
#1 Growth Solution for Tech
Startups
Spend Less
Grow More

We Help Tech Founders Scale Faster With Less Marketing Spend

High CAC



40% of startups cite high CAC as a major reason for stunted growth.

Limited In-House
Marketing Expertise



59% of early-stage startups lack a dedicated marketing hire in the first year.

Over-Reliance on Paid
Channels



72% of early-stage startups rely primarily on paid advertising for initial traction, despite low long-term ROI.

Burn vs. Growth
Misalignment

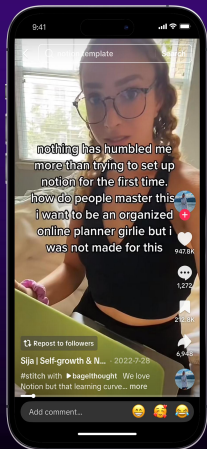


Startups that manage marketing burn efficiently have **2.6x** higher likelihood of securing Series A funding.

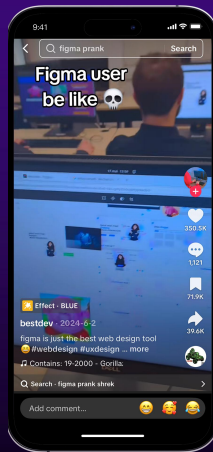
Why Influencers Drive Startup Growth



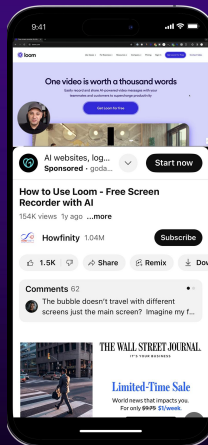
- Valued at \$10B+ as of 2024
- Viral traction through productivity creators on YouTube/TikTok helped Notion grow its user base



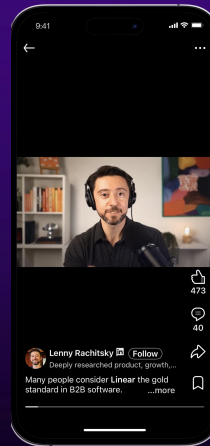
- Valued at \$12.5B+ (pre-IPO, 2024)
- Scaled massively via design influencers and community evangelism, reaching ~90% market share



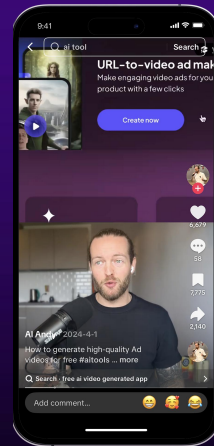
- Acquired for \$975M (peak valuation: \$1.5B)
- Grew with support from tech content creators and viral exposure



- Valued at \$1.25B post-Series C
- Built momentum through dev-influencers on Twitter/X, achieving cult-like adoption with minimal spend



- Raised \$15.5M Series A (\$23M total) with \$9M ARR
- Scaled from 0 to \$1M ARR in 4 months through targeted tech influencer campaigns



01

Cost Efficiency Compared to Paid Ads

- Influencer marketing costs 62% less than traditional paid ads and delivers 11x higher ROI over time.
- Early-stage SaaS startups report 30–50% lower CAC when using micro-influencers vs. paid social.

02

High Trust & Engagement

- 92% of users trust influencers more than brand ads.
- Influencer content has 2–4x higher engagement than brand-generated content on average.

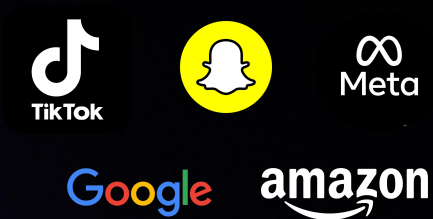
03

Creator Economy is Booming

- Creator economy estimated to be \$250B+ in 2024, projected to hit \$480B by 2027.
- Micro-influencers (<100K followers) drive 60% of creator marketing ROI.

- BrandPal is an AI-driven marketing technology platform offering end-to-end growth solutions for global brands
- Operates with a team of 150+ professionals across the U.S., Hong Kong, Brazil, and China
- Featured in leading media outlets, including Forbes, CNBC, and Fortune Magazine

Our Tech Team



Our Investors



2022.9

Founded in Silicon Valley and backed by PNP

2023.11

Ranked #1 Creator Network on TikTok

2023.12

Raised \$3.1M in Seed funding

2024.5

Ranked #1 seller education platform for TikTok Shop, serving over 7 million brands

2024.9

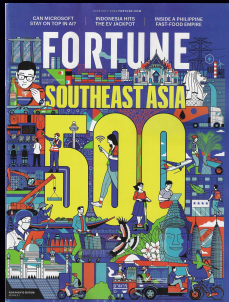
Launched InfluenBase, an all-in-one platform for fully automated influencer outreach

