

Campayn

Empowering Brands, Elevating creators

The **Creator Economy** is entering a new phase of growth



The **Global Creator Economy** is valued at **\$202 billion** in 2025, and is expected to grow to over **\$850 billion** by 2032.

Growing at a rapid pace of **22.7%** each year.

But, Collaborating with Creators remains a
Highly manual, Unpredictable and Time
consuming process.



Problems

For Creators

- **Difficulty in finding** ongoing marketing campaigns.
- Complex and **time-consuming** collaboration processes.
- **Limited opportunities** to monetize social media presence.
- **Inconsistent** and unreliable **payment systems**.

For Brands

- **Difficulty** in identifying the right influencers.
- **Lack of transparency** and metrics to measure campaign success.
- **Inefficient and costly collaborations** with uncertain ROI.



Our Solution

Centralized Campaign Hub

Where Creators can **easily find and filter** ongoing **campaigns** based on their niche and audience.



Simpler.**Faster**.Better

Campayn is Launching the New way to Collab.



Simple Sign-Up

Quick and hassle-free process to join campaigns and understand deliverables.

Endless Collaboration Opportunities

High-performing creators can win collaborations with renowned brands, boosting their visibility and earnings.

Unified Dashboard

Manage multiple campaigns across platforms from a single interface. Integration with Youtube, Instagram, Twitter, and more.

