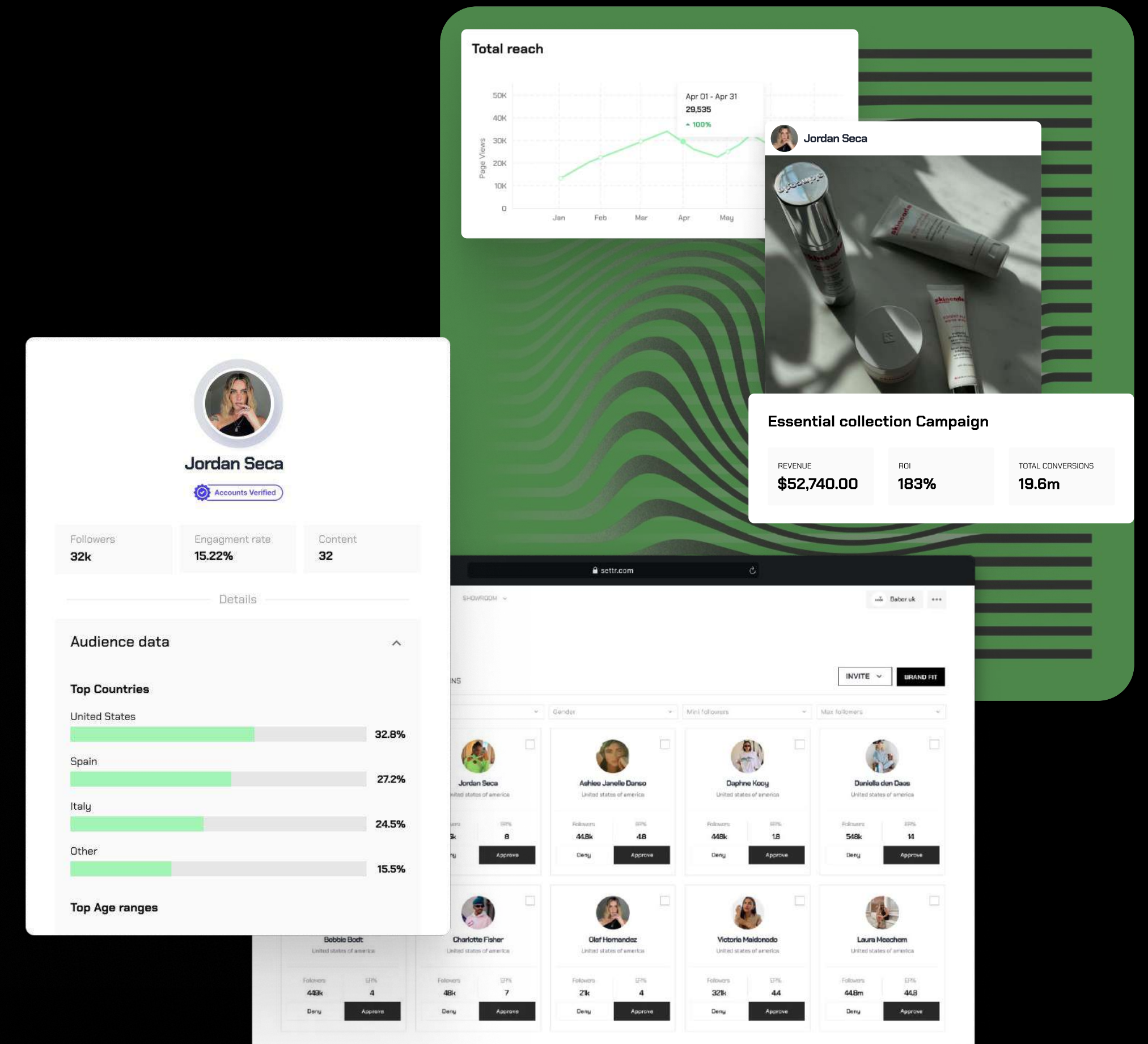


Key Features & Capabilities

Unlock the most intuitive and powerful search engine for earned media. Settr is a leading communication technology platform designed to do the heavy lifting so you can work smarter — not harder.





Founder & Team Story

"I always thought agency work was just about sipping pricey wine at Fashion Week!"

After leaving my role as Chief Strategy Officer at The List (thelist.app), I found myself unsure of my next move. One thing was clear: we had spent a fortune on PR agencies. Thinking PR would be easier than building a tech company, I dove in headfirst, assembling a stellar team from Matchesfashion and top talent agencies.

Our first client arrived, and I thought, "This will be simple." But soon, my girlfriend's parents' guest house was filled with influencer packages. Nights were spent labeling boxes, meeting brands' exacting aesthetic demands, and manually tracking clippings. Exhaustion set in quickly.

While scouting the internet for a better way, I had a revelation. Most influencer platforms were designed top down and for brands only. Not by an agency for agencies, leaving a massive gap for those who wanted to streamline and innovate their agency.

Enter Settr. We built technologies for real trendsetters, streamlining influencer matchmaking and campaign management. No more sleepless nights—just smart, efficient solutions for brands to connect with perfect influencers. And thus, Settr was born, incorporating time savings everywhere we see fit.

- Simon Fransson, CEO & Founder.





