



Thing or Two.

Influencer Deck 2025



Combining unique technology and creative thinking, we provide strategic data-driven user acquisition solutions.

2018

FOUNDATION

4

BRANCHES

50+

MEMBERS

5k+

CAMPAIGNS

321+

CLIENTS

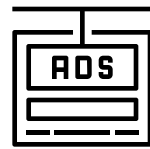
983M

USERS



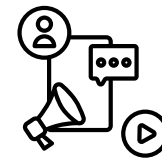
Programmatic Media Buying

Data-driven delivery of your brand's message to the right audience at the right time.



UGC & Ads Production

Professional in-house team collaborating with creators from all over the world for your brand.



Influencer Campaigns

Finding and managing influential personalities who wield their charisma to ignite a viral wildfire, spreading your brand's message.



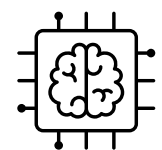
Performance Marketing

Turning clicks into applause for your business.



Creative Studio

A graphic studio with design, creative writing, digital-strategy, production planning and more.



Unique AI

In-house system developed for analyzing and improving results.

The image shows a screenshot of a mobile marketing dashboard. At the top, there are navigation tabs for 'Deliverables', 'Fraud Prevention', and 'Cohorts'. Below this is a header with 'Last month' and several icons. A row of buttons includes 'Trackers', 'Clicks', 'Installs', 'LAT Rate', 'Conversion Rate', 'Reattributions', 'Sessions', 'Rev. Events', 'Revenue', and 'Avg. DAUs'. On the right side, there is a 'Filters' sidebar with sections for 'PLATFORMS', 'COUNTRIES', 'VIEW BY Tracker', 'TIMEZONE UTC (+00:00) Coordinated Univers...', 'ATTRIBUTION TYPE' (with 'Click' selected), and 'Column Selection'. At the bottom of the sidebar are 'RESET' and 'APPLY' buttons. A large, bold text overlay in red and purple reads: 'Numbers are everything, and we measure them all.'

Numbers are everything, and we measure them all.

Video of relevant software and platforms including MMP Appflun.

Our partners



Google Ads



Taboola



RealClick

cash
slide



branch

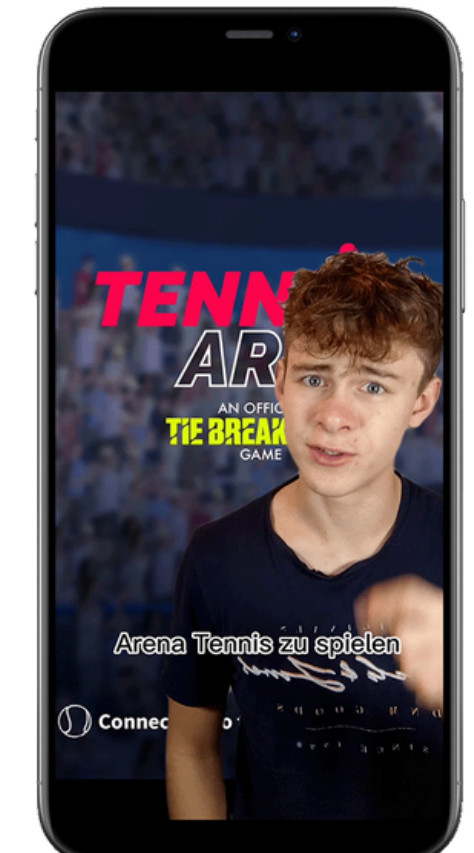
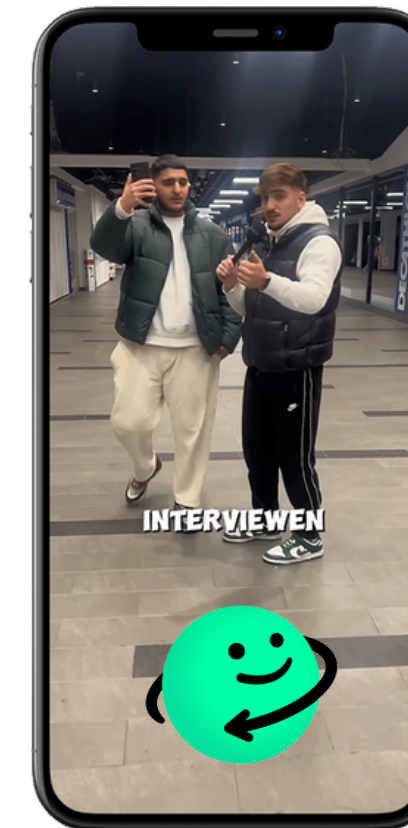


Influencer department

At Thing or Two, our Influencer Department is the heartbeat of creativity and innovation.