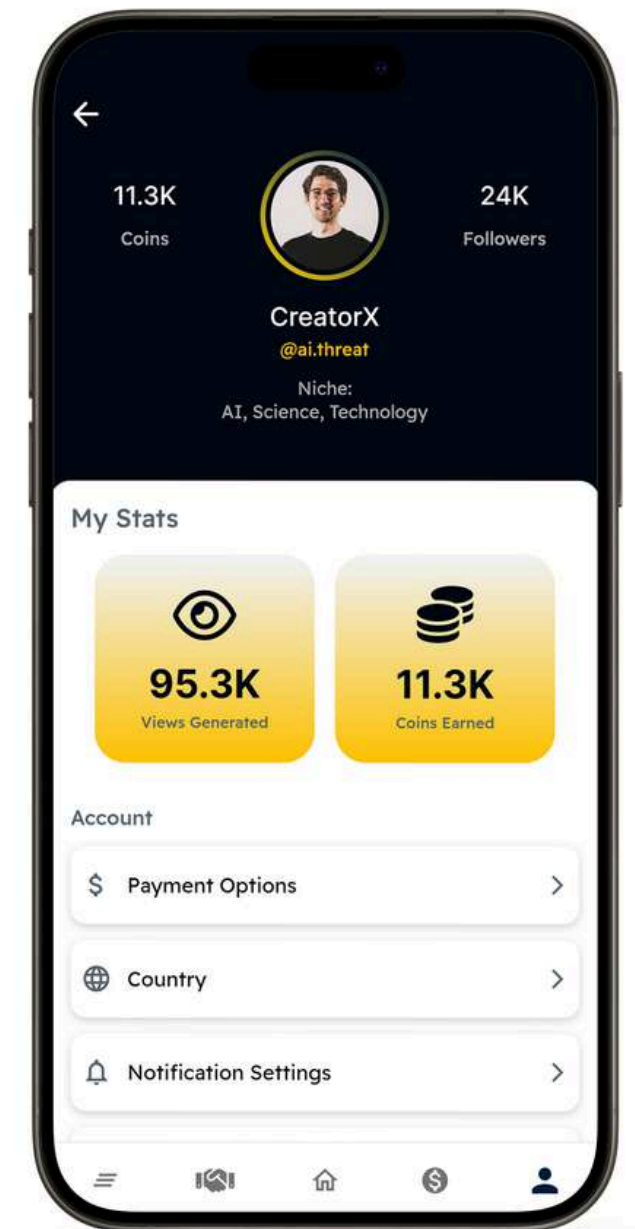
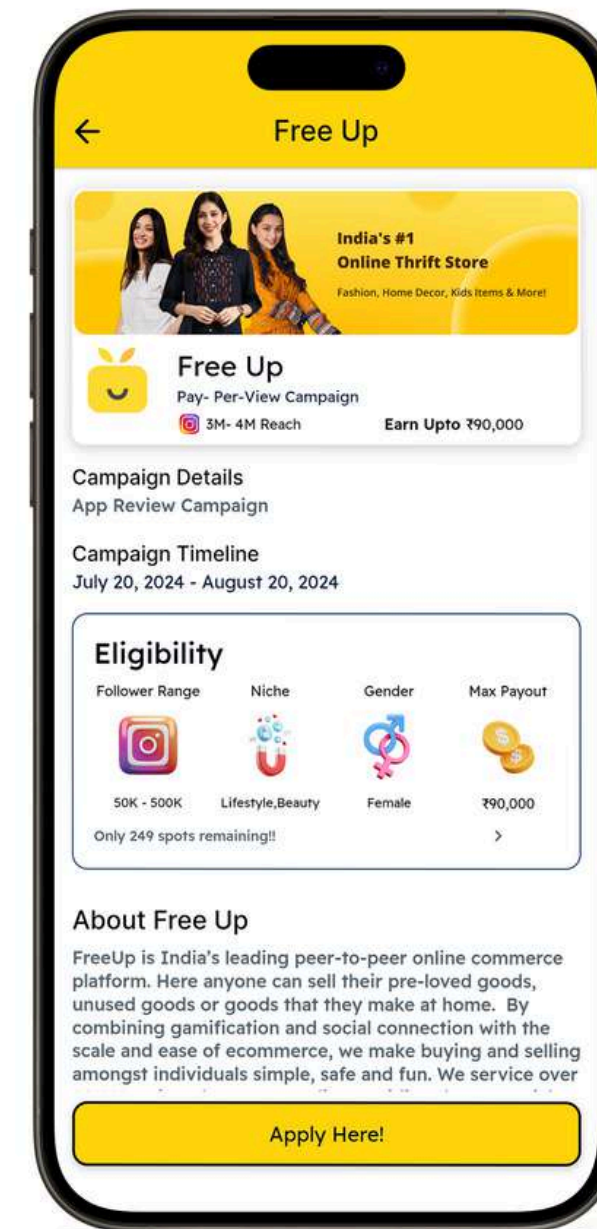
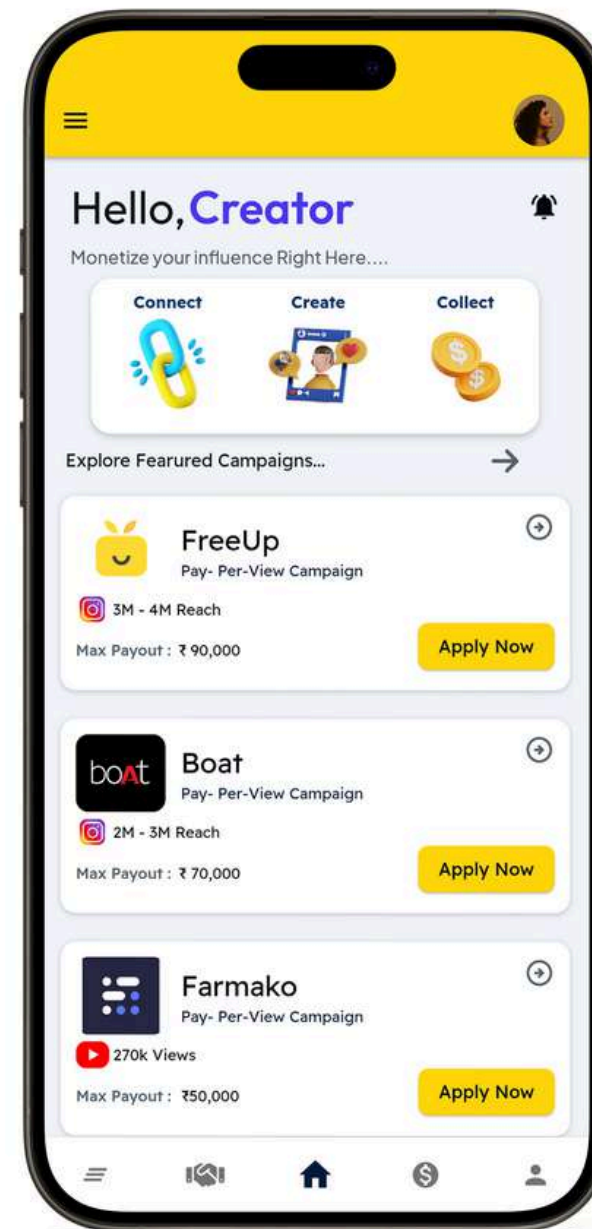
