In this example, we illustrate how **RAD AI informed** insights identify potential evangelists that over-index when comparing organic and sponsored content.



RAD Score 97.34

Quality Score 89.72

Memorability 89.72

Crowdness 1 Person

Conclusion

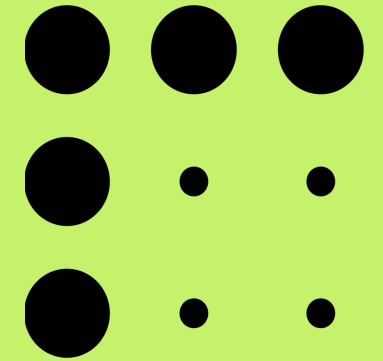
The video showcases excellent contrast, color, and emotional depth. While the dynamics are impressive, reducing the camera shake during recording would significantly enhance its quality. Smooth and stable shots could elevate the overall experience, allowing the audience to better connect with the conveyed emotions.

Emotion



RAD AI





CHAPTER 02

THE OPAQUE NATURE OF INFLUENCER MARKETING

USING RAD AI CREATIVE INTELLIGENCE

The industry as a whole is plagued by a lack of transparency and difficulty in measuring the impact of influencer marketing campaigns.

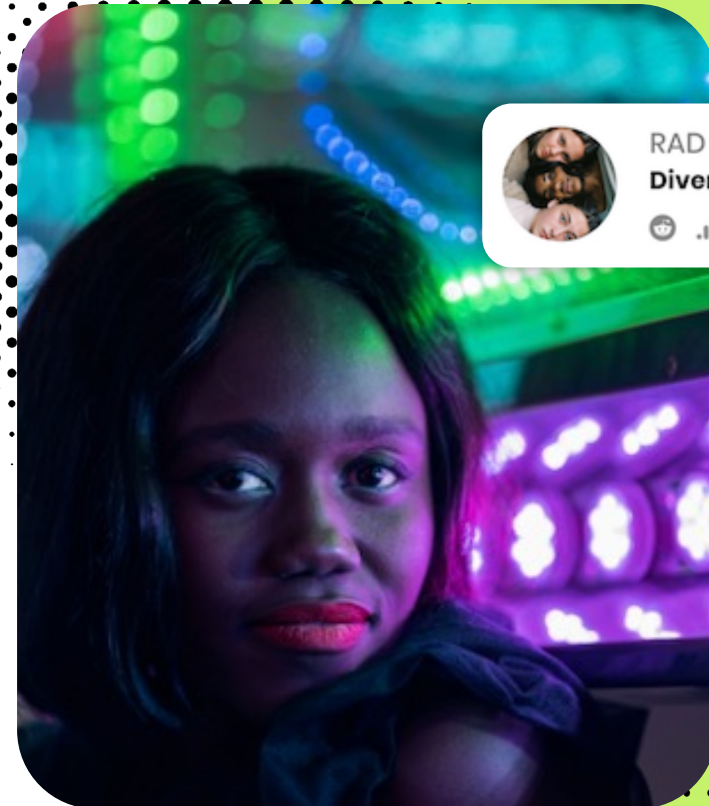
RAD AI addresses this challenge by providing a transparent, data-informed approach to influencer marketing. By utilizing an advanced machine learning technology, we've trained our AI to evaluate performance data, identify influencers and suggest the creative strategies predicted to deliver the best possible outcome.

Our platform leverages data from multiple sources and matches influencers to our customers' target personas on a per-campaign basis.

We use 600+ API connections to turn historical social data into actionable creative intelligence.

This proprietary process identifies trends, interests and sentiments of target audiences, which are the catalysts for highly relevant influencer campaigns.

By using RAD AI proprietary creative intelligence, companies take the guesswork out of influencer marketing with transparent campaign ROI and performance.