With endless passion for social media and a team of young and up to date members we've mastered the art of crafting influential campaigns that resonate with audiences. Our team's creative prowess ensures that every collaboration is a unique and memorable experience, staying ahead of trends to keep our clients at the forefront of the industry.

We don't just follow hunches; our approach is data-driven, utilizing cutting-edge analytics to understand and capitalize on market dynamics. At Thing Or Two, we don't just keep up; we set the pace, blending creativity, up-to-date strategies, and meticulous data analysis for impactful influencer marketing that goes beyond expectations.



Maximize your ROI through content, creativity and data



1. Mapping and Cherry Picking Selection



2. Management of Contracts & Copyrights



3. Cracking Strategic Briefs



4. Measuring and Tracking Results



5. Sponsored and Targeted Promotion



6. Edit & Post-Production



7. Ambassador Planning



8. TikTok Challenges



9. Objective Analysis



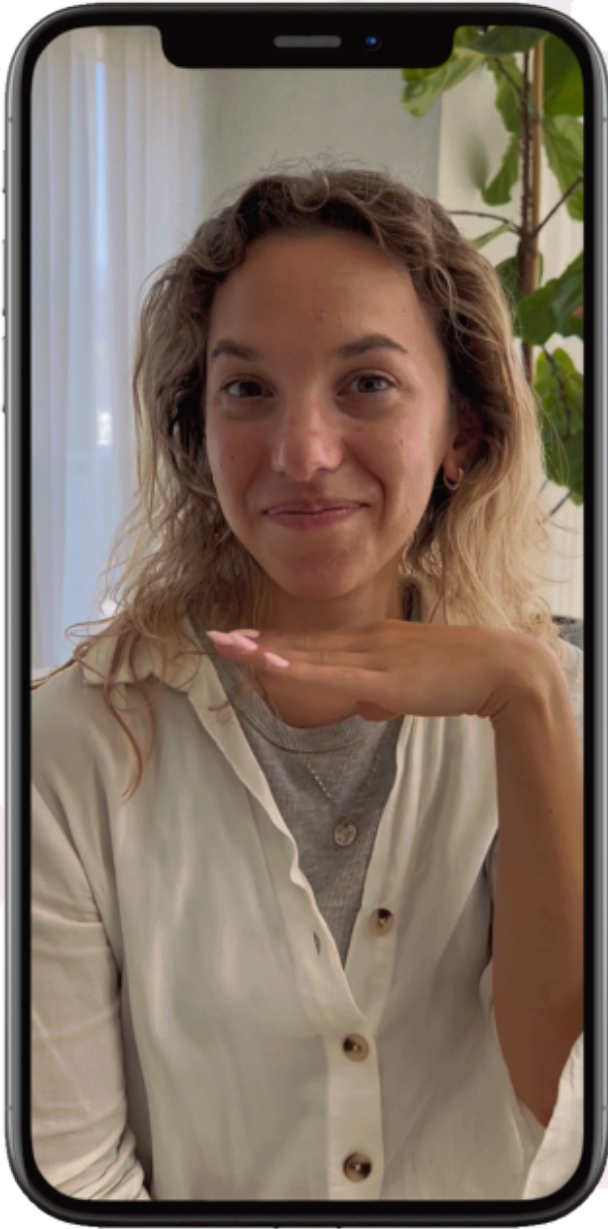
10. In-house Content Creators