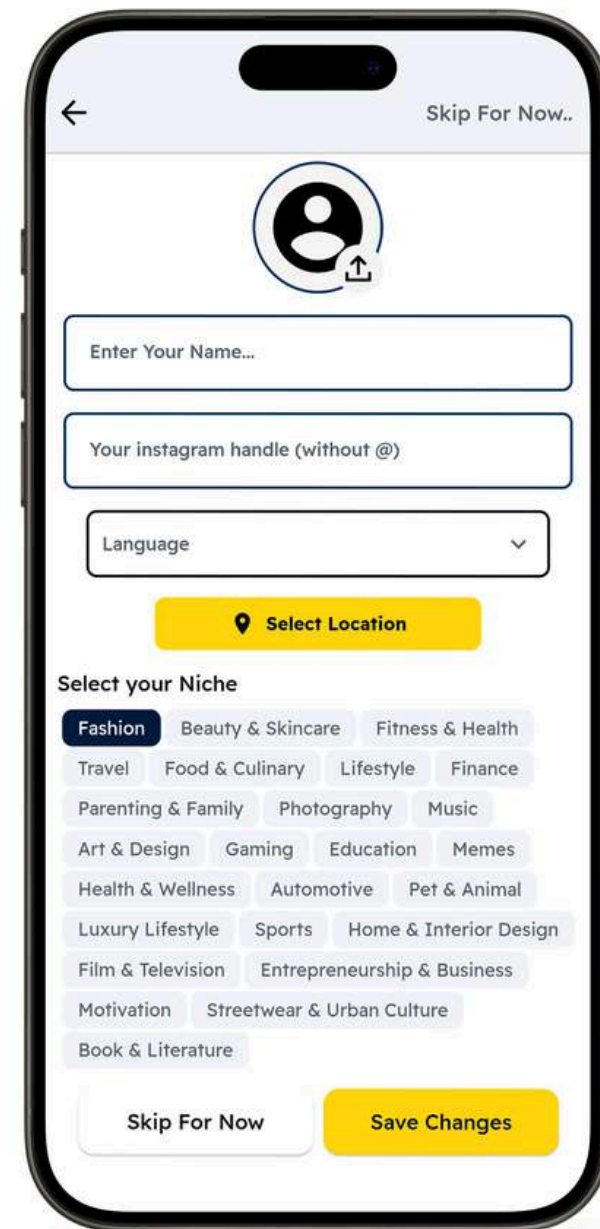
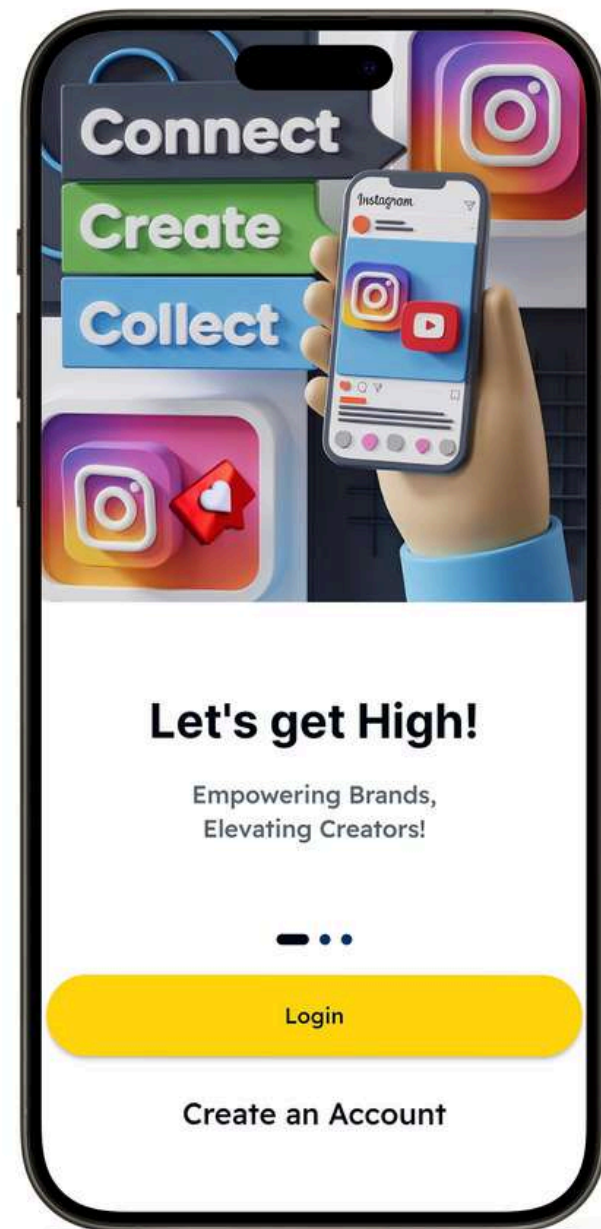
Secure Payments