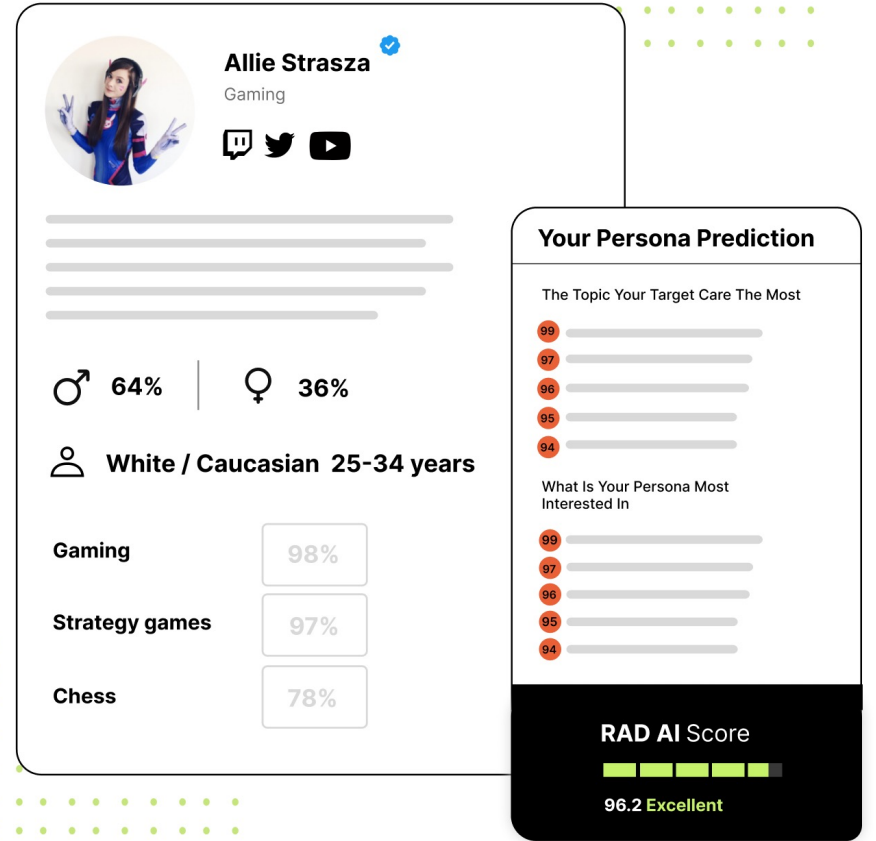


WHAT INSIGHTS PRODUCE QUANTIFIABLE ROI?

A brand's ability to understand which inputs lead to favorable outcomes is **the key determinant** with influencer marketing strategy. This means analyzing the specific posts, messaging, keywords and phrases that drove historical performance and replicating those into actionable insights.

Before RAD AI, gaining access to these insights was inconsistent at best. Reliable solutions require a mix of advanced analytics and data processing capabilities. Fundamentally, marketers want more from their influencer marketing, yet they lack the necessary understanding of the content messaging their audience cares about most. Without this knowledge, we are all simply guessing.

By leveraging an artificial intelligence made for influencer marketing and 600+ API connections, we quickly turn large amounts of data into actionable insights for any campaign objective.

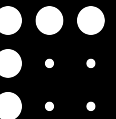


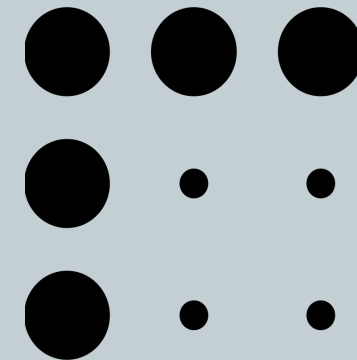
“

RAD AI creative intelligence helped us identify and activate the right influencers that propelled growth and performance..”



Liam Labistour
Head of Growth, Labistour & Company





CHAPTER 03

A NEW STANDARD FOR INFLUENCER MARKETING


NEXT-LEVEL CREATIVE INTELLIGENCE

Campaign success depends on matching the right influencer, campaign persona and objective. Traditional methods of influencer marketing rely on manual selection, which is time-consuming and often inaccurate.


RAD AI addresses this problem by training proprietary AI-models to match influencers by campaign, persona and objective. Our platform uses data from multiple sources to understand the interests, behaviors and demographics of a brand's target audience. Once our client's creative strategy is established, we identify the influencers that align with your programs key objectives.