2024.10

Won the DT Award at the 3rd Global Digital Trade Expo

2025.4

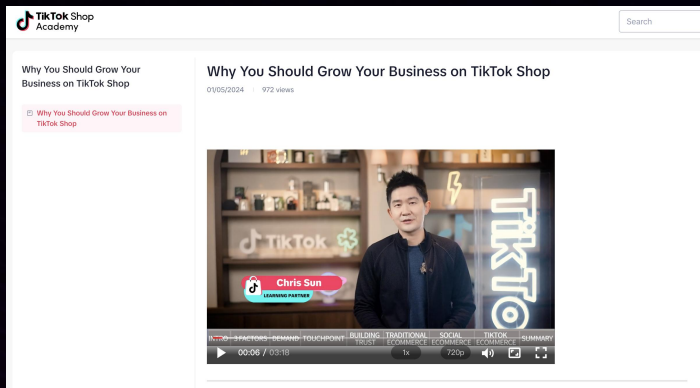
Completed Series A financing



Featured in Fortune Magazine



TikTok Shop Certified Agency



Official Learning Partner of TikTok Shop Academy



#1 TikTok Creator Network

TSP (TikTok Shop Partner)

Short Video Management
Shop Operation and Management
Mass Tutoring
Mass Recruiting
LIVE Stream Management
Content Management
Affiliate Management

MCN/CAP (Creator Agency Partner)

Creator Management

TAP (TikTok Affiliate Partner)

Seller and Scalable Creator Match-Up

ISV (App Developer)

CRM
Creator collaborations

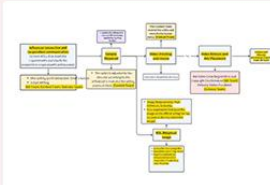

♥ We don't just serve you — we scale with you

We Know You — Because We Are You

As a Silicon Valley-based, venture-backed startup, we deeply understand the pressure to grow fast, prove traction, and hit milestones on limited budgets.

Backed by investors like Plug and Play Tech Center — we're walking the same path as you. Unlike traditional agencies, we offer strategy, not just service. We help refine:

- ✓ Your unique selling points
- ✓ Your creator-facing brief
- ✓ Your campaign objectives tied to user milestones or fundraising

Process Section	Content	Process	Related Documents	Relevant personnel
Content Customization & Influencer BD	SKU Selling Point Extraction		PSYLOS1 brief 2.0.pdf (Key points include brand introduction, product information)	Content Group BD Group Placement Group
	Script Writing		Script Document	Content Group
	Influencer Connection		Narrative Template: PSYLOS1 Communication Narrative Template (Subsequently, regular communication for updates and iterations)	BD Group
	Sample Shipping and Logistics Tracking		Influencer Relationship Management (Base: Contains influencer information, sample logistics, video status, and sales status)	BD Group, Product Management Group
	Video shooting and review		Requires the joint cooperation of the BD Group, Content Group, Delivery Group, and Product Management Group to complete)	Content Group BD Group
	KOL Returned Image		Comment Account!	Content Group BD Group
	Video Release			
	Comment Maintenance Influencer Maintenance			
	Influencer Return		Process of Returning to US Warehouse	

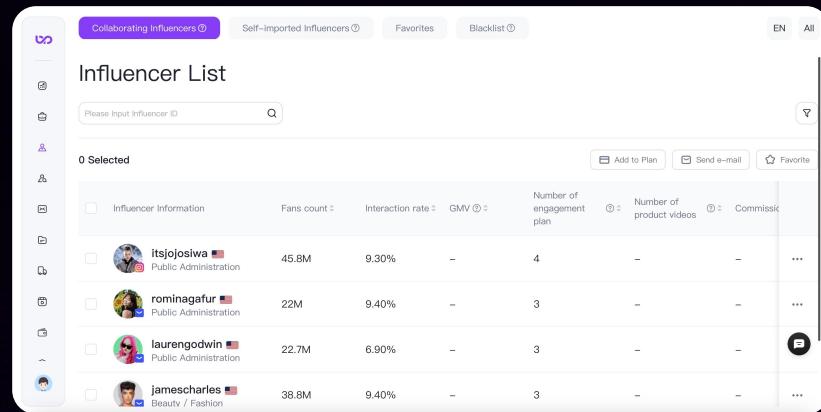
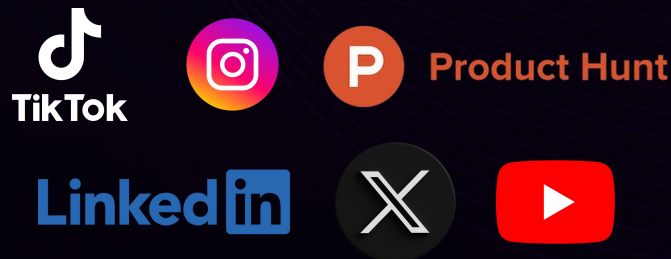
20M+ Creators. One Smart Growth Engine

Get top-tier creators — at startup-friendly rates.

Scale + Leverage = Better ROI

With 20M+ influencer profiles and deep creator relationships, we negotiate better, move faster, and save you money.

