

FullScale × **Deloitte.** × ∞ **Meta**

Get matched with the brands your audience already buys from

A pilot that matches creators and brands with data, so the partnership pays off for both sides.

Two problems worth fixing

FOR CREATORS

Most videos earn once, then sit

99% of creators never monetize their content. The back catalogue keeps getting views and pays nothing.

FOR BRANDS

Picking creators is still a guess

Nobody can predict which creator relationship will actually sell, so good budgets go to the wrong partners.

How do we help both sides make a better decision?



What we're building together

Deloitte.

Brings data that sits across brands and creators.



FullScale

Identifies where to place brands in creator content.

WHAT ONLY WE DO TOGETHER

The right creator for each brand, and the right moment inside their content.

SEPARATELY

 **Meta**

Uses the model to recommend creators to the brands advertising on its platforms.



What powers the match

DATA FROM **Deloitte.**

DATA FROM **FullScale**

230M+

Consumers

Spend & Commerce

Lifestyle & Interests

Digital & Media

Shopping Behavior

Financial Health

Demographics & HH

40K+

U.S. markets

Market Demand & Spend

Basket & Category

Behavior

Purchase Drivers

Visitation & Activity

Local Audience

9K+

Brands

Consumer Perception & Trust

Consumer Demand Signals

Pricing & Value Position

Brand Identity & Ownership

Market Activity & Momentum

1,000+

Creators

Audience & Engagement

Tagged Scene Data

Placement Performance

Brand & Creator Interactions

Consumer, market and brand data provided by Deloitte. Creator data from FullScale. Bold categories carry the most weight in matching.

What's in it for creators

01

Get recommended to brands

Pilot creators are in the pool Meta draws from when advertisers ask who to work with.

02

Earn from videos you already made

We place brands into content that has already performed, then you post the new edit.

03

Keep 100% of every tested placement

Free to join, with no contract. You can walk away whenever you like.

What's in it for brands

01

Higher creator matching success

Less risk in picking creators, with matches built on first-party creator data and pointed at the audience you're trying to reach.

02

Results you can see first

Place into videos whose views and engagement are already known before you buy.

03

Built for your markets

Placements localized, paid from the creator budget you already spend.



Already working with FullScale

CREATORS



Anthony Anderson



Cedric the
Entertainer



TJ Holmes



Amy Robach



Gray Rizzy



Mick Batyske

MEDIA PARTNERS

SHOPLINE

Next Audio
The Audio Advertising Company

REVOLT

TSR
THE SHADE ROOM

U URBAN ONE

BE
T★

Paramount

MY | CODE

Growwana

PODGO



Join the pilot

Scan to see the deck and sign up. We'll follow up within the week.

martin@gofullscale.ai
gofullscale.ai

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