Global reach

- ENGLISH
- SPANISH
- GERMAN
- CHINESE
- FRENCH
- RUSSIAN
- PORTUGUESE
- KOREAN
- HEBREW
- ITALIAN
- ARABIC



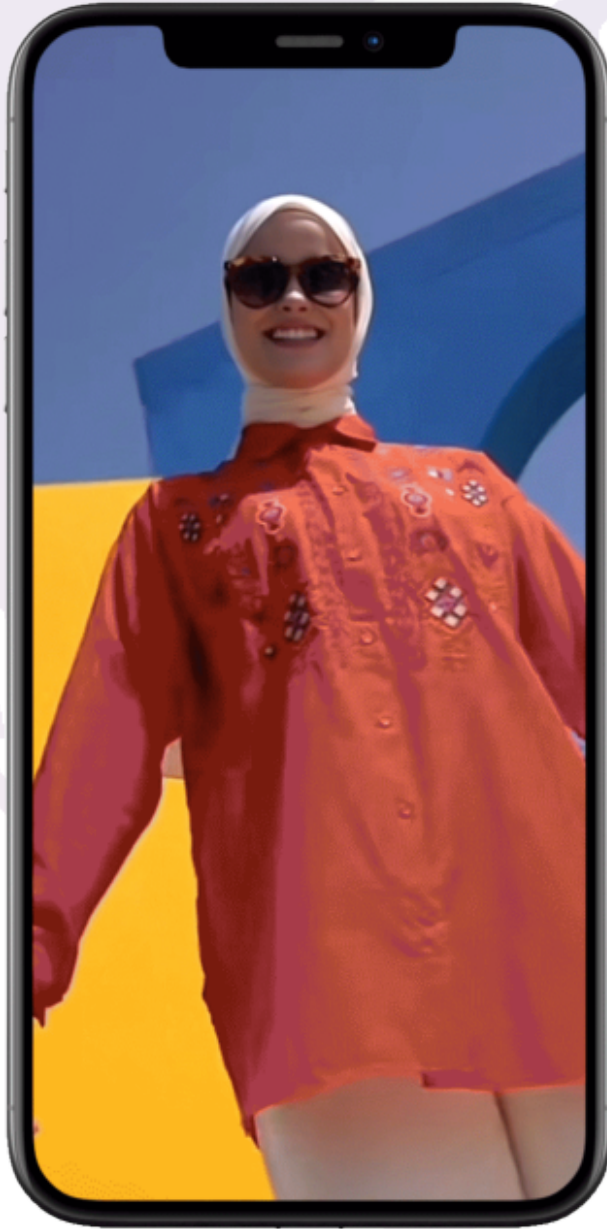
German



Spanish



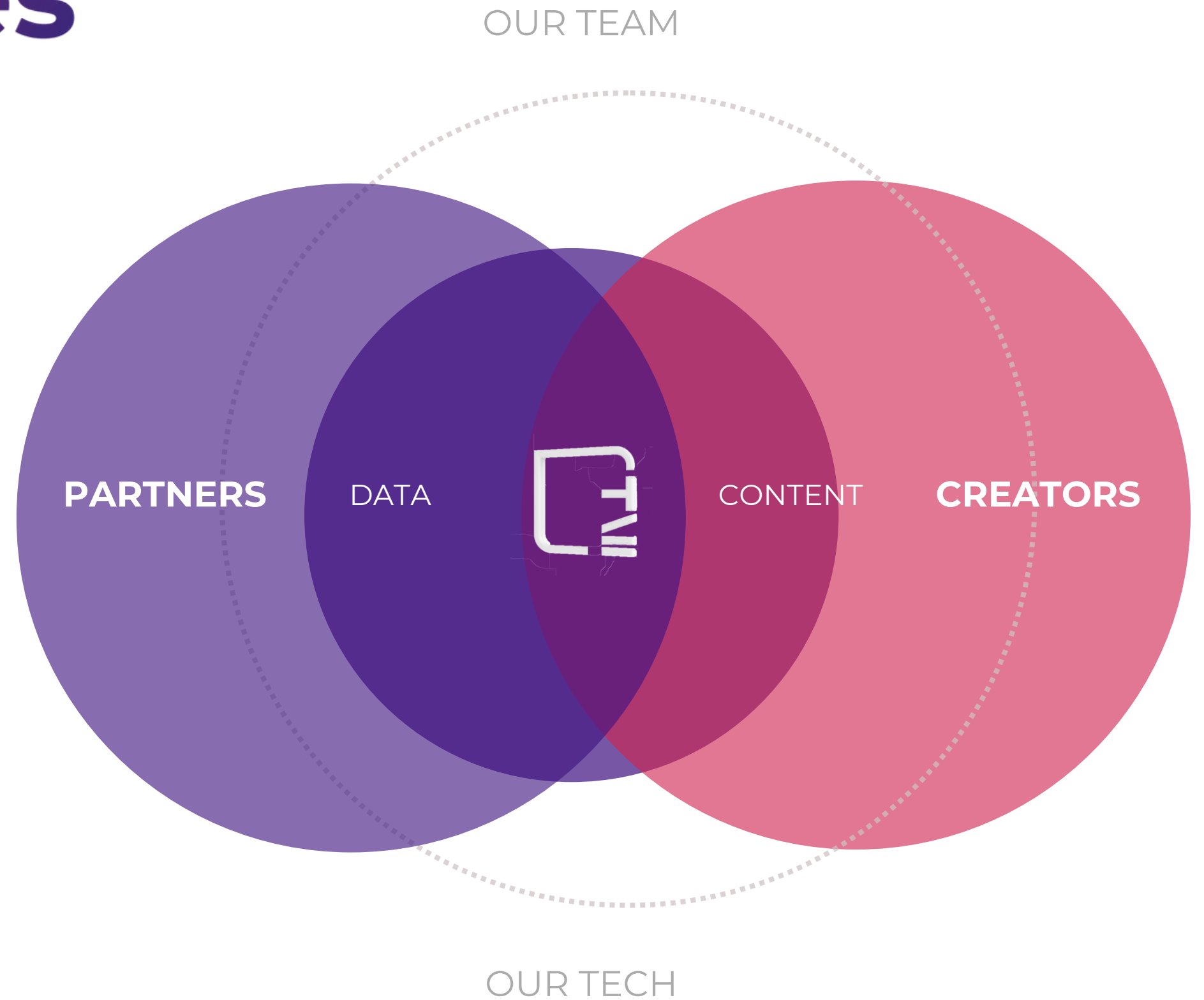
Chinese



Arabic

Our advantages

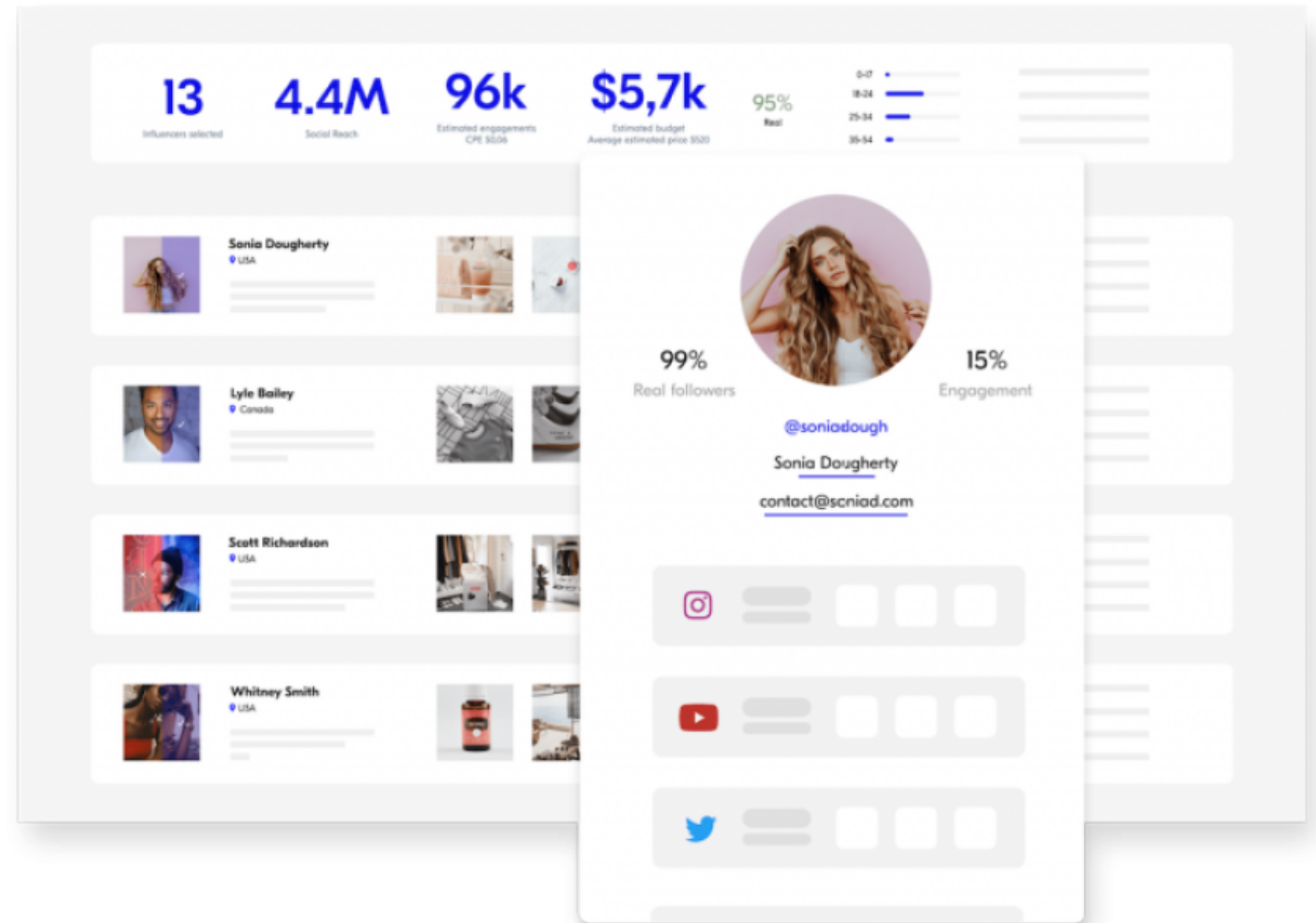
- ✔ Deep Domain Experience
- ✔ Massive Proprietary Data Set
- ✔ AI Driven Technology Platforms
- ✔ Third Party Integrations
- ✔ Opt-in Creator Ecosystem
- ✔ Talented Management Partnerships
- ✔ Direct Relationships with Social Platforms