- ✓ 20M+ influencer profiles indexed across TikTok, YouTube, IG, Twitter
- ✓ Daily interaction with thousands of creators — priority access, better pricing
- ✓ 71% of creators offer discounts on multi-post deals
- ✓ Bulk coordination unlocks 30–50% savings vs. startups negotiating 1:1



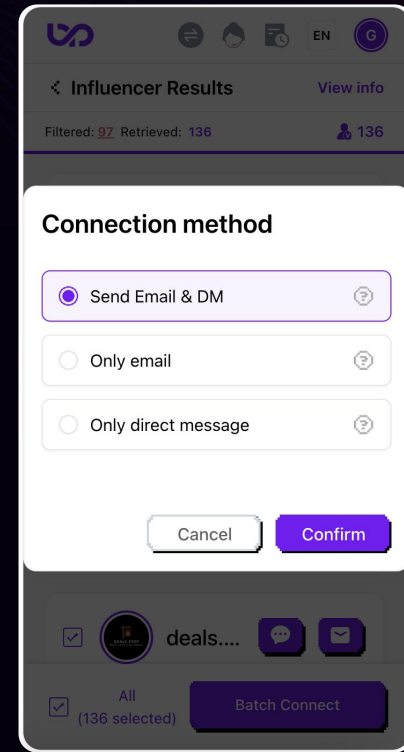
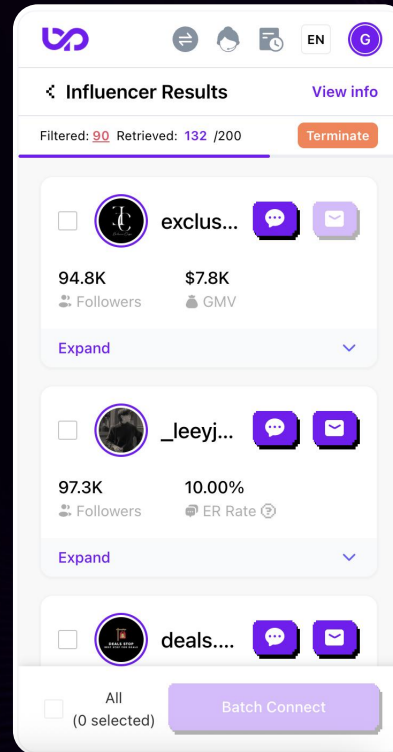
We automate the busywork — and optimize what matters.

AI-Powered, Expert-Led Execution

We blend automation with expert oversight to deliver results — not just process. AI automation cuts campaign time by 60–80% compared to manual workflows. Our AI workflow automates:

- ✓ Outreach & negotiation
- ✓ Co-content planning
- ✓ Posting & amplification

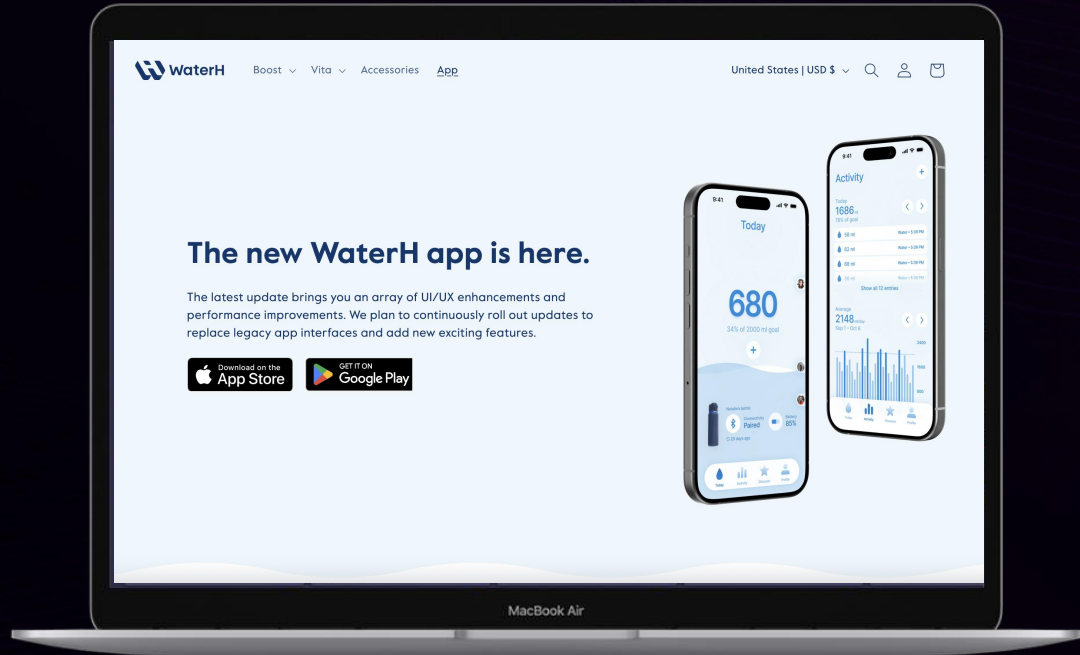
Backed by human experts to ensure creative quality and timely follow-through.





