



Why Influencer Companies Choose Strike Social

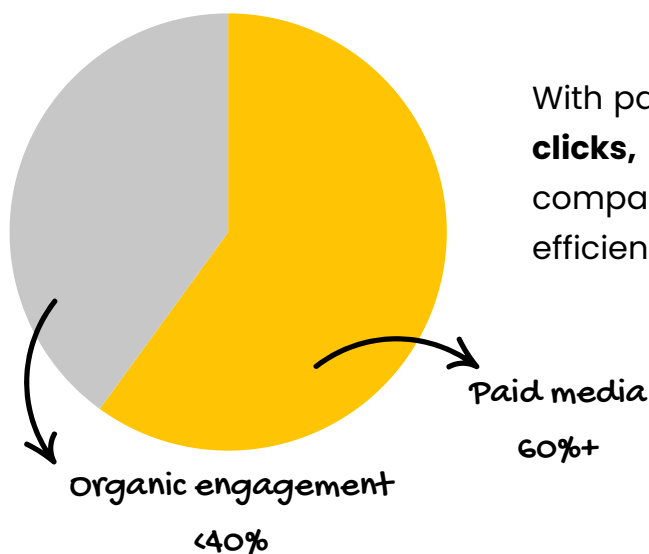


Strike Social's Expertise

And The Need for Paid Media



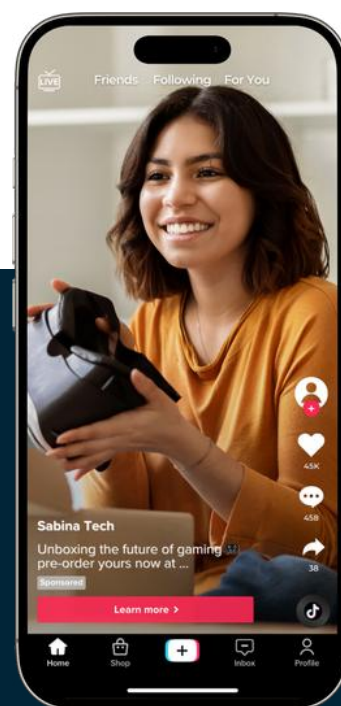
Influencer companies excel at crafting authentic, engaging multimedia content that resonates with audiences. However, the shift towards more paid media is essential to scale these efforts profitably.



With paid media often driving **60%+ of the media clicks, views, and engagement** that influencer companies are expected to deliver, cost efficiencies have never been more important.

Strike Social, with **over 10 years of expertise and over \$1 billion in client investments**, specializes in leveraging machine learning technology to optimize paid media campaigns across platforms like **YouTube, Meta, and TikTok**.

This allows you to **focus on your core strengths** — content creation and talent management — while Strike Social handles the intricacies of maximizing paid media efficiency.



Our proprietary **Campaign Lab technology** and **global team of paid media experts** are designed to provide significant savings, ensuring you achieve the results you need while improving margins.



**Proven Tech
and Expertise**



**Specialized Focus
on Paid Media**



**Efficient, Scalable
Solutions**

Why Partner with Strike Social



Scan to book a strategy session with us



Strike Social's proven **machine learning technology** improves results across YouTube, Meta & all social channels. We have to **provide a savings** to agencies and your clients.

35.14% Achieved Savings

Actual CPLC \$0.24 VS.
Guaranteed \$0.37

139.79% Achieved Outcome

Actual Link Click 206,249 VS.
Guaranteed 147,541

A men's fashion brand aims to drive high-quality traffic for its collection, **aiming for cost efficiency and increased engagement across Facebook and Instagram**, while ensuring optimal performance from various ad formats and placements.

By leveraging data-driven optimization, **Strike Social implemented a targeted ad strategy focusing on Reels Overlay and Carousel formats**, achieving a 35.14% cost efficiency boost and delivering 39.79% more link clicks than guaranteed across key placements.

77%

Reels overlay ads reach and impressions

10%

Reels ads efficiency vs overall CPLC

56%

Carousel total landing page distribution



Results-Driven Partnership Models



Guaranteed Outcomes and Results

Our commitment is to surpass agreed-upon metrics. Strike charges fees only when we generate savings for you.



Optimize to Client Savings

Strike aims to buy the media more efficiently than KPI rate. Client receives % of savings to be used across any channel.

[Request for a personalized walkthrough of CampaignLab](#)



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