Platform & Company overview

✦ | AI Discovery

🎮 | Activation Management

📊 | Influencer Reporting

📊 | Brand Data & Reporting

😊 | Comms & Relationship Management

📅 | Events Management

📄 | Clipping & Content Tracking



AI Discovery

- | | | | | | | | |
|-----------------------|----------------------|-------------------|------------------------|------------------|-----------------|---------------------------|--------------------------------|
| ✓ AI Brand-Fit Search | ✓ Keyword Search | ✓ Tiktok database | ✓ Celebrities database | ✓ Follower size | ✓ Gender filter | ✓ Spoken language filter | AI Inclusion (Coming soon) |
| ✓ Visual Search | ✓ Instagram database | ✓ Model database | ✓ Engagement rate | ✓ Country filter | ✓ Age filter | ✓ Influencers size filter | Youtube database (Coming soon) |

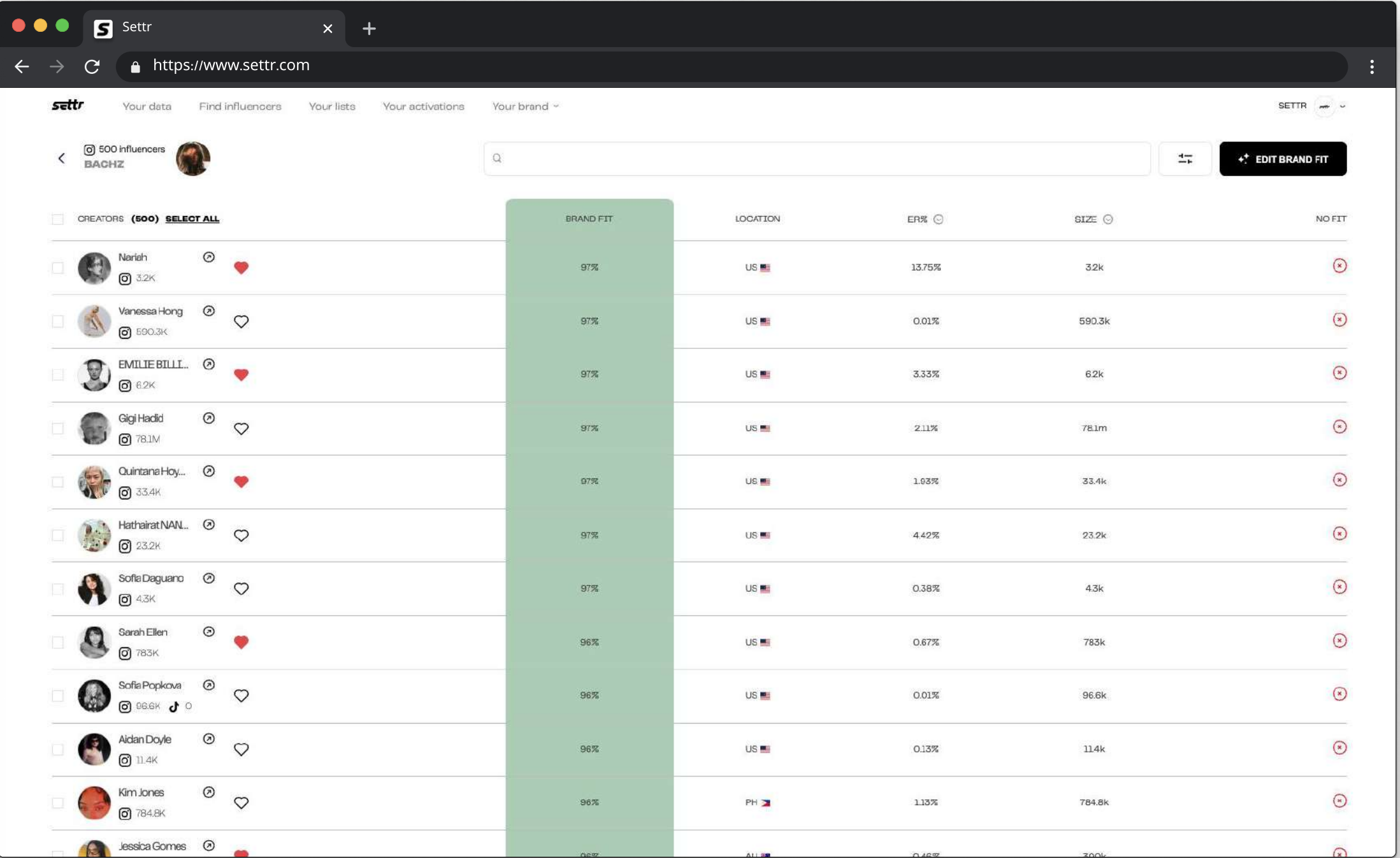
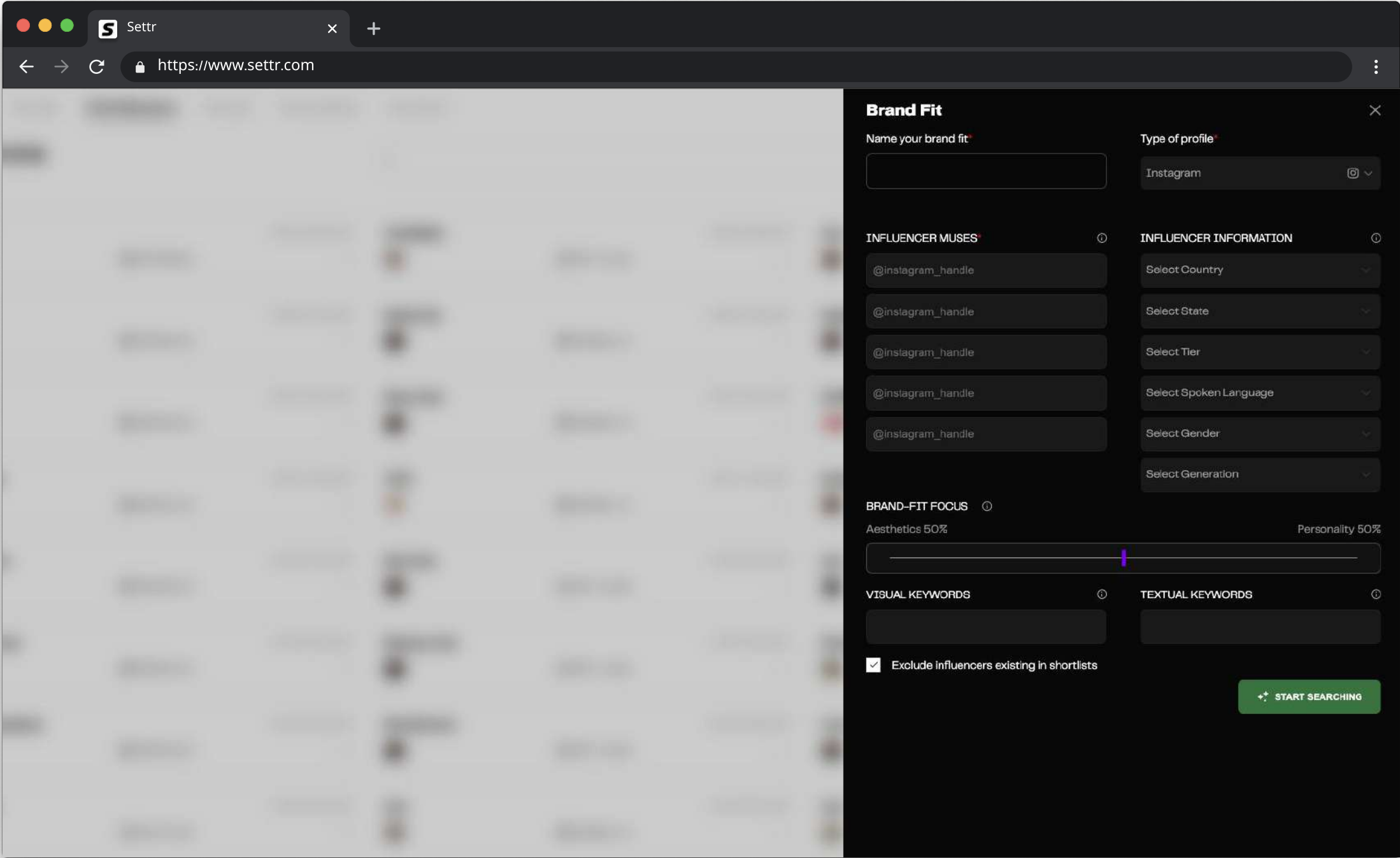