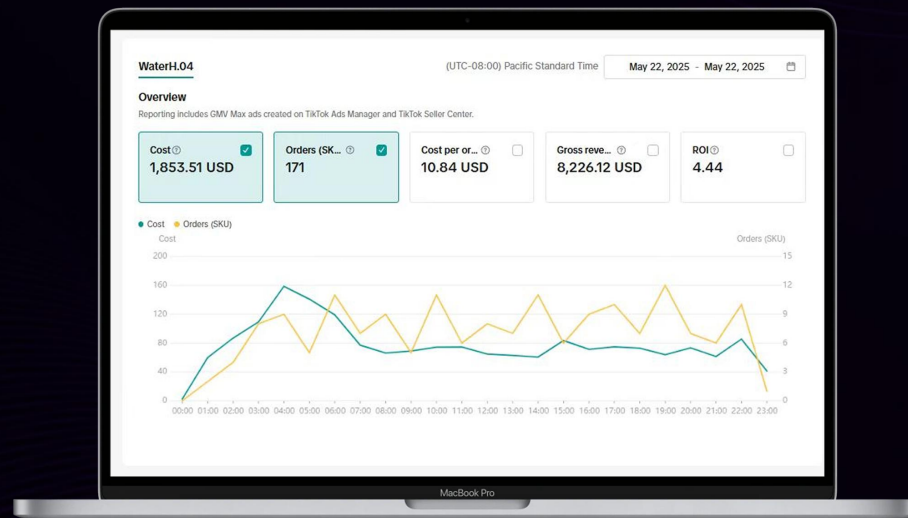
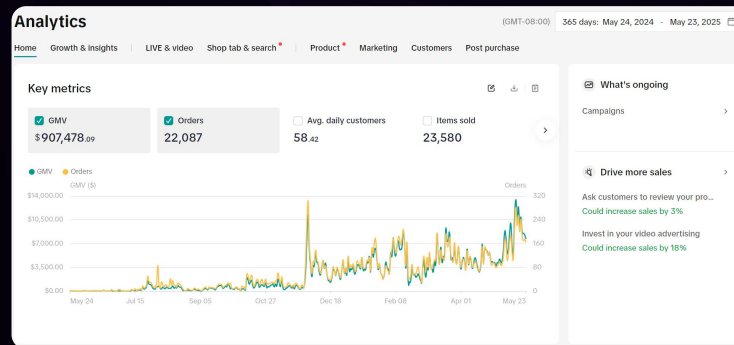
WaterH is a US-based health app paired with a smart water bottle product line

Scaled app users and built e-commerce revenue channels for WaterH

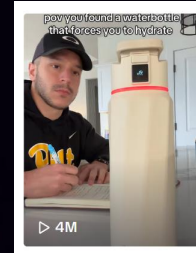
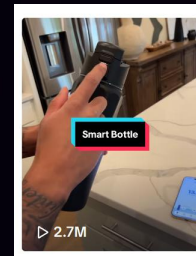
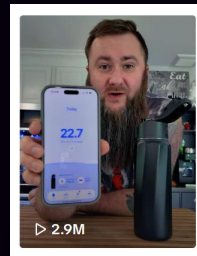
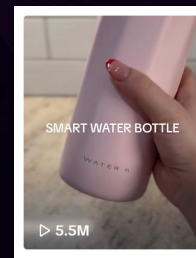
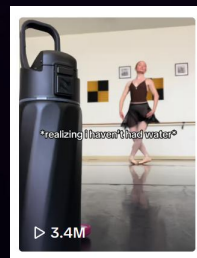


WaterH Website

- **Category:** Health-Tech App
- **Market:** United States
- **Service:** User growth and e-commerce operation (2024–2025)
- **Challenge:** Low brand awareness and stagnant ROAS on Amazon and DTC made traffic acquisition costly and unsustainable.
- **Strategy:** Pivoted to TikTok social commerce, collaborating with 3,000+ creators (80% commission-only) and investing in paid content early to build credibility and drive viral growth.