Reliable and timely payment processing, ensuring creators are compensated properly.

Easy Sign-Up

Endless Collaboration Opportunities

Unified Dashboard





Collab.

Create.



Collect.

Earn by Performance

Payments are made in Creator Coins, our platform's digital currency.



Campaign Earnings

Creators earn around 0.15–0.2 rupees (varies) per view during the campaign period.

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Post-Campaign Earnings

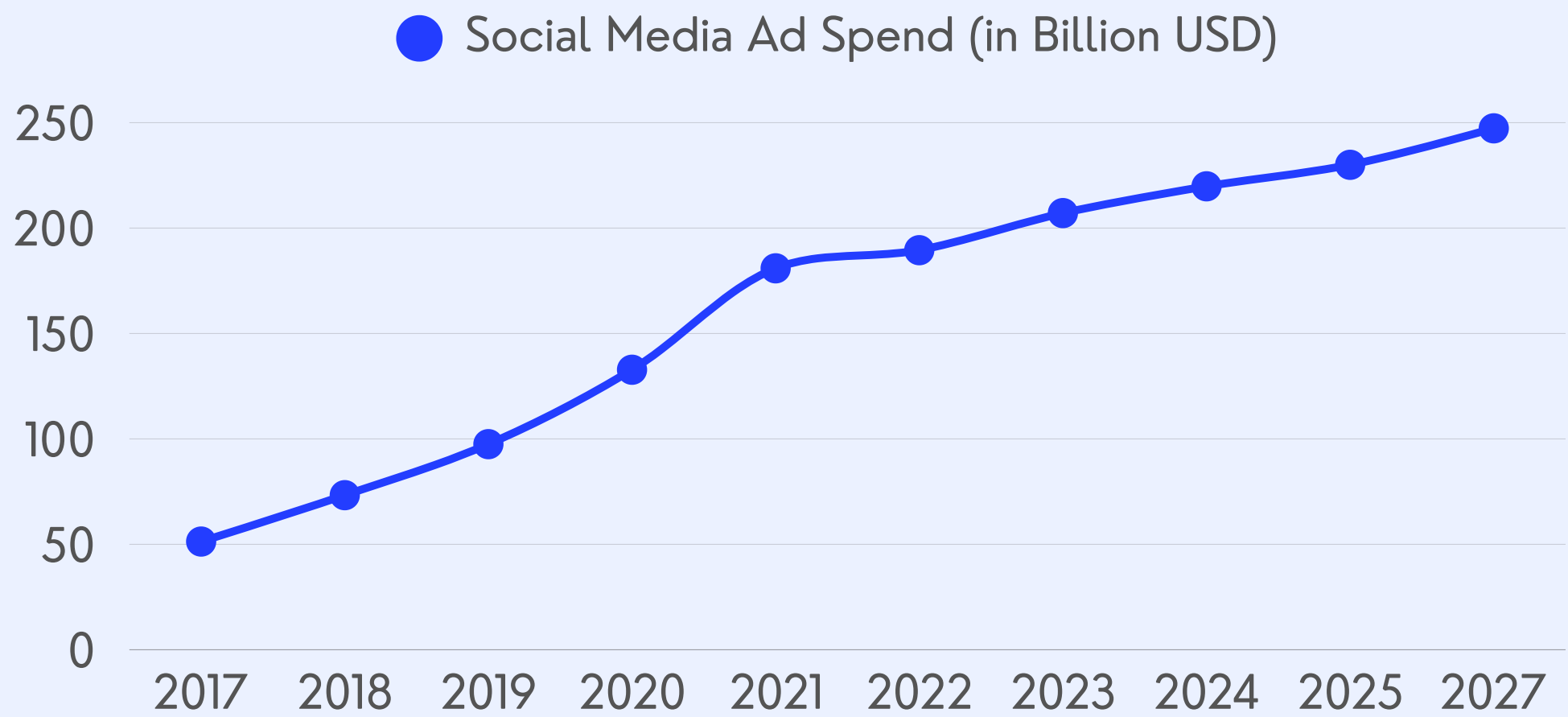
After the campaign ends, creators earn a lower rate per view for the next 2–3 weeks. Ensures continued engagement and promotion of the content.

