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Build This Idea

Influencer vetting tool that answers two questions: Are they fake? Did they convert?

Massive Market

Perfect Timing

Unfair Advantage

+11 More

The campaign looked perfect on paper. 500K followers. Strong engagement. Aesthetic that matched the brand. The marketing manager signed the \$15K deal, shipped the product, waited for the sales spike. It never came. Two weeks later she's in the data. 40% of those followers were bots. The comments were pods. The engagement was manufactured. Fifteen thousand dollars for a photo that reached almost nobody real.

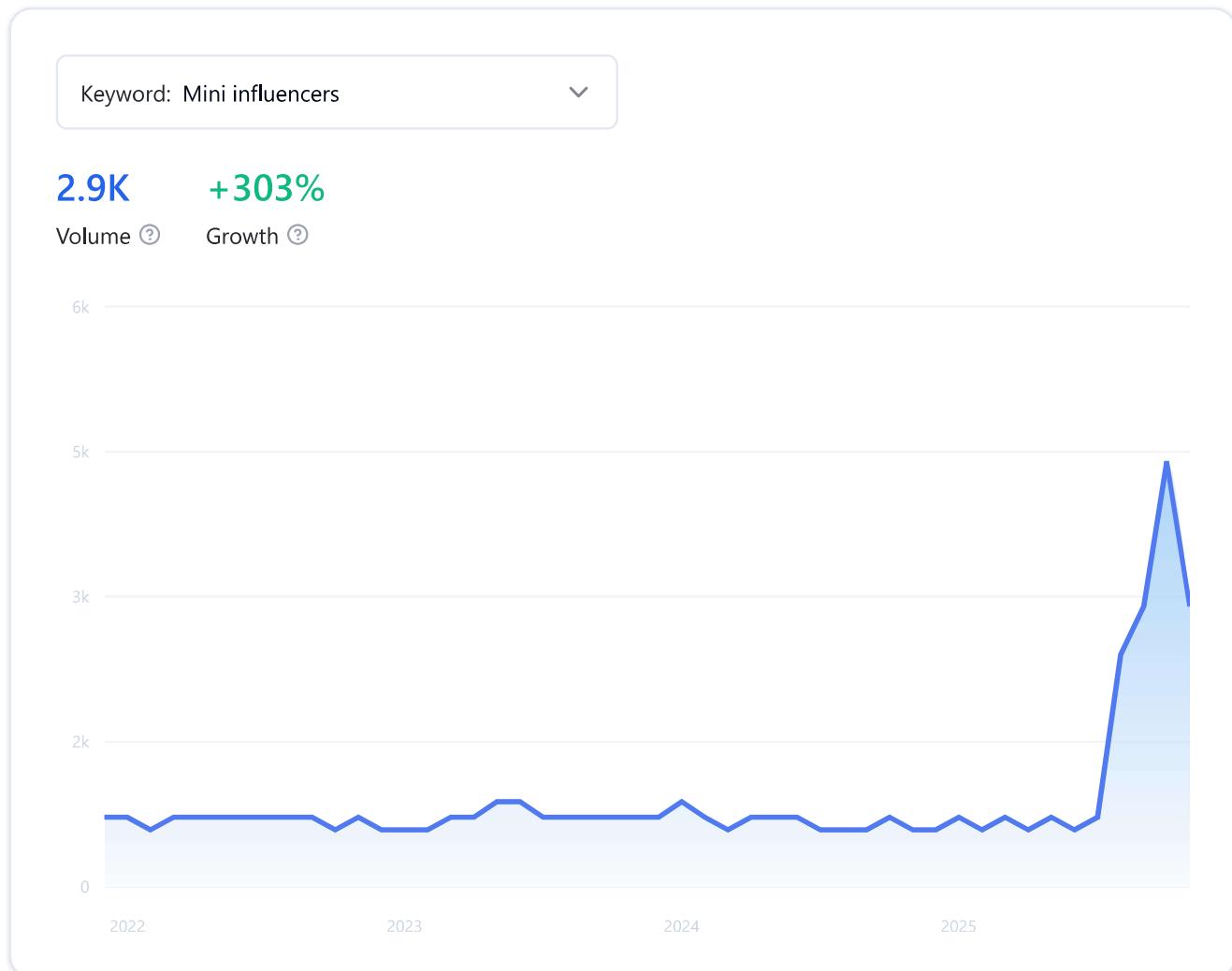
Prove It answers the two questions that matter. Before: fraud scores, engagement audits, audience authenticity. After: conversion tracking through Shopify, Facebook Ads, Google Analytics. One dashboard. Full picture.

