• WHITE-LABEL DISTRIBUTION · NOVEMBER 2026

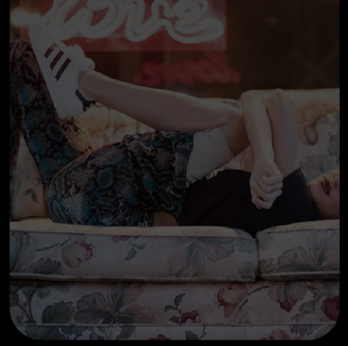
DISTRIBUTION.

PREPARED FOR
Ernest and the Runway Influence team

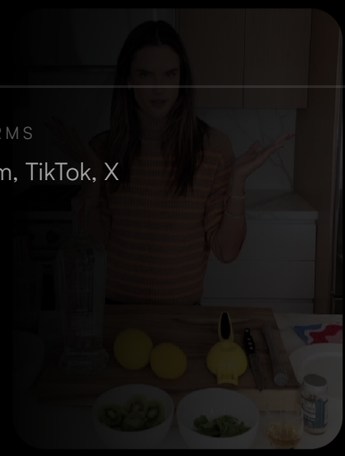
SCOPE
Clipping, accounts, distribution

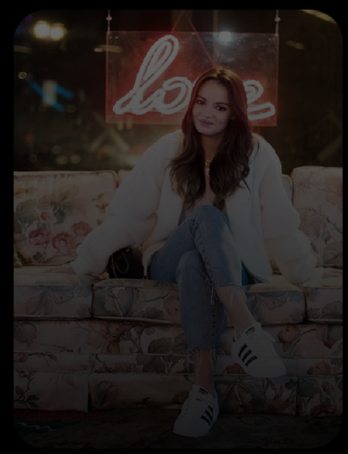
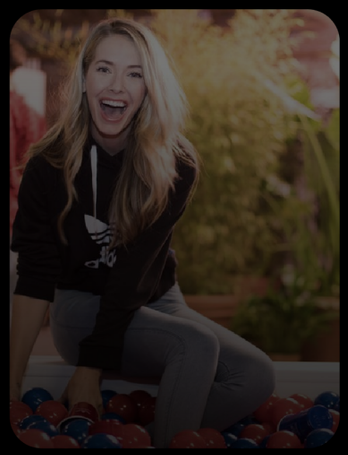
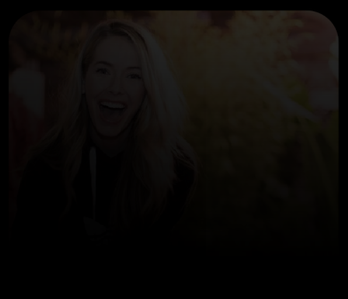
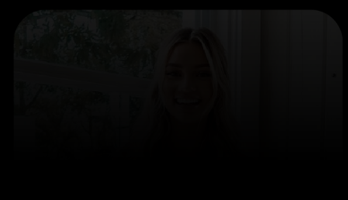
PLATFORMS
Instagram, TikTok, X










• WHERE WE FIT

WHERE WE FIT.

"Genuine U.S. reach, real follower growth and measurable results, rather than inflated views or artificial engagement."

RUNWAY INFLUENCE, ON WHAT YOU'RE LOOKING FOR

Flat fee

Priced per account, per month. Not CPM. You know the number before the month starts, and your rate to your client is yours.

White label

You hold the client. We build and run the distribution behind your name. Reports carry your branding. We never contact your clients.

30-day test

Paid test first. One client, ten accounts, a month of posting. Scale across clients if the numbers hold.

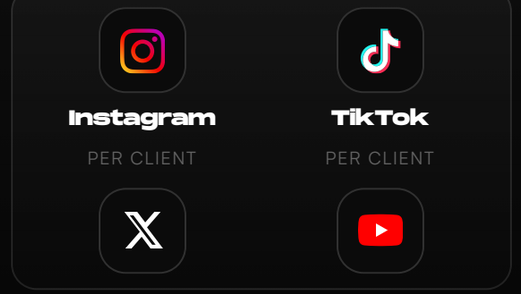
DELIVERABLES

WHAT WE RUN.