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Affiliate Earnings

Creators can earn additional income through affiliate marketing. Promoting products using unique links and earn commissions on sales.

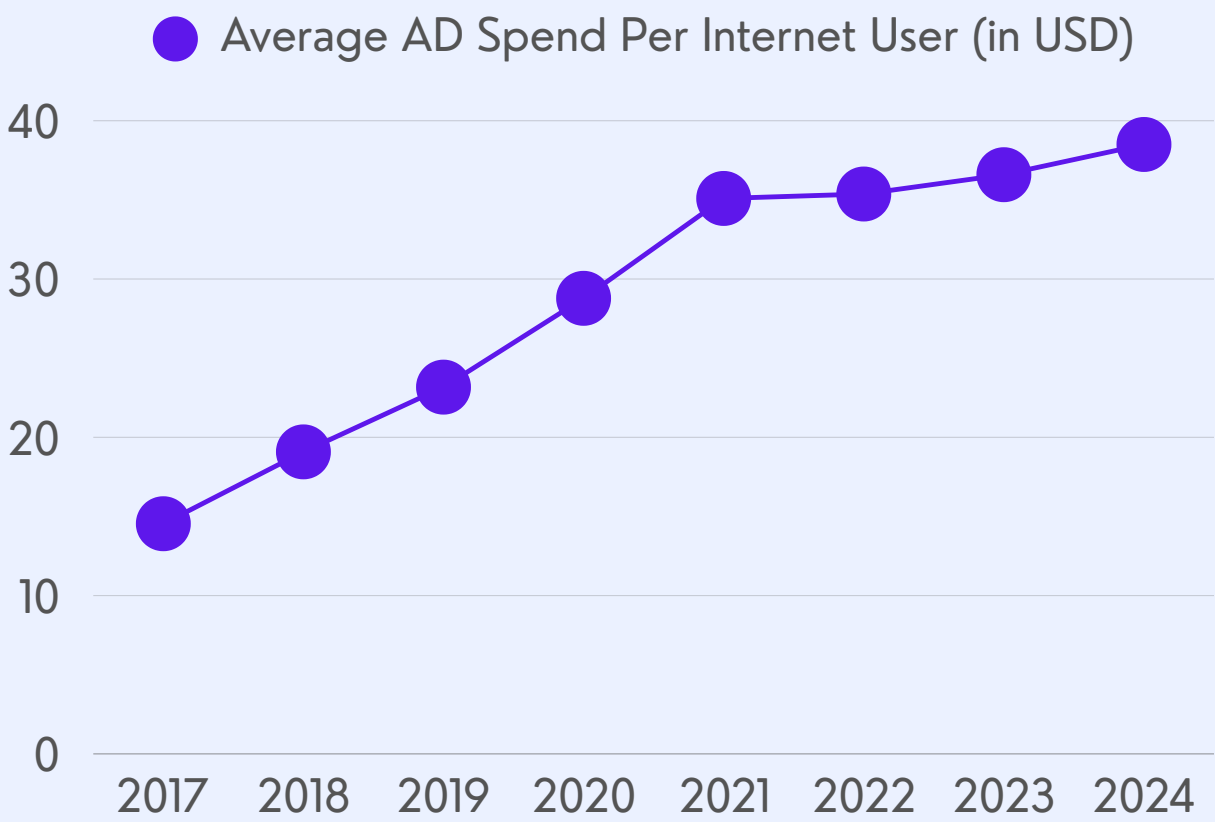
Market Potential



The Digital Ad Spending Market size is forecast to increase to \$320 billion, at a CAGR of 8.8% between 2023 and 2028.

