

YOU CAN'T PICK THE RIGHT CREATOR UNTIL YOU UNDERSTAND THE AUDIENCE.

Model the audience first, then find the creators who actually move them.



● // 01

THE PROBLEM.

Most influencer spending doesn't miss the mark because of bad creators. It misses because no one studied the audience before choosing them. Creator decisions still get made by checking a follower count. The audience rarely enters the decision until after the budget has already been committed.

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THE SHIFT.

The shift is simple: stop starting with creators and start with the audience. Lickly is an AI-powered influencer intelligence platform that transforms audience intelligence into decision intelligence. It maps the micro-communities, behaviors, and cultural signals that identify who is most likely to convert, surfaces the creators who influence them, and forecasts campaign performance before you spend.

3 – 5 x

Higher engagement when creators are audience-matched

300 %+

Higher ROI when campaigns lead with audience strategy

60 sec

From signup to your first audience insight

Representative customer results. Individual results will vary

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WHY LICKLY.

01

Audience intelligence, before the creator

Lickly reads the communities forming around a topic and how they behave, so creator selection starts from who you need to reach rather than who happens to be popular.

02

Performance you can forecast, before you spend

Projected reach, engagement, and conversion get modeled ahead of launch, so investments are guided by data rather than assumptions.

03

One workflow, insight to activation

Audience strategy, creator discovery, outreach, and reporting all live in one platform, replacing disconnected tools, spreadsheets and manual workflows.

04

Enterprise proven AI

The AI powering Lickly has been proven through enterprise deployments with Fortune 1000 brands and global agencies at RAD Intel.

Designed to fit alongside your existing marketing workflows and creator programs. **No rip-and-replace required.**

ONE PLATFORM. EVERY STAGE OF THE CAMPAIGN.

STAGE	WHAT LICKLY GIVES YOU
Audience strategy	Validated micro-community segments built on real intent, in real time
Creator discovery	A creator shortlist scored for audience fit with the Lickly Score
Brand safety & suitability	Per-creator risk flags across content, sentiment, and history, before you reach out
Campaign planning	A performance forecast across reach, engagement, and conversion, before spend
Content strategy	The messaging themes and angles your audience actually responds to
Reporting & optimization	Live cross-platform performance and ROI, with cues for the next cycle
Competitive intelligence	Where attention, share of voice, and creator overlap are shifting in your category

END-TO-END AUDIENCE INTELLIGENCE:

01
Audience intelligence



02
Creator discovery



03
Campaign planning



04
Activation



05
Measurement



06
Optimization

● // 05 - WHAT OUR CUSTOMERS SAY



Within 60 seconds of onboarding, we had a ranked view of our best performers, and new high-fit creators in the communities that actually shape our reputation.

KELLEE KHALIL
CMO, ENERGYX



Instead of relying on surface-level metrics, we can see real audience signals and cultural momentum early. That's helped us reduce wasted spend and move faster with more confidence.

TRUNG PHAM
CEO, HELLO RYSE

WHO IT'S FOR.

Built for brands and agencies that run creator marketing as a real growth channel and need enterprise-grade audience intelligence without the enterprise-grade complexity.

**SEE YOUR AUDIENCE
BEFORE YOU CHOOSE
YOUR CREATORS.**

VISIT [LICKLY.COM](https://lickly.com) ●

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