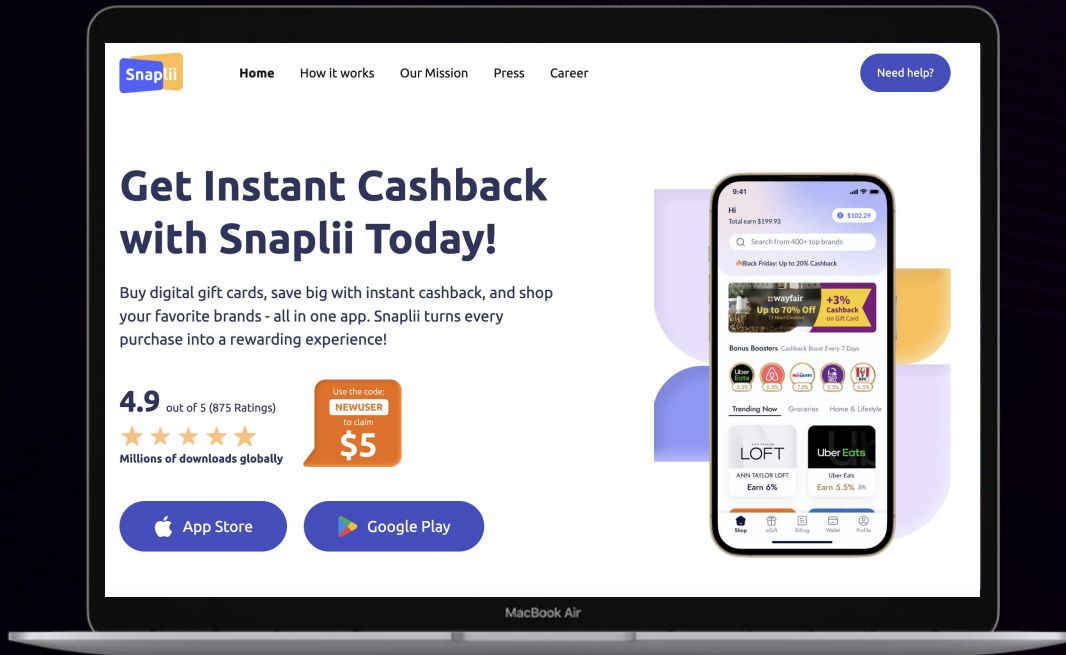
- ✓ 35,000+ active app users, 75,000+ registered users
- ✓ 9,000+ videos published, with 30+ exceeding 1M views, generating 100M+ impressions
- ✓ \$6M+ GMV, 100K+ orders, and 120K units sold
- ✓ Ranked #1 in Smart Water Bottle on TikTok & Amazon, #3 in Kitchen & Drinkware overall
- ✓ Achieved 4x ROAS with daily ad spend over \$4,000





Snaplii is a digital wallet that connects merchants and consumers

Drove user growth for Snaplii through influencer marketing and ad placements



Snaplii Website

- **Category:** FinTech App
- **Market:** United States
- **Service:** User growth (3-month campaign)
- **Challenge:** Average CPI for FinTech apps is \$8.70 due to intense competition.
- **Strategy:** Partnered with 200+ high-engagement TikTok influencers to create authentic content, supported by performance-driven TikTok Ads.

TikTok Ads Manager | Dashboard | Campaign | Tools | **Analytics** | GMV Max

← Back to reports | Snaplii-Daily Report | Selected accounts: 5 ad accounts

Filters | Search by name or ID | 2025-03-01 ~ 2025-06-26 (UTC-05:00) Eastern Standard Time

Pivot table | Scheduled running | Export | Save | 1

Dimensions	1 selected	Metrics	0 selected
By Day		Cost	CPC (destination)
		CPM	Impressions
		Clicks (destination)	CTR (destination)
		Total installs	Total CPI
2025-03-27	6,527.77 USD	1.01 USD	6.08 USD
2025-03-26	3,075.93 USD	0.57 USD	4.92 USD
2025-05-16	2,128.59 USD	1.07 USD	5.76 USD
2025-05-28	1,428.00 USD	0.91 USD	5.63 USD
Total of 105 results	26,960.42 USD	0.73 USD	5.11 USD

TikTok One | Home | **Campaigns** | Inspiration | Explore creators | Tools | English | Other regions | 北京区域测试...

← Snaplii: Earn instant cashback on gift cards with Snaplii | Active | Sync to Ads Manager | Share campaign

Type: Branded content with creators, Lite workflow | Creative distribution: Creator's personal account | ID: 7478599261522051090

Cross-region campaign found: Switch regions to view campaign details of different countries. | Europe | United States

Overview | Collaborations 306 | Videos 263

Campaign summary

Videos submitted

263

Video published

263

Winning videos >

Ads launched

107

Snaplii: Earn instant cashback on gift cards with Snaplii
 ID: 7478599261522051090
 Solution type
 Branded content with creators, Lite workflow
 Creative distribution
 Creator's personal account

Payment method
 Off-platform

View brief

Tasks
 156 videos to be advertised →

- ✓ 12,000+ app downloads at \$2.88 CPI –67% below industry average
- ✓ 246 videos published
- ✓ 6.6M+ targeted views
- ✓ Produced 20+ viral videos, with top-performing content reaching 1.56M views
- ✓ Achieved CPI as low as \$1.30 per influencer ad creative

TikTok: Ads Manager Dashboard Campaign Tools Analytics GMV Max

Search & filter (7) | Tips: Search by name, ID, settings, metrics, or other filters

2025-03-01 ~ 2025-06-26 Compare dates Custom table

Campaign	On/off	Name	Ad ID	Cost ↓	Impressions	App installs (SKAN)	Cost per app install (SKAN)	App Priv
Ad group	<input type="checkbox"/>		ahmedziat36	1827623545946209	3,185.08 USD	421,059	1,732	1.84 USD
Ad	<input type="checkbox"/>		hellobestlee-	1827625582828562	1,692.57 USD	379,156	640	2.64 USD
Ad	<input type="checkbox"/>		ahmedziat36	1827645717527570	1,169.93 USD	169,017	919	1.27 USD
Ad	<input type="checkbox"/>		natashapavar	1827625572690993	1,068.63 USD	188,719	418	2.56 USD
Ad	<input type="checkbox"/>		tchadomalien	1832263040654353	1,019.67 USD	186,029	316	3.23 USD
Total of 147 ads				21,951.71 USD	4,798,201	8,593	2.68 USD	

