

DIY Households Goods

CPC Rate

\$0.50 For Products **\$0.30** For Blogs

Client Mission

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

RAD Solutions

To deliver a pre-set CPC rate and traffic volume through contextually relevant influencers audiences in a brand safe environment

Total Influencers	73
Total Engagements	190,194
Total Clicks	62,303
Total Followers	3,290,120
CPE Rate	\$0.16 +155% ²²
CPC Rate	\$0.73 +205% ¹¹

Influencer CPM
\$9.46
 +265%³

Based on market and industry benchmarks RAD's performance @**\$0.53** cost per unique click was **284% better¹** than industry averages.

Based on market and industry benchmarks RAD's performance @**\$0.12** cost per engagement was **219% better²** than industry averages