Businesses put around **8.7% of their total revenue** towards their ads budget

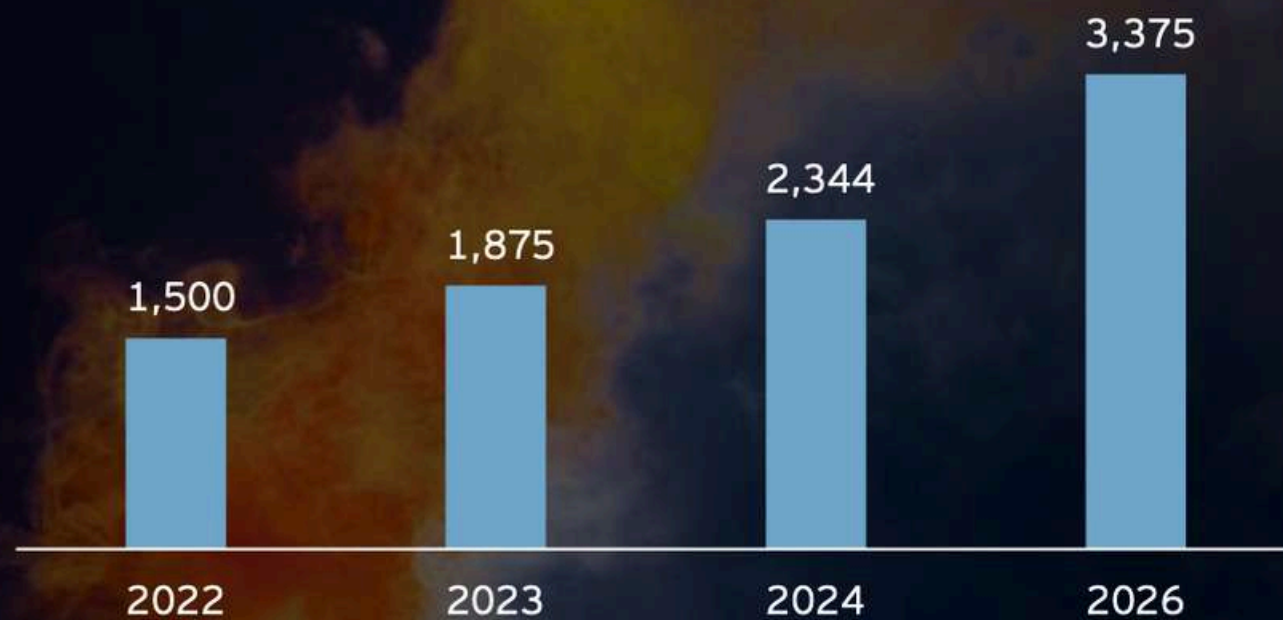
The number of **social media users** has swelled to a record **5 billion** people globally.



Market Potential

India's influencer market size is expected to reach **INR3,375 crore** by 2026, growing at 18% CAGR

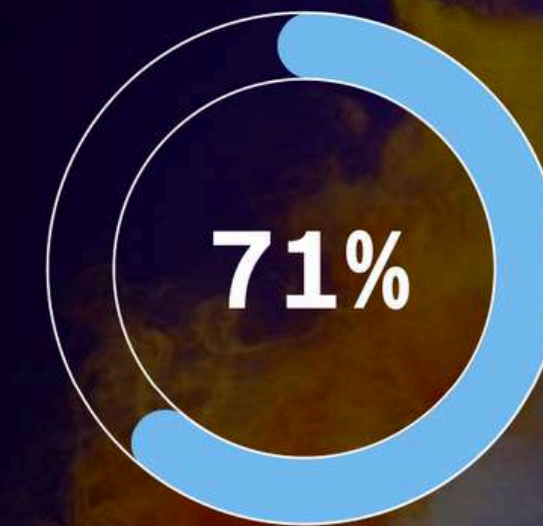
Indian influencer marketing size



EY estimates

Influencer marketing is expected to grow by **25%** in 2024, reaching **INR2,344 crore** and to **INR3,375 crore** by 2026