TikTok One Home Campaigns Inspiration Explore creators Tools

English Other regions

← Snaplii: Earn instant cashback on gift cards with Snaplii Active

Type: Standard content with creators Creator: @snaplii (Snaplii's personal account) ID: 747829703112201090

View campaign details Export

View reporting in different regions to track cross-region creative performance

United States 12

Campaign data Videos

All videos Search by video or creator name Add notes

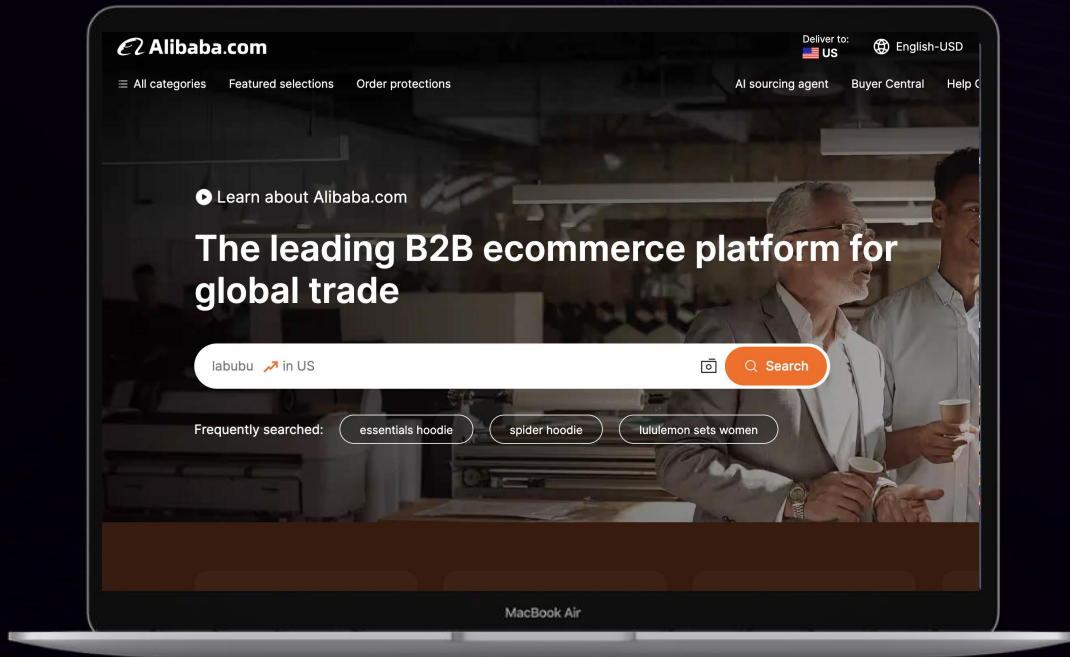
Video details	Creators	Create time	Total video views	Engagement rate	6-second video views	Ad cost	Anchor clicks		
							United States	Europe	Other regions
Save money in Canada. Snaplii	ahmedziat36	Mar 24, 2025	1.56M	0.76%	18.34%	3.9K	0	4	37
We app is perfect for saving.	natashapavar	Mar 25, 2025	470K	1.91%	29.66%	494.7	91	1	35
@Snaplii is so beneficial with.	realip	Mar 27, 2025	524K	0.76%	6%	1K	0	1	8
#Snaplii: one of the best men...	tchadomalien	May 12, 2025	197.3K	0.42%	12.07%	1K	2	0	15

1 2 3 4 5 24 Next



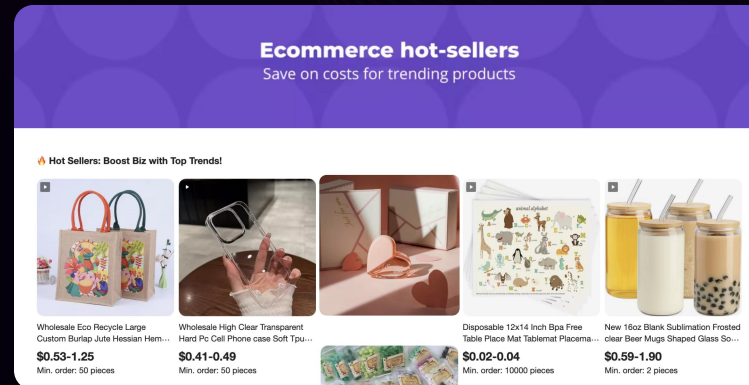
Alibaba.com is a global B2B e-commerce platform

