

# Why RAD & TikTok?



- ✓ CAC, CPI and performance benchmarks **improvements of 200-500%**
- ✓ TikTok CPC **improvements range between 200-500%**
- ✓ TikTok **engagement** is showing signs of **1000-3000x** better than FB & IG
- ✓ TikTok organic reach is unlimited thus incentivizing influencers to **share and repost.**
- ✓ TikTok **does NOT** have limitations, rules and guidelines that prohibit **crypto promotion.**
- ✓ Popular platforms like Coinbase are active on TikTok
- ✓ Small, medium and large influencers create **viral content consistently**

## Be the first to see the power

1. Activate contests and challenges
2. **CPV or flat fee** billing options
3. **Targeted influencer audience placements**
  - a. Pets, animation, art, auto, beauty, comedy, dance, DIY, home and garden, health, family, fitness, gaming, food & bev, outdoor activities, pop culture, travel, sports, science & education,
4. Organic reach is **100-200X** of other large social platforms
5. **Targeted amplification** of influencer posts, optimized to your KPI
6. Commerce enabled, link setup and click reporting