01 · CLIPPING

CLIPPING

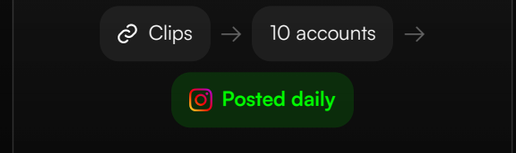
Raw footage and long-form cut into short posts per platform. New hooks, crops, captions and music. The first batch is approved by you before anything goes out.



02 · ACCOUNTS

ACCOUNTS

Built per client, one niche each, warmed before launch and run from real devices. Handles and bios you approve. Nothing is bought.



03 · DISTRIBUTION

DISTRIBUTION

Scheduled posting across the network at a set cadence, one to three posts a day per account. Accounts that go down are replaced inside the month.

04 · REPORTING

REPORTING

One login for your team: accounts, what is scheduled, what is live, and views and follows per client. Weekly report in your branding.

- Handles, niches and the first batch of cuts are approved by you before launch.

• RESULTS

RESULTS.

Campaigns, platform growth and full management, on our own creators. Shown with each creator's permission.

CAMPAIGNS



meowbarbie

INSTAGRAM

100M+

views from one Instagram campaign

Reel pages	30+
Scope	Content + promo
Her Instagram	1M

GROWTH



Valeri

X

+190K

followers on X in three months

Followers	500K → 690K
Total views	20M+
Growth	+38%

MANAGEMENT



Ayleks

EVERY PLATFORM

1M

on Instagram, signed and managed by us

Role	Full creator management
Scope	Content, platforms, fans

BEFORE & AFTER

SAME CREATOR, BEFORE AND AFTER.

Monthly net revenue from her own statements, before our distribution went live and every month since.

1 New pages only • Cosplay

Setup mid-June 2026, traffic live from August

2.7X

NET REVENUE A MONTH

	BEFORE	AFTER
Net a month	$15K	$41K
Months	Jun—Jul	Aug—Oct

What we ran: Multi-account Instagram and X pages built from scratch, her content plan, and a link path that lands cleanly. All new traffic came through those pages, with her own 50K main page left alone.

- **IG** — MULTI-ACCOUNT
- **X** — MULTI-ACCOUNT
- **Links** — REBUILT
- **50K** — MAIN UNTOUCHED

2 Scale • Established creator

Started late 2025

2.2X

SAME MONTH, ONE YEAR APART

	OCT 2025	OCT 2026
Net a month	$51K	$112K
Nov so far	$63K	$59K · on pace $118K

What we ran: Instagram and X pages built around her, her content plan, and a rebuilt link path. Her own clips, AI content and reposts of her older library kept volume at 50+ posts a day.

- **IG** — MULTI-ACCOUNT
- **X** — MULTI-ACCOUNT
- **Links** — REBUILT
- **50+** — POSTS / DAY

WHERE OUR WORK STOPS

Our job is reach and new followers. What that turns into depends on the client's offer and what happens after the follow. These numbers assume a steady flow of new material from the creator. No one can guarantee a post goes viral.

Creator names and balances hidden.

AI CONTENT

REAL CONTENT FIRST.

AI doesn't replace the client's content. It turns one shoot into a month of posts, so the accounts never run out of fresh material. Used only with the client's written consent.

EXAMPLE

THE SOCCER REEL

A viral AI trend, recreated with one of our creators on a brand new page while it was still rising. One video, 4 million views.

4M

views on one AI reel

01

TRENDS

Viral trends, recreated

When a format is trending, we recreate it with the client's talent or content while it's still hot, then put new hooks on top so one trend becomes a stack of fresh posts.

- Trends caught while they're still rising
- New hooks on every version
- Every version approved before it's posted

02

TEST ACCOUNTS ONLY

New audiences

Niches the client would never post themselves, run on separate test accounts and never on anything carrying their name. If one finds an audience, it becomes a new traffic source.

- Kept apart from the client's brand
- Only niches you sign off on

WHITE LABEL

WHITE LABEL.

YOUR CLIENT

The relationship, the pricing and the conversation stay with Runway. We never contact your clients or their talent, during the term or after it.