AI Vision & Aesthetics

Our AI search tool can instantly match a brand's influencer muse with thousands of similar profiles based on aesthetics and content. Choose from Instagram, TikTok & YouTube to streamline your search.

500 results in 10 seconds.

Settr makes it easy to identify relevant influencers and reach your target audience with our various smart filters such as keywords, audience data, sentiment analysis, and image search.

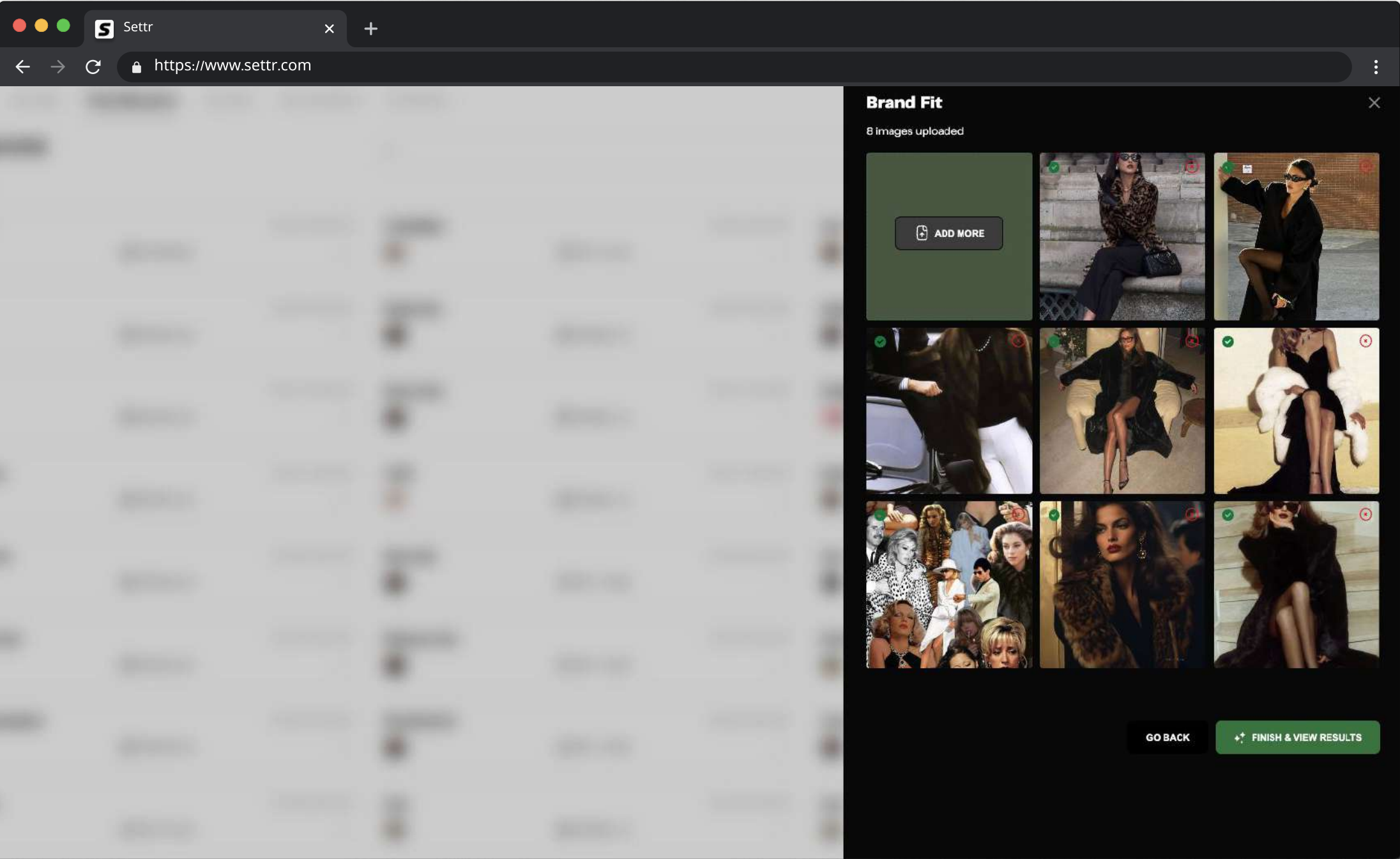


- ✓ AI Brand-Fit Search
- ✓ Keyword Search
- ✓ Tiktok database
- ✓ Celebrities database
- ✓ Follower size
- ✓ Gender filter
- ✓ Spoken language filter
- AI Inclusion (Coming soon)
- ✓ Visual Search
- ✓ Instagram database
- ✓ Model database
- ✓ Engagement rate
- ✓ Country filter
- ✓ Age filter
- ✓ Influencers size filter
- Youtube database (Coming soon)
- Snapshot database (Coming soon)



Visual Moodboard Search

Create a personalised mood board to base your aesthetic search criteria on.



