

DRIVE INSTALLS WITH THE POWER OF SOCIAL INFLUENCERS

Acquire non-incentivized, high quality users at scale via Instagram and TikTok in luencers on a CPI basis.

When it comes to choosing the right influencer mix, our team of experts will assess everything from category, audience size, and demographic to help you identify a social media influencer audience that aligns perfectly with your goals.



SPECIFICATIONS

- Social influencer traffic on performance buying model (CPI)
- Non-incentivized traffic across Instagram and TikTok influencers
- Scale potential of **30k installs/day**
- Available in: US, UK, CA, AU across both iOS and Android
- Weekly budgets - **\$5-10k minimum budget to test**; no discovery fee



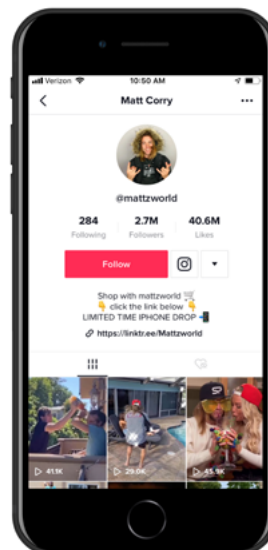
OPTIMIZATION LEVERS

- Source-level optimizations towards defined, downstream advertiser KPIs
- Ability to set bids by country and OS



ENGAGING CREATIVES

- Tailored **static and video creatives developed by in luencers** that highlight key features of the app in a way that resonates with their audience
- Influencer vetting and internal compliance that ensures all creatives are brand safe and approved



Instagram



TikTok