YOUR NAME

Reports, dashboards and anything your client sees carry your branding. AIGNCY does not appear on any of it.

OUR TEAM

Clipping, account building, posting and reporting are done by our in-house team. Nothing is subcontracted without telling you.

MEASUREMENT

Weekly: accounts live, posts out, views and follows per platform. The guarantee is on accounts and volume. Views are reported, not promised.

CONTENT RIGHTS

Client content is licensed to us for this work only and deleted at the end of the term. Nothing goes into third-party AI tools without written consent.

ACCOUNTS

Built and run by us for one client at a time. No handle carries a client's trademark without your approval. Accounts that go down are replaced inside the month.

PRICING

TERMS.

$300

Per account, per month. Clipping, posting and reporting included, up to two posts a day per account. Ten-account minimum per client. $250 at fifty or more accounts across your clients.

$3K

Paid test. Thirty days, one client, ten accounts, up to 600 posts. Paid upfront. Same rate as the ongoing work, so the test is the price.

3 mo

After the test. Three-month term per client, monthly in advance, then month to month. Add or remove accounts at the start of any month.

Your rate to your client is yours. Extra editing beyond clipping, or campaigns outside the account network, are quoted separately.

SCOPE

SCOPE.

ACCOUNTS	POSTS · MO	RATE	FEE · MO
10	**600**	**$300**	**$3,000**
25	**1,500**	**$300**	**$7,500**
50	**3,000**	**$250**	**$12,500**
100	**6,000**	**$250**	**$25,000**

One client or several. The rate drops to $250 an account at fifty or more across your clients. Posts a day is the cadence we schedule; clipping volume follows it.

OUR FEE, A MONTH, AT *$300* AN ACCOUNT

$3,000

$9,000 for a three-month term

POSTS A MONTH

600

across 10 accounts

PLATFORMS

IG · TikTok · X

split per client, set at kickoff

TIMELINE

TIMELINE.

DAY 0

SIGNED

Test scope signed and paid. Content access and brand guidelines for the first client.

WEEK 1

BUILD

Niches and handles approved. Accounts built and warming. First batch of cuts sent for approval.

WEEKS 2—4

POSTING

Cadence ramps to full volume by week two. Weekly report every Monday.

DAY 30

TEST REPORT

Accounts, posts, views and follows per platform. Decide which clients to scale to and at what cadence.

• FINE PRINT

FINE PRINT.

GUARANTEE

Accounts live and posts out, per the scope. Views and follows are reported weekly but not guaranteed. Platforms change rules; we adapt and tell you.

TAKEDOWNS

Accounts removed by a platform are replaced inside the month at no cost. Content removed for a client's own rights issue is on the client.

ACCOUNTS

Accounts are built and owned by us and run for one client at a time. No handle uses a client's trademark without your written approval. Accounts are not transferred at the end of the term.

NON-SOLICIT

We do not approach your clients, talent or staff during the term or for 24 months after it.

AGREEMENT

No exclusivity either way. Services agreement under AIGNCY LLC. Thirty days' notice after the initial term.

APPROVAL

Handles, niches and the first batch of cuts are approved by you before launch. After that, posting runs on the agreed cadence and you see everything in the weekly report.

CONTENT

Client content is licensed to us for this work only, stored in a workspace dedicated to Runway, and deleted at the end of the term. No third-party AI tools on client content without written consent.

PAYMENT

Test paid upfront. After that, monthly in advance, Net 15. Account changes take effect at the start of the next month.

CONFIDENTIALITY

NDA both ways. We do not reference Runway or its clients publicly without written approval. Anonymized results may be referenced in our materials.

• NEXT STEPS

NEXT STEPS.

01 Reply with the first client and the platforms that matter to them

Ten accounts is the test. More clients come in at the same rate.

02 We send the test scope and agreement within 48 hours

Same terms as this deck

03 Live within ten days of content access

Accounts warm in week one. Full cadence by week two.

CONTENT

Raw footage and long-form per client. A shared drive works.

GUIDELINES

What each client will and won't say or show. One page is enough.

APPROVALS

One person on your side who signs off handles and the first cuts.

REPORTING

Your logo and where the weekly report should land.