Scale clients to any market, with quality

This presentation, including any attachments and/or related materials, is provided on a confidential basis and is intended solely for the individual or entity to whom it is addressed. This contains.

- ✓ AI Brand-Fit Search

✓ Visual Search
- ✓ Keyword Search

✓ Instagram database
- ✓ Tiktok database

✓ Model database
- ✓ Celebrities database

✓ Engagement rate
- ✓ Follower size

✓ Country filter
- ✓ Gender filter

✓ Age filter
- ✓ Spoken language filter

✓ Influencers size filter
- AI Inclusion (Coming soon)

Youtube database (Coming soon)

Snapchat database (Coming soon)



Smart Lists

Everything begins with a list. Discover, save, and favorite influencers, organizing them into lists for a clearer view of your community and easily connect these lists to activations.

Estimates Reach & EMV auto

Collaborate, share, and download your lists. Calculate the expected EMV for a clearer understanding of each list's potential.

Settr

Your data

Find influencers

Your lists

Your activations

Your brand

YOUR LISTS

FAVOURITES2

ALL CREATORS8902

TIKTOK24

INSTAGRAM998

POSTED998

NOT POSTED61

Q

Add Creators

CREATE LIST

LISTS	CREATORS	TOTAL	AVG. FOLLOWERS	AVG. ER	EST. EMV	EST. REACH	ACTIVATIONS	CREATE DATE
Instagram list 1	<div><div></div><div></div><div></div></div> <div>✕</div>	805	217.5k	5	472.7k	26.2m	<div></div>	Jan 15, 2024
Instagram list 2	<div><div></div><div></div><div></div></div> <div>✕</div>	23	24.8k	2	6.1k	85.7k	<div></div>	May 15, 2024
TIKTOK	<div><div></div><div></div><div></div></div> <div>✕</div>	119	93.6k	3	55k	1.6m	<div></div>	Apr 8, 2024
Instagram	<div><div></div><div></div><div></div></div> <div>✕</div>	23	650.6k	1	26.5k	2.2m	<div></div>	Feb 7, 2024
Instagram	<div><div></div><div></div><div></div></div> <div>✕</div>	77	344.7k	4	60.1k	3.8m	<div></div>	Jan 23, 2024
Instagram (Instagram)	<div><div></div><div></div><div></div></div> <div>✕</div>	486	213.6k	6	213.9k	15m	<div></div>	Dec 7, 2023
Instagram 10	<div><div></div><div></div><div></div></div> <div>✕</div>	419	14.4k	2	69.5k	909.5k	<div></div>	Dec 6, 2023
Instagram	<div><div></div><div></div><div></div></div> <div>✕</div>	486	104.3k	6	161.1k	7.4m	<div></div>	Nov 30, 2023
Instagram (Instagram)	<div><div></div><div></div><div></div></div> <div>✕</div>	46	217.7k	2	24.4k	1.4m	<div></div>	Nov 30, 2023
Instagram	<div><div></div><div></div><div></div></div> <div>✕</div>	104	206.5k	2	63.1k	3.2m	<div></div>	Nov 21, 2023

- ✓ AI Brand-Fit Search

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AI Inclusion (Coming soon)

Youtube database (Coming soon)

Snapchat database (Coming soon)

Activations Management

-
- ✓ List creation

✓ Email sequencing

✓ Personalisation

✓ Activation list

✓ Event activation

✓ Bookings

✓ Custom deliverables

✓ Guest Management
- ✓ Email detection

✓ Automatic follow ups

✓ Upload influencers

✓ Seeding activation

✓ UGC activation

✓ Order form

✓ Barter activation

AI inbox replies (Coming soon)
-



Influencers Audience Data

Make informed decisions with detailed information about each influencers demographics and audience quality.

No limits, no credits.