Utilizing AI-based personas enable brands to garner campaign insights and sustain performance in the top decile of influencer marketing. This approach allows the marketer to understand the preferences and behaviors of any predetermined target audience.

By leveraging the power of RAD AI creative intelligence, we help companies achieve unparalleled success that is both quantifiable and transparent.

Mariah White 
Parenting & Education

♂ 18% | ♀ 82%

 **White / Caucasian 25-34 years**

Family & Parenting	95%
Careers	45%
Education	55%

Your Persona Prediction

The Topic Your Target Care The Most

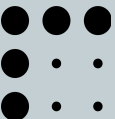
- 99
- 97
- 96
- 95
- 94

What Is Your Persona Most Interested In

- 99
- 97
- 96
- 95
- 94

RAD AI Score

96.2 Excellent



PERSONA-BASED INFLUENCER MARKETING

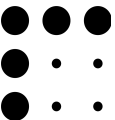
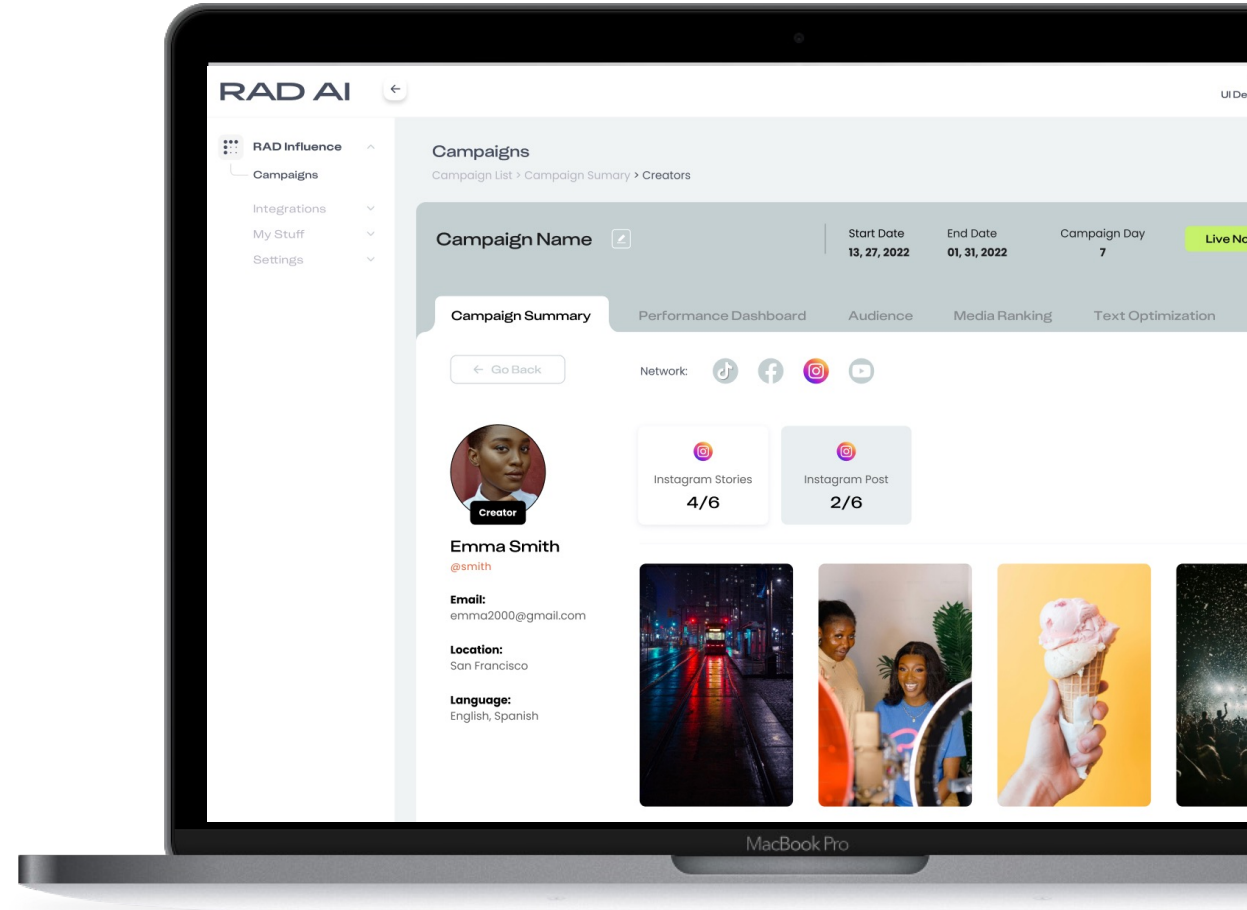
With over 125k AI-based personas, we've revolutionized the way companies approach influencer marketing. The technology and process delivers the ideal campaign persona by training our AI on Reddit and 600+ API data partners