Drove traffic and conversions through influencer marketing and paid media



Alibaba Website

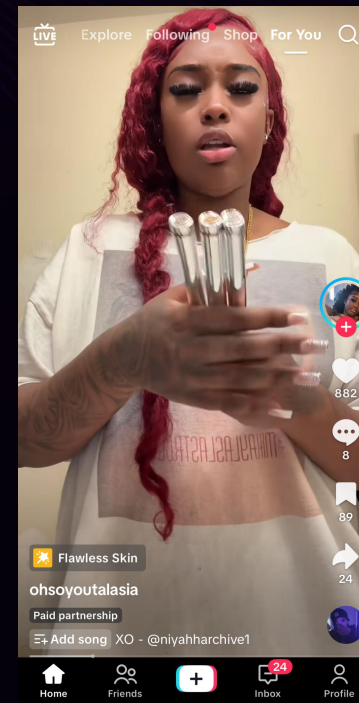
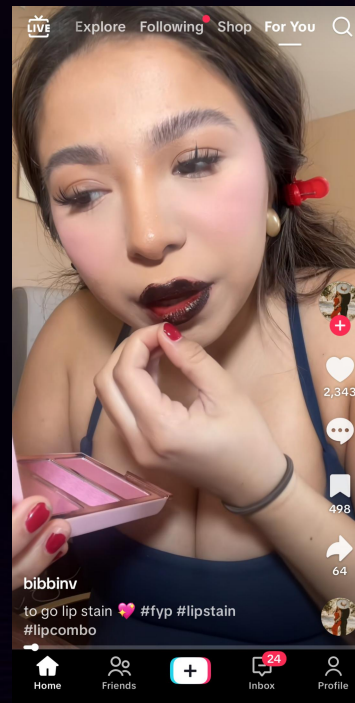
- **Category:** Website Promotion
- **Market:** United States
- **Service:** Homepage exposure via influencer marketing (30 days)
- **Challenge:** Drive quality traffic to Alibaba.com U.S. site quickly, while keeping CPC below the \$0.60 target amid rising B2B competition.
- **Strategy:** Engaged U.S.-based influencers to produce targeted short-form video content, supported by optimized paid ads to maximize reach and minimize CPC.



2025-02-25 - 2025-05-05 10:00:00 Eastern Standard Time (UTC+8)										
Try updated version										
Default	Name	Cost	CPC (destination)	CPM	Impressions	Clicks (destination)	CTR (destination)	Conversions	Cost per conversion	Conversion rate (CVR)
New hour 10 short ads										
2025-02-25 09:21:15		39113 USD	0.17 USD	273 USD	40,252	1,681	4.45%	0	0.00 USD	0.00%
2025-02-25 09:21:15		136.21 USD	0.16 USD	8.79 USD	11,495	854	5.52%	0	0.00 USD	0.00%
2025-02-25 09:21:15		103.79 USD	0.16 USD	6.07 USD	16,824	643	3.82%	0	0.00 USD	0.00%
2025-02-25 09:21:15		89.35 USD	0.11 USD	6.30 USD	14,645	778	5.33%	0	0.00 USD	0.00%
2025-02-25 09:21:15		70.99 USD	0.11 USD	6.37 USD	10,343	671	6.50%	0	0.00 USD	0.00%
2025-02-25 09:21:15		69.42 USD	0.15 USD	7.84 USD	9,894	467	4.72%	0	0.00 USD	0.00%
2025-02-25 09:21:15		68.06 USD	0.15 USD	10.07 USD	6,691	443	6.62%	0	0.00 USD	0.00%
2025-02-25 09:21:15		66.34 USD	0.10 USD	6.38 USD	10,377	657	6.33%	0	0.00 USD	0.00%
Total of 397 ads		3,269.91 USD	0.12 USD	6.54 USD	495,292	26,121	5.48%	0	0.00 USD	0.00%

In just 7 days:

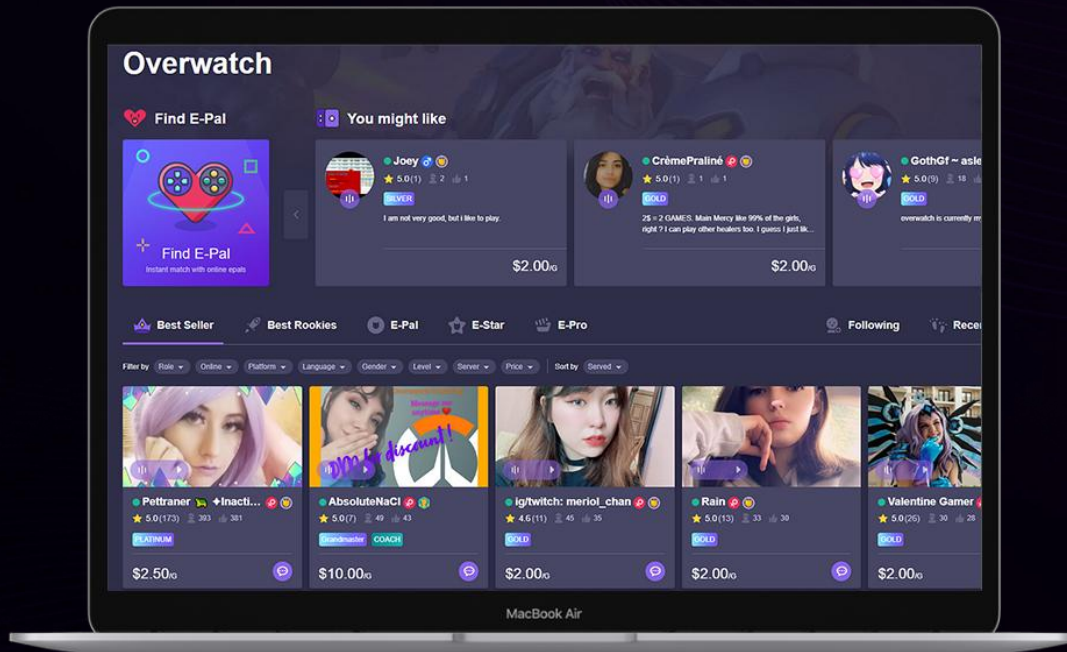
- ✓ 1.5M website impressions
- ✓ 28,000+ unique clicks (UV)
- ✓ Average CPC: \$0.12, far below the client's target of \$0.60 per click



