

Creator Levels

Audience

	Insider Up to \$250K annual ad revenue	Platinum \$250K - \$499K annual ad revenue	Platinum Elite \$500K - \$999K annual ad revenue	Luminary \$1M+ annual ad revenue
SEO Content Strategy System	✓ 40 monthly Topic briefs, Content Ideas, and access to an SEO expert mastermind group	✓ 100 monthly Topic briefs, Content Ideas, and access to an SEO expert mastermind group	✓ Unlimited Topic briefs and Content Ideas, small workshops with our SEO Solutions Team , a site-specific traffic model and content inventory, peer benchmarking, and monitoring	✓ Unlimited Topic briefs and Content Ideas, one-on-one sessions with our SEO Solutions Team to build your personalized system, a site-specific traffic model and content strategy plan, peer benchmarking, and monitoring
Email Strategy & Implementation	✓ Email mastermind courses with industry experts	✓ Email mastermind courses with industry experts	✓ One-on-one email audit with industry experts	✓ Customized email marketing strategy and implementation from our Email Solutions Team , plus ongoing campaign development
Slickstream Engagement Suite	✓ Access to Slickstream	✓ Concierge install of Slickstream, A/B testing program, and annual strategy review	✓ Concierge install of Slickstream, A/B testing program, and annual strategy review	✓ Concierge install of Slickstream, A/B testing program, and regular strategy reviews
Site Performance Protection		✓ Proactive Core Web Vitals monitoring and development to improve any content pages with a "Poor" status	✓ Proactive Core Web Vitals monitoring and development to improve any content pages with a "Poor" status	✓ Proactive Core Web Vitals monitoring and development to ensure all content pages maintain "Good" status
Proprietary A/B UX Testing		✓ Customizable A/B testing of site experience	✓ Customizable A/B testing of site experience	✓ Customizable A/B testing of site experience

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Ad Management	✓ AdThrive's industry-leading ad management delivering the highest RPMs	✓ AdThrive's industry-leading ad management delivering the highest RPMs	✓ AdThrive's industry-leading ad management delivering the highest RPMs	✓ AdThrive's industry-leading ad management delivering the highest RPMs
Direct Ad Sales & Exclusive Demand Partners	✓ Digital advertising sales and unique demand partnerships	✓ Direct digital advertising sales and unique demand partnerships	✓ Direct digital advertising sales and unique demand partnerships	✓ Direct digital advertising sales and unique demand partnerships
Proprietary A/B Ad Testing		✓ Customizable A/B ad testing	✓ Customizable A/B ad testing	✓ Customizable A/B ad testing
New Revenue Streams	✓ Webinars and self-service resources to help you activate new revenue streams	✓ Webinars and self-service resources to help you activate new revenue streams	✓ Webinars and self-service resources to help you activate new revenue streams	✓ Creation and management of one of the following new revenue streams in 2023: online store, premium experience, online community, or affiliate commerce

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Creator Success Team	✓ Regular check-ins from our performance team to ensure optimal ad performance	✓ Dedicated Platinum Success Team , including an Account Manager, Insights Analyst, and Ad Specialist	✓ Dedicated Platinum Elite Success Team , including an Account Manager, Insights Analyst and Ad Specialist	✓ Dedicated Luminary Success Team , including a Strategic Partner Manager, Data and Insights Analyst, and Ad Strategist
Audience Insights	✓ Vertical-specific audience research studies	✓ Templated audience research project with topline findings and ongoing support	✓ Tailored audience research project with topline findings and ongoing support	✓ Fully managed customized audience research project with custom survey design, implementation, one-on-one analysis, and ongoing support
Recruiting & HR Operations	✓ Resources, webinars, and a template library from our expert HR team	✓ 5 hours of one-on-one consulting with our HR and recruiting specialists	✓ 10 hours of one-on-one consulting with our HR and recruiting specialists	✓ 20 hours of one-on-one consulting with our HR and recruiting specialists
Executive Coaching		✓ Interactive group coaching sessions with a leading executive coach	✓ Interactive group coaching sessions with a leading executive coach	✓ 6 months of one-on-one sessions with a leading executive coach
Wealth Planning with Goldman Sachs Personal Financial (PFM) Management				✓ Personal financial planning sessions with Goldman Sachs (PFM)