

# AI CAN GIVE YOU AN ANSWER. LICKLY GIVES A DECISION YOU CAN DEFEND.

## The technology behind every Lickly recommendation.

Lickly is an AI-powered Decision Intelligence platform for marketing that transforms audience intelligence into decision intelligence helping marketers understand who to reach, which influencers are best aligned, and where their marketing dollars have the highest probability of driving growth, **powered by our proprietary M<sup>3</sup>VR™ reasoning engine.**

## M<sup>3</sup>VR™ // MULTI-MODEL, MULTI-VECTOR REASONING.

### A plausible answer isn't enough when marketing dollars are at stake.

General-purpose AI like ChatGPT and Claude is designed to generate a plausible response. Ask it for the best influencers for your brand and it can give you a convincing list. But it doesn't inherently know whether the audiences are verified, whether those creators actually influence your buyers or whether the recommendation is likely to perform.

## M<sup>3</sup>VR is built differently.

The result isn't simply an AI-generated answer. It's a marketing decision with evidence behind it.

### MULTI— MODEL

Different AI models independently reason through the decision.

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### MULTI— VECTOR

Audience, creator, cultural, competitive, and campaign signals provide multiple dimensions of evidence.

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### M<sup>3</sup>VR™

A validated recommendation built for the decision at hand.

# HOW M<sup>3</sup>VR™ REASONS THROUGH A DECISION.

## 01 QUESTION ♦ THINK LIKE A STRATEGIST.

M<sup>3</sup>VR decomposes each decision into the questions an expert would ask: who the target audience is, which micro-communities influence them, what conversations shape purchase intent, which creators align, and what themes resonate.

## 03 REASON ♦ CHALLENGE THE FIRST ANSWER.

Multiple models evaluate the decision across different audience vectors, comparing reasoning paths and weighing recommendations against your objectives, constraints, budget, and performance history.

## 02 VERIFY ♦ GROUND IT IN REAL DATA.

M<sup>3</sup>VR grounds its analysis in Lickly's proprietary audience and influencer data rather than relying on model memory, reducing fabricated names, metrics, and audiences.

## 04 VALIDATE ♦ ONLY VALIDATED RECOMMENDATIONS SURVIVE.

M<sup>3</sup>VR cross-checks outputs across models and verified data, filtering recommendations that cannot be corroborated and ranking what remains by the probability of achieving your objective.

# WHY M<sup>3</sup>VR IS BUILT DIFFERENTLY.



| CRITERIA                    | GENERAL PURPOSE AI                     | LIGHTWEIGHT AUDIENCE TOOLS | LICKLY M <sup>3</sup> VR™                        |
|-----------------------------|----------------------------------------|----------------------------|--------------------------------------------------|
| Models (How it thinks)      | One model, one response                | Static filters and rules   | Multiple models and vectors, in parallel         |
| Data source (What it knows) | Model training memory, can hallucinate | Limited audience data      | Proprietary, verified audience, and creator data |
| Output (What you get)       | A plausible answer                     | A list                     | A ranked recommendation with its reasoning       |
| Confidence (Validation)     | Unverified                             | Unvalidated                | Cross-model + real data validation               |
| Reasoning                   | May explain its response               | Limited                    | Evidence behind the recommendation               |
| Built for                   | Answering questions                    | Finding creators           | Making decisions you can defend                  |

# BUILT TO REMOVE THE THREE RISKS THAT BREAK AI RECOMMENDATIONS.

## HALLUCINATION.

M<sup>3</sup>VR grounds recommendations in verified data and cross-validates outputs before they reach you.

## BIAS.

M<sup>3</sup>VR evaluates creator alignment across multiple models and vectors, surfacing high-fit creators that obvious searches miss.

## UNVERIFIED RECOMMENDATIONS.

M<sup>3</sup>VR validates every recommendation against real audience data and documents the rationale behind it.

FROM AI-GENERATED  
ANSWERS TO MARKETING  
DECISIONS YOU CAN DEFEND.

See M<sup>3</sup>VR reason through your next decision.

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