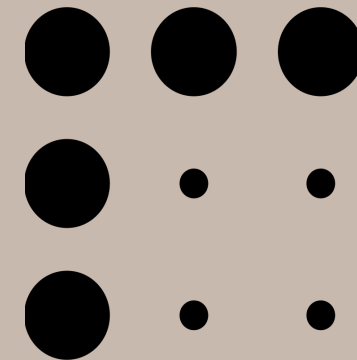
The Pillars of AI-informed Personas

- 1 Grouping the dominant topics/interests
- 2 Weighting the topics/interests by audience
- 3 Understanding the sentiment on dominant topics/interests
- 4 Connecting the content strategy to the campaign persona
- 5 Identifying the influencers for the objective and persona

The Pillars of AI-informed Personas

We've built data connections with the leading marketing analytics and social platforms to provide comprehensive campaign insights.





CHAPTER 04

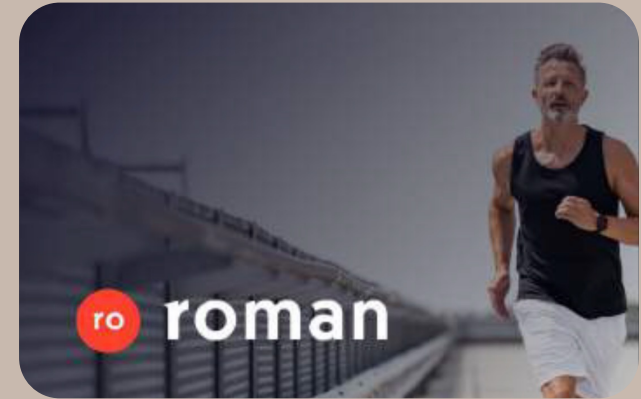
QUANTITATIVE INFLUENCER MARKETING PERFORMANCE

BY THE NUMBERS

While most solutions available today focus on the theoretical results, RAD AI is built to deliver quantifiable performance and ROI.

Using the RAD AI suite of solutions, marketers have achieved a 3.7X ROI (Return on Investment) for organic, paid, and brand-owned marketing channels. This translates into a 300% reduction in content creation costs, CAC reduction, improved LTV and increased share of voice.

Marketers that utilize the RAD AI platform are able to optimize their content on an iterative basis, tailor content to each channel individually and create custom AI models that can be adapted to each marketing objective and channel.



Industry: Healthcare

Content type: RAD AI informed views

Case Study: [Link](#)

Data Analyzed:

250 million text, images & videos

Results:

68 Pieces of unique content created

152K Total engagements

3.7X Validated ROI

681+ Hours saved

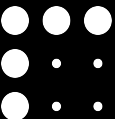
”

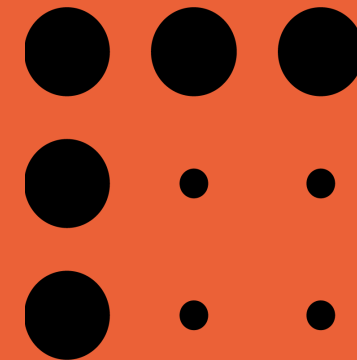
The **RAD AI** solution was a key catalyst in scaling awareness and engagement among our target audiences with the Roman brand.”



Brad Hunter

Sr. Director of Marketing, Roman





CHAPTER 05

HOW BRANDS USE RAD AI

STEP 1: CAMPAIGN SETUP AND ANALYSIS

Brands undergo a pre-campaign analysis that reveals the ideal content strategy for each influencer marketing campaign.