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settr

Your data

Find influencers

Your lists

Your activations

Your brand

settr

https://www.settr.com

EXPORT

<input type="checkbox"/>	CREATORS (23) SELECT ALL	LOCATION	SIZE	ER%	REAL FOLLOW	TOP AGE	M/F	TOP COUNTRY	PF %		
<input type="checkbox"/>	<div><div><div>Daria May</div><div>N...</div></div><div><div></div><div></div></div></div>	US	32.7k	5.79	88%	21-24 (33%)	67% (F)	FR 19%	300%		
<input type="checkbox"/>	<div><div><div>Sehanel Rakk...</div></div><div><div></div><div></div></div></div>	US	28.8k	0.02	97%	25-34 (64%)	63% (F)	US 47%	N/A		
<input type="checkbox"/>	<div><div><div>Samuela Wea...</div></div><div><div></div><div></div></div></div>	US	22.5k	N/A	99%	25-34 (76%)	89% (F)	US 75%	N/A		
<input type="checkbox"/>	<div><div><div>Helene Renee</div></div><div><div></div><div></div></div></div>	US	21.3k	N/A	95%	25-34 (73%)	84% (F)	US 80%	N/A		
<input type="checkbox"/>	<div><div><div>Madeline Bro...</div></div><div><div></div><div></div></div></div>	US	22.9k	N/A	93%	25-34 (61%)	88% (F)	US 79%	N/A		
<input type="checkbox"/>	<div><div><div>Caroline Rene...</div></div><div><div></div><div></div></div></div>	US	19.9k	1.02	75%	25-34 (52%)	83% (F)	US 85%	N/A		
<input type="checkbox"/>	<div><div><div>Jordan Turner...</div></div><div><div></div><div></div></div></div>	US	22k	N/A	98%	25-34 (74%)	91% (F)	US 55%	N/A		
<input type="checkbox"/>	<div><div><div>Margo Lloyd</div></div><div><div></div><div></div></div></div>	US	22.8k	N/A	98%	25-34 (58%)	95% (F)	US 93%	N/A		
<input type="checkbox"/>	<div><div><div>Faith Engelle...</div></div><div><div></div><div></div></div></div>	US	21.7k	N/A	95%	21-24 (38%)	96% (F)	US 85%	N/A		
<input type="checkbox"/>	<div><div><div>Gate Nursing ...</div></div><div><div></div><div></div></div></div>	US	32.5k	N/A	93%	25-34 (37%)	83% (F)	US 85%	N/A		
<input type="checkbox"/>	<div><div><div>Holly Beardon</div></div><div><div></div><div></div></div></div>	US	32.5k	3.42	91%	25-34 (63%)	90% (F)	US 57%	N/A		
<input type="checkbox"/>	<div><div><div>Lucy</div></div><div><div></div><div></div></div></div>	US	35.8k	3.04	97%	25-34 (57%)	91% (F)	US 83%	N/A		

- ✓ List creation

✓ Email detection
- ✓ Email sequencing

✓ Automatic follow ups
- ✓ Personalisation

✓ Upload influencers
- ✓ Activation list

✓ Seeding activation
- ✓ Event activation

✓ UGC activation
- ✓ Bookings

✓ Order form
- ✓ Custom deliverables

✓ Barter activation
- ✓ Guest Management

AI inbox replies (Coming soon)

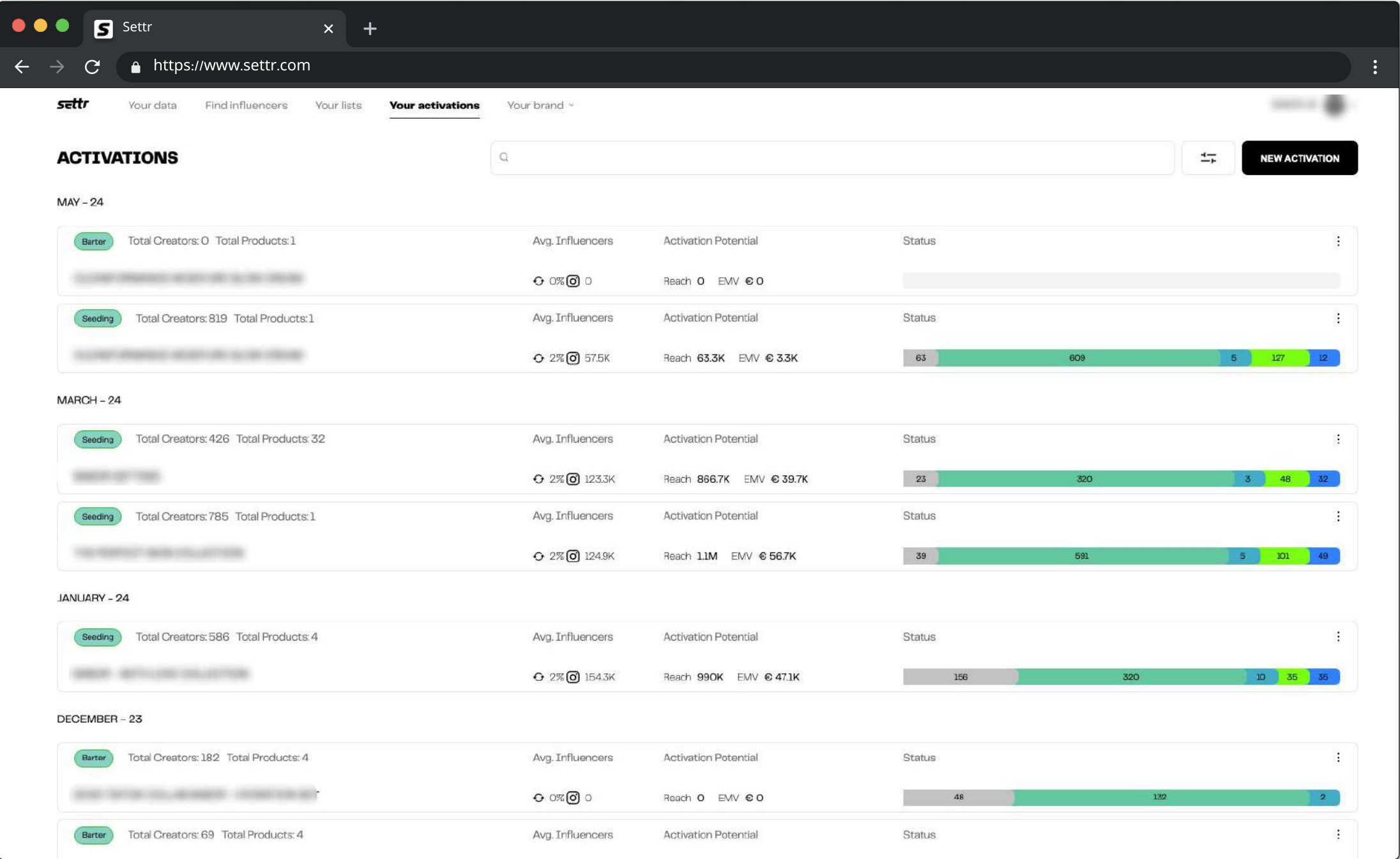


A Activation for every client.

Create custom activations across social networks with automated monitoring and reporting to track long-term activations, events, and influencer-generated content.