Brands spent \$30 billion on influencers last year. 36% of accounts flagged for fraud. The existing tools solve half the problem. Fraud detection catches fakes before you sign but says nothing about who actually converted. ROI tracking shows results but only after you've already paid. Brands bounce between platforms, stitching together data that never connects. Pay first, pray second.

\$99/month for Campaign Lite: fraud detection plus basic attribution. \$299-499/month for Campaign Pro: deep vetting, multi-platform tracking, detailed conversion reporting. Target mid-sized DTC brands spending \$10K-100K monthly on creators. Big enough to need data. Small enough that one bad campaign stings.

Start with fraud detection using existing APIs. Layer conversion tracking through platform integrations. Find 10 brands already burned. They're in ecommerce Slack channels venting about wasted spend. They're asking on Twitter how to vet creators without getting scammed. Show them the dashboard that would have saved their last campaign. Vet before. Prove after. One tool.

*Analysis, scores, and revenue estimates are educational and based on assumptions. Results vary by execution and market conditions.



Opportunity ⓘ

9 Exceptional

Problem ⓘ

8 High Pain

Feasibility ⓘ

8 Manageable

Why Now ⓘ

8 Great Timing

Business Fit



Revenue Potential

\$10M-\$100M ARR potential ...

\$\$\$\$



Execution Difficulty

Moderate complexity with stan...

5/10



Go-To-Market

Exceptional market potential ...

9/10



Right for You?

Great for founders with e-com...



Offer >

Why Now >

Proof & Signals >

Market Gap >

Execution Plan >

Start Building in 1-click

Turn this idea into your business with pre-built prompts

Ad Creatives >

High-converting ad copy and creative concepts

Brand Package >

Complete brand identity with logo, colors, and voice

Landing Page

Copy + wireframe blocks



More prompts...

View all available prompts



Works with:



+more

Idea Actions

Download, analyze & more



Get Instant Answers

AI Chat with this idea



Download Data

Export all research & analysis



Founder Fit

Is this idea right for you?



Claim Idea

Make this idea yours

RESEARCH TOOL

Get a Report Exactly Like This for Your Idea

Have your own business idea? Our AI Research Agent conducts a comprehensive 40-step analysis to validate and research any idea you give it.

[Research My Idea →](#)

Framework Fit

See how this idea fits into popular frameworks

The Value Equation

Market Matrix


[View Analysis >](#)

| | |
|--|--|
| Tech Novelty High uniqueness Low value | Category King High uniqueness High value |
| Low Impact Low uniqueness Low value | Commodity Play Low uniqueness High value |

[View Analysis >](#)

The A.C.P. Framework

| | |
|----------|-------------|
| Audience | 8/10 |
|----------|-------------|

| | |
|-----------|-------------|
| Community | 6/10 |
|-----------|-------------|

| | |
|---------|-------------|
| Product | 8/10 |
|---------|-------------|

[View Analysis >](#)

The Value Ladder


[View Analysis >](#)

Categorization

| | |
|------|--------|
| Type | Market |
|------|--------|

| | |
|------|-----|
| SaaS | B2B |
|------|-----|

| | |
|--------|-----------------|
| Target | Main Competitor |
|--------|-----------------|

| | |
|--------------------|-------|
| Marketing Managers | Klear |
|--------------------|-------|

Trend Analysis

The influencer marketing industry is projected to grow significantly, driven by increasing demand for transparency and ROI tracking due to high fraud rates.

Community Signals


Reddit

6 subreddits · 2.5M+ members

8 / 10



Facebook

8 groups · 150K+ members

7 / 10



YouTube

15 channels · views

7 / 10



Other

5 segments · 2 priorities

8 / 10

[View detailed breakdown →](#)

Top Keywords

Fastest Growing

**Mini Influencers**

LOW competition

1.6K

**Influencer Marketing Platf...**

LOW competition

4.4K

**Subscriber Acquisition Cost**

MEDIUM competition

550.0K

Highest Volume

**Influencer**

LOW competition

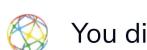
673.0K

[View full keyword analysis →](#)**What'd you think of this idea?**

Chef's kiss



Pretty interesting



You didn't bring the heat

Ask anything about this business idea

Ask anything...



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POPULAR QUESTIONS

What problem does this solve?

How big is the market opportunity?

What's the competitive landscape?

What's the revenue model?

How hard is it to build?

What are the key risks?

Important: Revenue estimates, scores, and market data are illustrative based on research and assumptions. Results vary by execution, timing, and market conditions. Not investment or business advice.



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