Compensation mechanism is evolving



EY survey of marketers

71% of brands engage with influencers on a fixed fee model



29% are exploring performance linked models to drive influencer accountability



EY survey of marketers

75% brands consider influencer marketing as part of their marketing strategy

Our Revenue Model

That’s how we will make money.



Campaign Management Fees

We charge fees per campaign based on budget percentage or a flat fee, covering influencer selection, campaign execution, and reporting.

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Transaction Fees

Percentage commission on payments made to influencers.

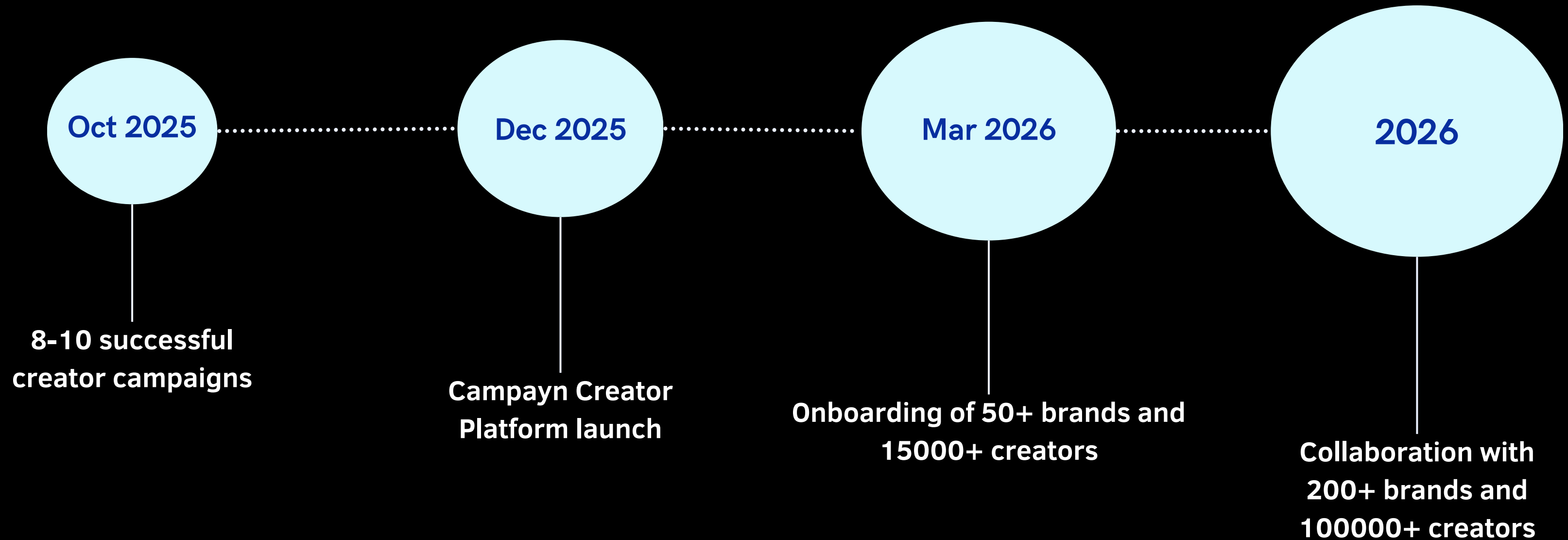
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Premium Features

Additional fees for advanced analytics and reporting for providing insights on campaign performance, audience demographics, engagement metrics, and ROI analysis.

Timeline Stages

Our journey from inception to success has four stages



Meet the Team



**UTKARSH
GAUTAM**

Chief Executive Officer

IIT Roorkee



**NITIN PRATAP
SINGH**

Chief Marketing Officer

IIT Roorkee

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