Run Muliple Different activations per client

No limits exist. Create as many activations, in multiple categories per client.



- ✓ List creation
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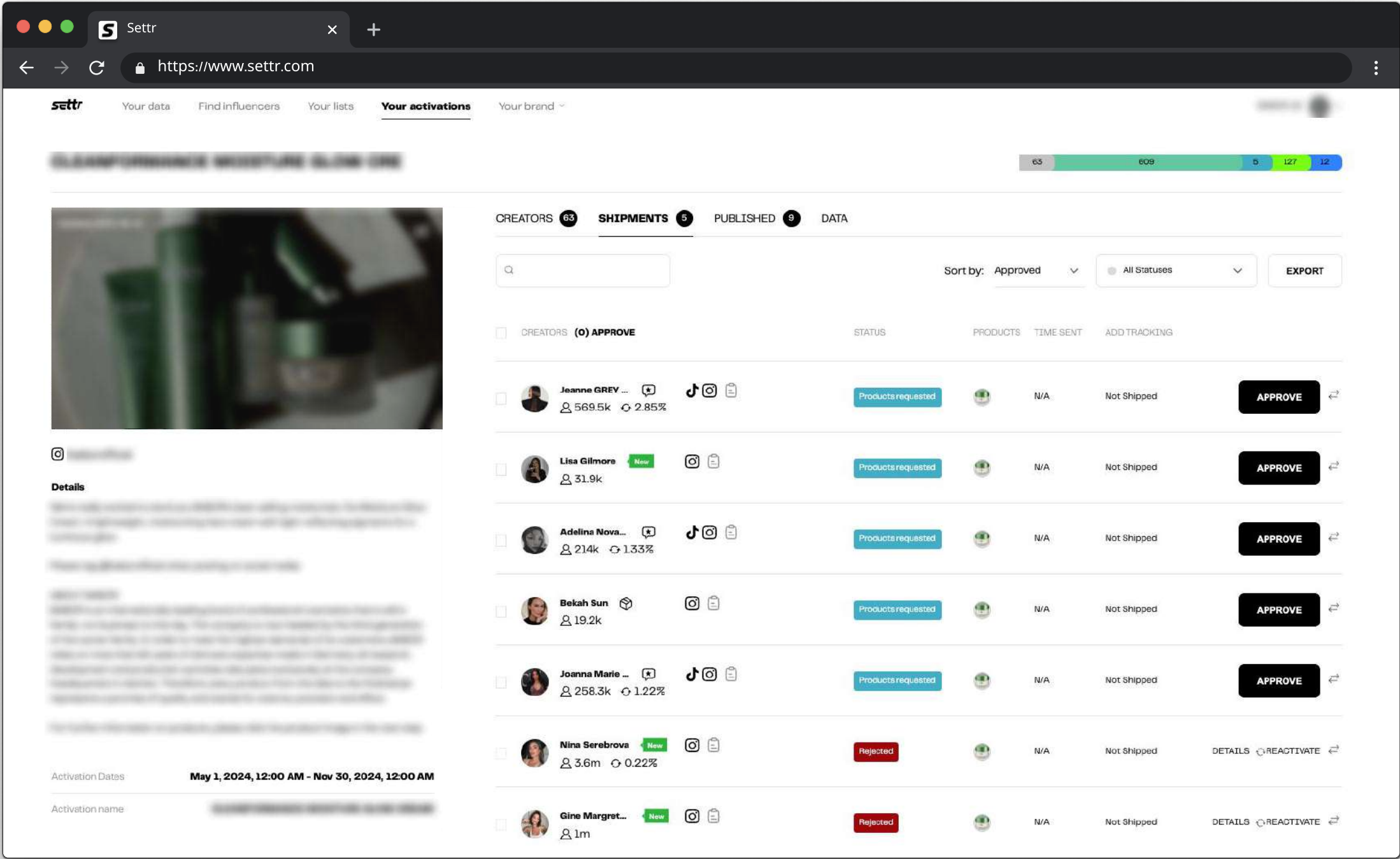


Warehouse & Fulfilment Automation

Our API integration streamlines the e-com flow, easily add products for influencers to choose from, enhancing efficiency and engagement.

Stop asking for contact & manually ship products.

Auto-save address details and connect directly to your warehouse; eliminate the need for manual CSV downloads and packaging to save time and reduce errors.



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- ✓ Barter activation
- AI inbox replies (Coming soon)



Tracking & Reporting

- ✓ Instagram Tracking
- ✓ Tiktok Tracking
- ✓ Clippings reporting
- ✓ Unlimited Audience Reports
- ✓ Audience Top Country
- ✓ Earned Media Value
- ✓ Post-Frequency Tracking
- ✓ Story Tracking
- ✓ Youtube Tracking
- ✓ AI Content Library
- ✓ Audience Top Gender
- ✓ Audience Top Demographic
- ✓ Mentions
- ✓ “Posted” List Automation

