



Take Your Influencer Campaigns **Further**

Extend Your Audience With Programmatic

About **PROGRAMMATIC**

Grapevine’s programmatic capabilities combine our authenticated audience data with proven data science to deliver unmatched targeted audience extension and placement buying across YouTube, Facebook, Instagram, and Twitter, guaranteed brand safe.

“Amplification allows you to efficiently scale your top performing influencer content in a highly targeted and controlled manner. We see this as an essential addition for growth marketers in 2018.”

- Grant Deken, Co-Founder and CEO, Grapevine

Proven **RESULTS**

Sample performance from a CPG brand

1M+
Completed Views

2,000,000+
Impressions Served

\$0.0148
Cost Per View

55.4%
View Completion Rate



Our **APPROACH**



Premium Audience Access
Optimal branded placements across 160,000+ authenticated influencers across YouTube, Facebook, Instagram, and Twitter.



30% Higher Performance Than Average
Improve campaign performance by over 30% based on your KPIs using our automated, real-time bid and budget optimization engine.



Guaranteed Brand Safety
100% viewability across YouTube, Facebook, and Instagram. Independently verified by MOAT, IAS, and Nielsen.



Track Metrics that Matter
Deep, cross-platform reporting and insights to understand creative and performance to help our clients adapt from insights..