

● // CASE STUDY • ENTERTAINMENT
AGENCY PARTNER | RAD AMPLIFY

HOW MGM ENTERTAINMENT TRIPLED ITS RETURN.

An audience-first Decision Intelligence play that turned 2.5 billion data points into sharper creative, better creators and 3.3x the return, with every call MGM could defend.

3.3×

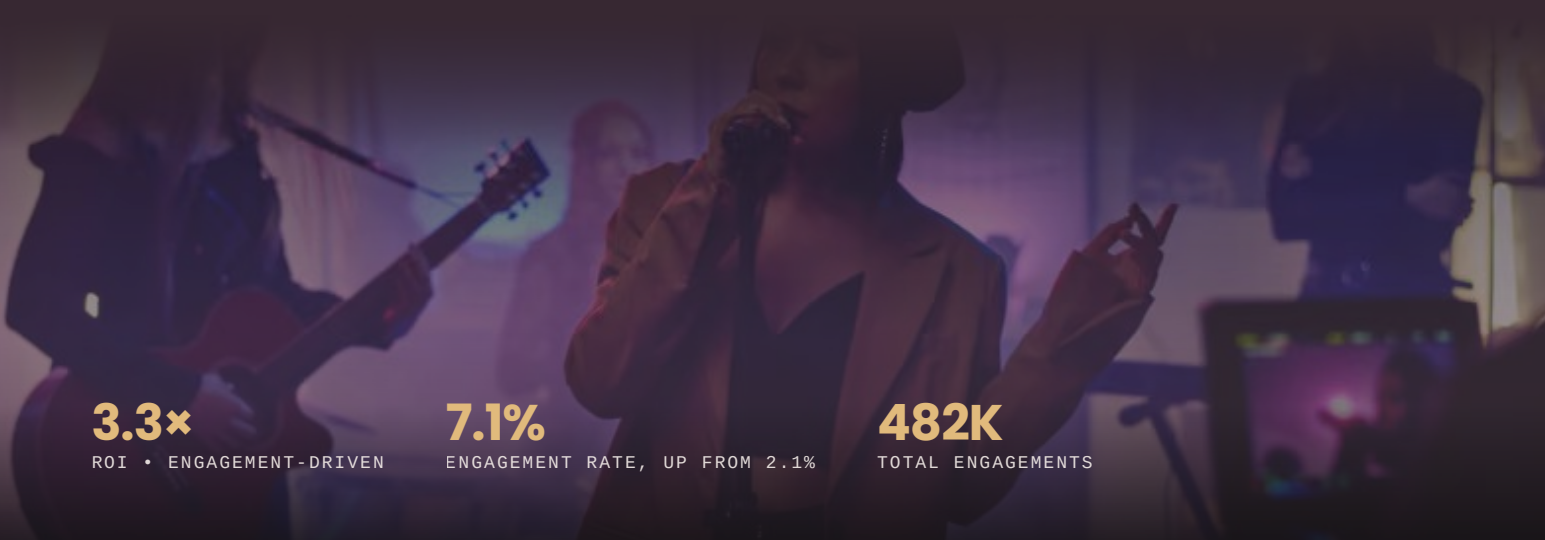
ROI • ENGAGEMENT-DRIVEN

7.1%

ENGAGEMENT RATE, UP FROM 2.1%

482K

TOTAL ENGAGEMENTS



● // THE CHALLENGE

DATA EVERYWHERE. CLARITY NOWHERE.

MGM Entertainment ran campaigns across five social networks, each with its own data and its own story. Pulling all of it into one creative strategy was slow work.

Benchmarking what had actually worked, across both owned and social channels, was harder still. And

choosing creators out of that noise came down to instinct as often as evidence.

The reach was there. The engagement was not. Before Lickly, 17.3 million impressions converted at just a 2.1% engagement rate.

● // THE RECOMMENDATION

FEWER IMPRESSIONS. FAR MORE ENGAGEMENT.

Lickly processed 2.5 billion data points across more than 600 API connections to read the audience in its own language. It shaped creative strategy by content and channel, recommended creators by predicted performance, and guided hashtags, video, imagery and messaging before anything went live. The plan traded raw reach for the audiences most likely to act.

✦ Why MGM could trust it: the M²VR™ Reasoning Framework

Every audience and creator choice was independently constructed, challenged and validated across multiple AI models. The result is evidence-based convergence instead of a single model's guess.



Question. Frame the audience and creative hypotheses worth testing before committing budget.



Verify. Check each one against real audience language and cross-channel performance.



Reason. Explain why each creator, channel and message earns a place in the plan.



Validate. Confirm the recommendation holds across models before it ships.

● // THE EVIDENCE

THE NUMBERS MGM COULD DEFEND.

3.3×

Return on investment

engagement-driven

7.1%

Engagement rate

up from 2.1%

482k

Total engagements

up from 363K

2.5B

Data points processed

600+ API connections

AI-INFORMED ACROSS THE CAMPAIGN

Language-based audience

Creative by channel

Creators by performance

27 creators activated

267 content pieces

Lickly is the preferred influencer marketing solution for ROI-based content performance.

Adam Hua

Global Head of Media and Performance, MGM



✦ The outcome

A campaign that spent less on raw reach and more on the audiences that actually engaged, with the evidence to prove the return.

MARKETING DECISIONS YOU CAN DEFEND.

See Lickly in action →

REQUEST A LICKLY DEMO TODAY