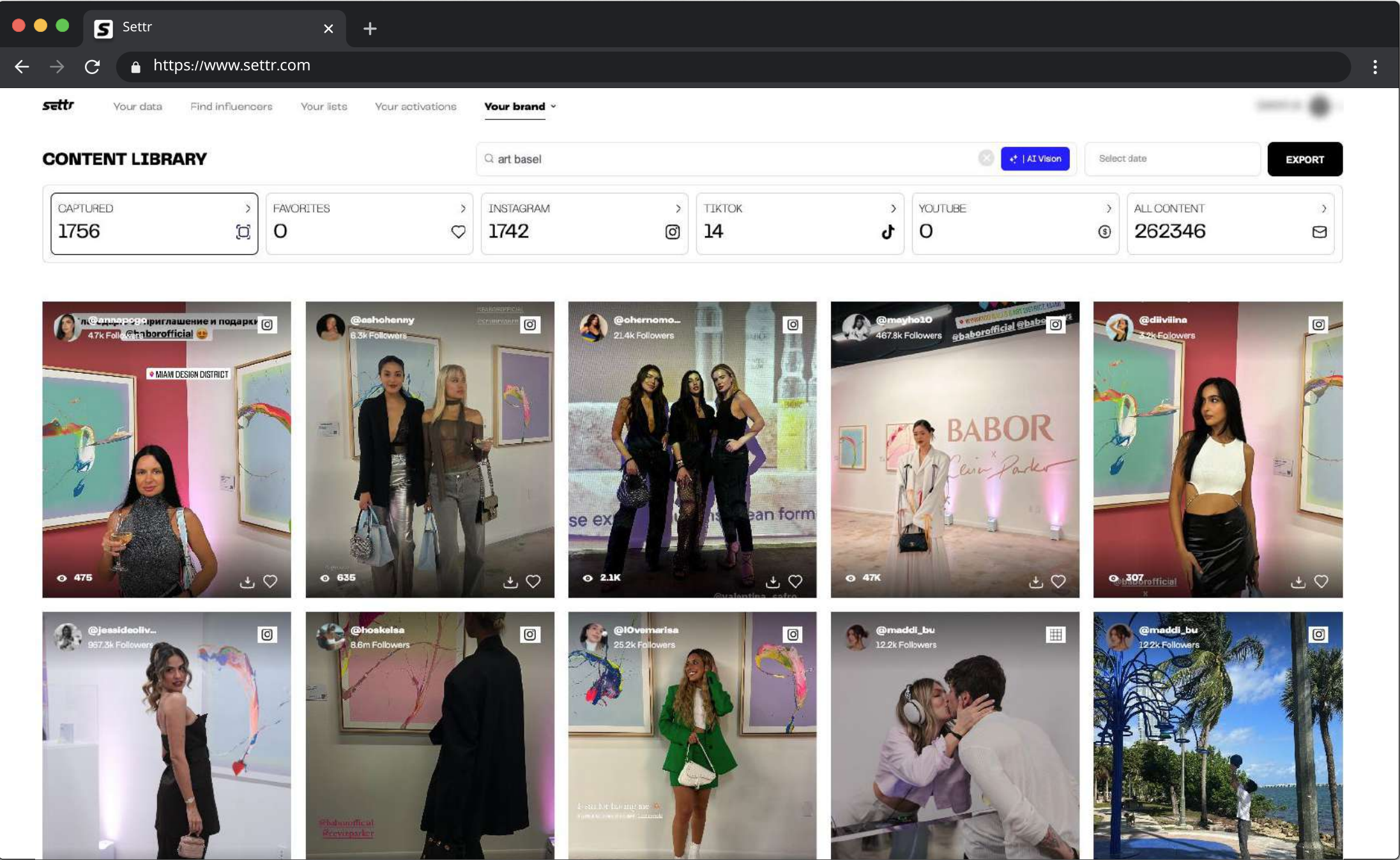


AI Content Library

Our AI content library automatically tracks all content, including Instagram stories, so you no longer need to manually monitor social media posts.

Stored a long time.

All content is published in your content library, allowing you to download and save as needed.