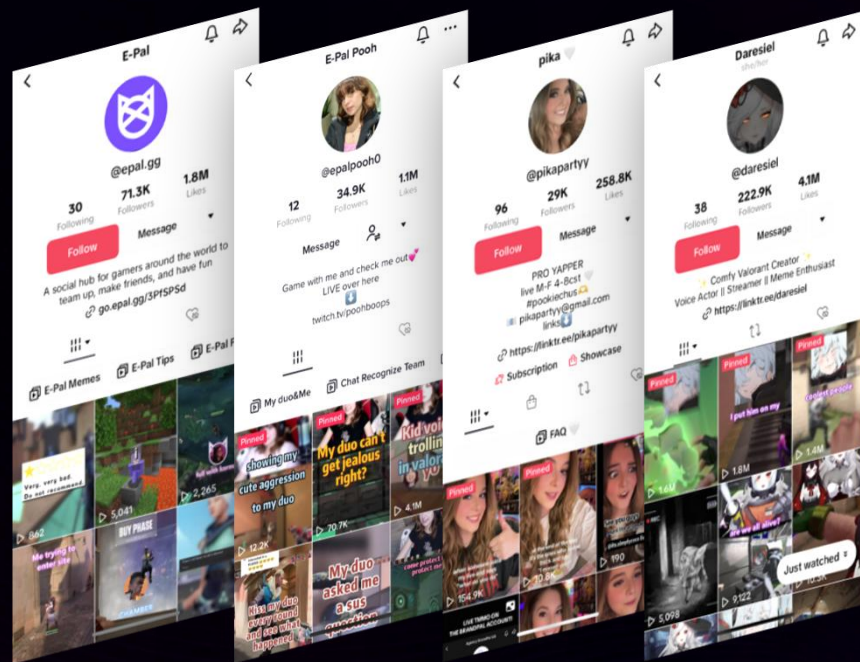


E-Pal is a gaming social platform by a16z

Led E-Pal's TikTok account incubation and traffic growth operations



E-Pal Website



E-Pal TikTok Accounts

- ✓ 50 million impressions were achieved in just 2 months
- ✓ Impressions spanned TikTok, Instagram Reels, and YouTube Shorts across 35+ E-Pal accounts
- ✓ Impressions equaling traditional methods at just 5%-10% of standard costs

PREPARATION & STRATEGY

- **Research:**
Analyze target users, competitor content, and platform trends
- **Brand Positioning:**
Define core product/app value and messaging direction
- **Project Coordination:**
Establish clear workflows, roles, and timelines
- **Data Tracking:**
Use test accounts for early-stage performance attribution

INFLUENCER SELECTION

- **Precision Matching:**
Align creator tone, content style, and audience demographics with brand goals
- **Multi-Vertical Coverage:**
Access our extensive influencer network across niches
- **Quality Control:**
Vet each influencer for past performance, engagement rate, and brand safety

CONTENT PRODUCTION & DISTRIBUTION

- **Custom Scripting:**
Strategically written for conversion and brand consistency
- **Creator Content:**
High-performing, authentic influencer videos
- **Consistent Output:**
2–3 new pieces per week to maintain momentum and algorithm traction

PAID MEDIA AMPLIFICATION

- **Content-Driven Ads:**
Promote both influencer content and brand assets via native feed ads
- **Smart Targeting:**
Utilize advanced audience segmentation and lookalike modeling
- **Real-Time Optimization:**
Continuous A/B testing and budget shifts based on performance

REVIEW & OPTIMIZATION

- **Performance Analysis:**
Weekly or bi-weekly campaign data review and insight extraction
- **Strategic Adjustments:**
Refine creator mix, messaging, or ad spend allocation
- **Transparent Reporting:**
Provide clear, actionable reports highlighting ROI and growth metrics

Global Locations



Los Angeles

121 W. Lexington Dr.
Suite 401
Glendale, CA
USA



Bay Area

440 N. Wolfe Rd.
Sunnyvale, CA
USA



Beijing

Block B Jia Tai Int'l Bldg
Suite 2107, Chaoyang
Beijing
China



Chengdu

No. 16 Shengtong Street
Bldg 12, Wuhou
Chengdu, Sichuan
China

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