By utilizing over 600+ API partners, platform users identify the ideal audience persona. This actionable information validates creative concepts and identifies new marketing opportunities at the click of a button. The RAD AI team works closely with the brand or agency to ensure every AI-based recommendation is mapped to a distinct campaign objective.

This process includes AI-informed audience identification, persona creation, content planning and influencer selection. Essentially, we are defining the 5 W's mapped to your campaign objective:

- **Why** do some influencers outperform others?
- **What** does your influencer's audience care about?
- **Who** should your campaign influencer be?
- **Where** content should be created and distributed?
- **When** your influencer includes X, then Y happens



Industry: Entertainment

Content type: RAD AI informed views

Case Study: [Link](#)

Data Analyzed:

250+ million text, images & videos

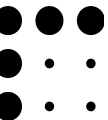
Results:

267 Pieces of unique content created

482K Total engagements

3.3X Validated ROI

27 Total creators activated



STEP 2: MANAGED SERVICES ACTIVATION

Our comprehensive influencer marketing program leverages our core technology for a distinct competitive advantage.

To ensure program efficacy, our success team compares performance against historical benchmarks on designated brand and social channels.

RAD AI managed services include content rights management, influencer recommendation and selection, contracting, content approvals, quality assurance, paid amplification and whitelisting.

STEP 3: FEEDBACK LOOP & INSIGHTS

The creative intelligence we provides real world, real-time campaign intelligence. AI-models can be applied to any social or brand-owned channel and campaign objective.

Each client's feedback loop is a dynamic environment that continually processes your influencer marketing performance into actionable insights tailored to your business objective.



Industry: Education

Content type: RAD AI informed views

Case Study: [Link](#)

Data Analyzed:

250 million phrases, words,
images & videos

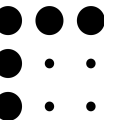
Results:

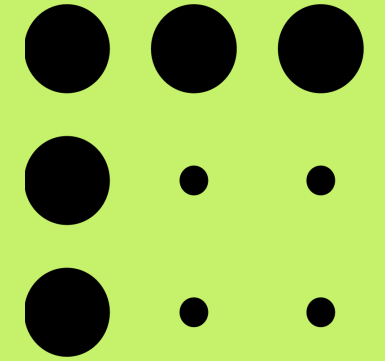
654% Engagement rate improvement

98K Total engagements

2.3M RAD AI impressions

4.3% Engagement rate





CHAPTER 06

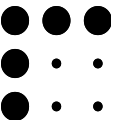
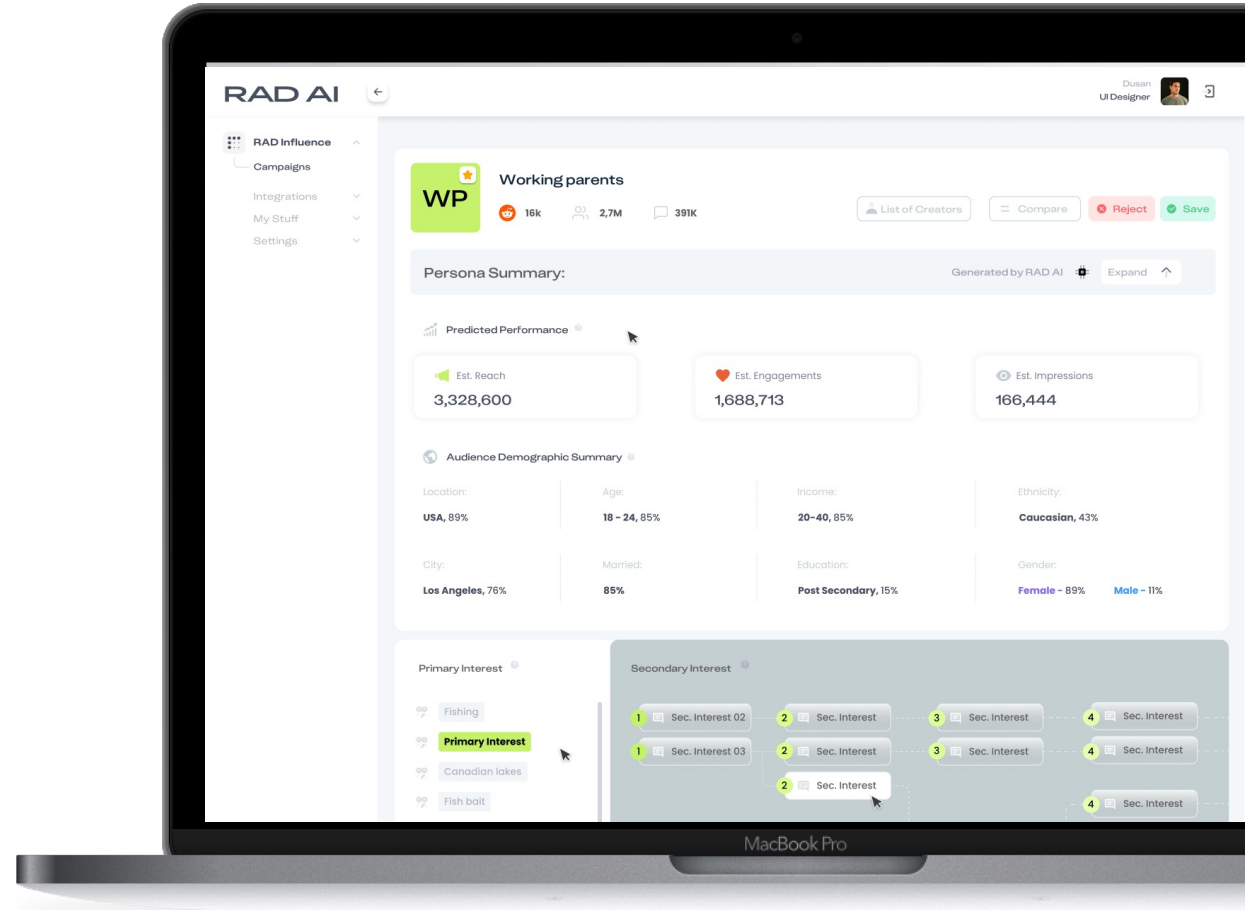
AI MADE FOR ROI- BASED INFLUENCER MARKETING

CAMPAIGN STRATEGY GUIDED BY RAD AI

Making sense of influencer marketing performance presents a wide array of challenges. In short, marketing teams are not able to properly analyze performance data and extract the insights needed to guide on-going decisions.

Fortunately, with RAD AI, actionable campaign insights that correlate to critical performance metrics are now available at the click of a button. RAD AI provides these insights before, during and after each campaign to better understand what each target customer persona cares about most. This data is utilized in every aspect of campaign creation process, including content creation, influencer selection, and creative strategy.

Insights are now readily available on vital data such as customers' interests, the media types they're most likely to consume and where they spend their time online.



RAD AI TECHNOLOGY IS BUILT FOR INFLUENCER MARKETING

RAD AI (Remove All Doubt) is the world's first artificial intelligence technology that delivers ROI-based creative strategy for influencer marketing.

Our proprietary solution utilizes Reddit alongside 600+ API data connections to deliver unbiased creative intelligence, influencer recommendations and campaign strategy.

Our clients expect:

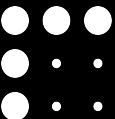
- 1 Quantifiable performance ROI
- 2 Hundreds of hours saved on content creation
- 3 Measurable reduction in content production costs
- 4 Sustained scale in the top decile

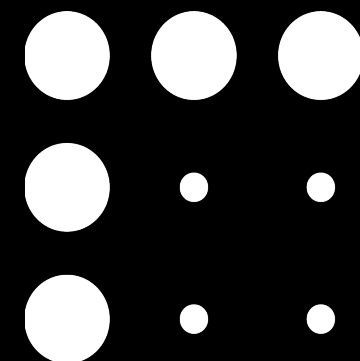
We help brands take the guesswork out of influencer marketing with creative intelligence and insights that deliver unparalleled performance your entire team will understand.



[Learn more about RAD AI creative intelligence for influencer marketing](#)

[View Demo](#)





THANK
YOU.