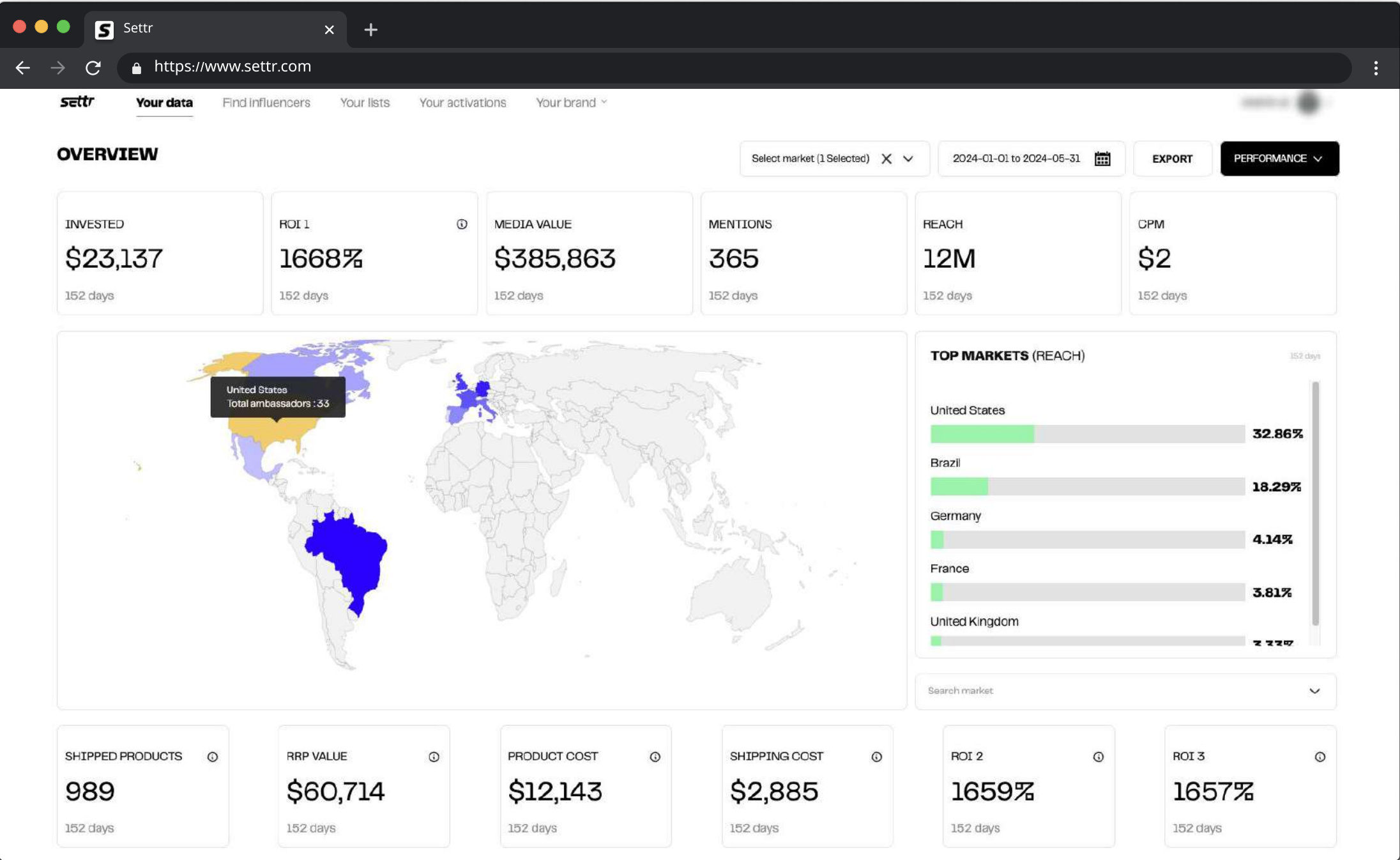


- ✓ Instagram Tracking
- ✓ Tiktok Tracking
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- ✓ Unlimited Audience Reports
- ✓ Audience Top Country
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- ✓ Youtube Tracking
- ✓ AI Content Library
- ✓ Audience Top Gender
- ✓ Audience Top Demographic
- ✓ Mentions
- ✓ “Posted” List Automation



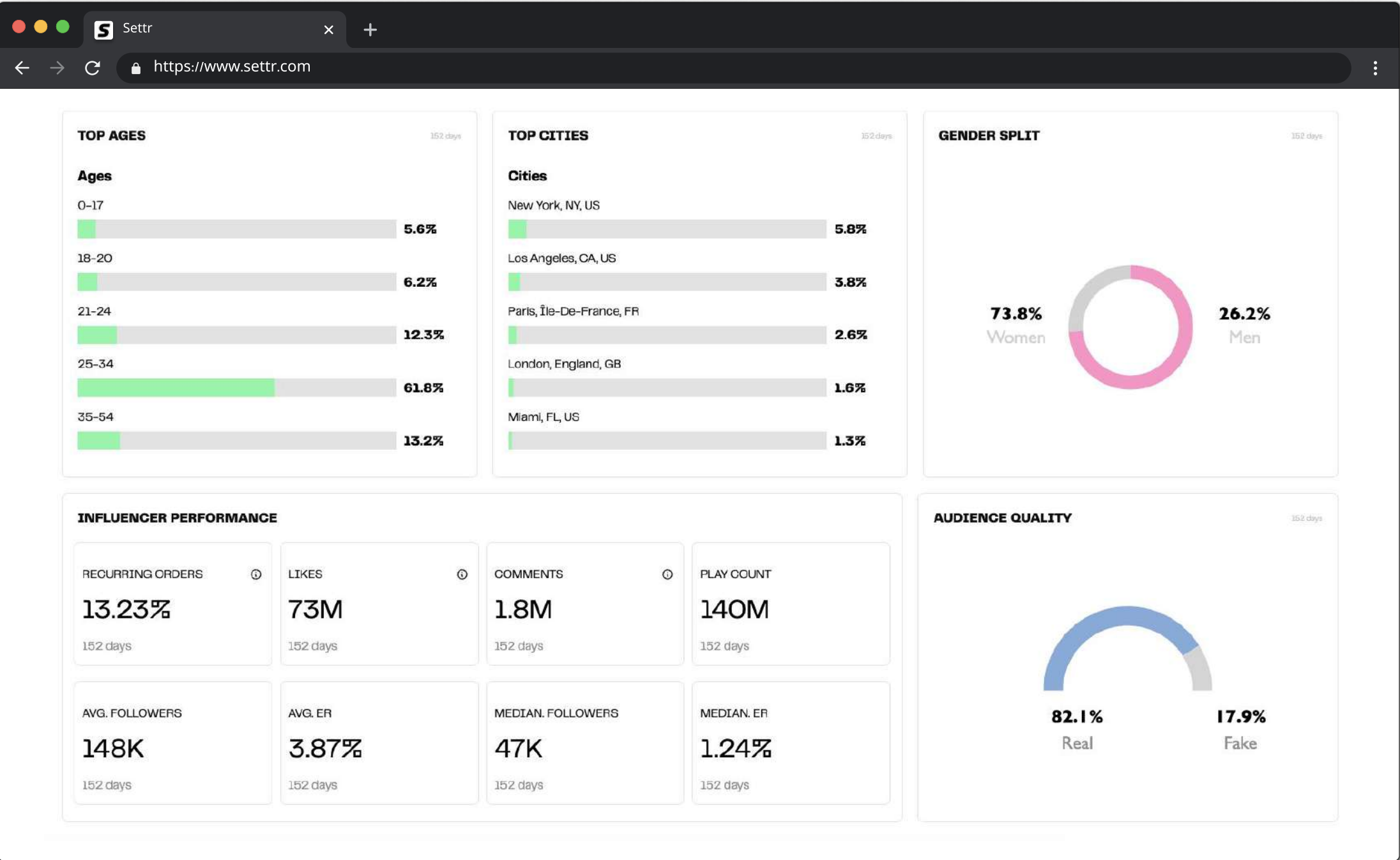
Share & Download the Brand Dashboard

Share or download a comprehensive data and analytics dashboard for your clients.



Provide your clients with the deepest seeding report in the industry

Our tracked KPIs is one of the most comprehensive in the industry, providing you with valuable insights and performance metrics.



- ✓ Instagram Tracking
- ✓ Tiktok Tracking
- ✓ Clippings reporting
- ✓ Unlimited Audience Reports
- ✓ Audience Top Country
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- ✓ Youtube Tracking
- ✓ AI Content Library
- ✓ Audience Top Gender
- ✓ Audience Top Demographic
- ✓ Mentions
- ✓ “Posted” List Automation

Thank you,
something all agencies
wish they heard more.

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