Finding your influencers

A multi-faceted approach to **identifying** and **vetting** the ideal brand match.

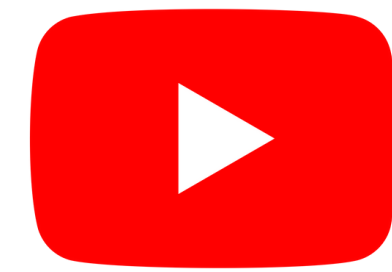
- ✓ Opt-In Network
- ✓ Proprietary Influencer Search Engine
- ✓ Professional Social Analysis
- ✓ Public Casting Calls
- ✓ Talent Partner Network



Data rich influencer profiles

We keep track of influencers' profiles with **tens of millions** of followers, so we can quickly find possible matches and analyze performance metrics in depth.

Covering all social platform

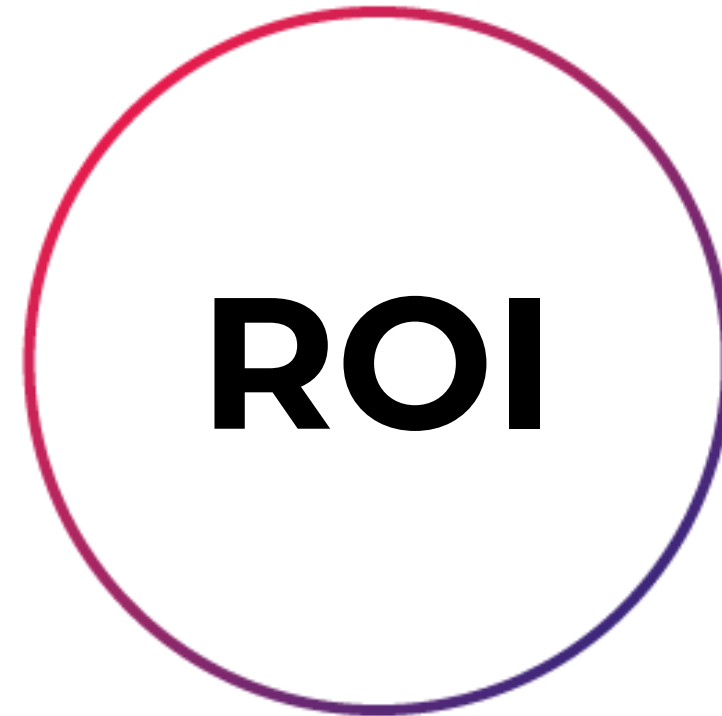


OUR APPROACH

**Cherry-picking
influencers for your brand**



**Social Media
Management
& UGC**



**Branded
Content**



**Consistency
Tracking Reports**

Teams of professionals working together to optimize your brands goals



**In-house team
of creators**

**Thousand of
international
creators**

**Professional
media buying
team**

**Personal
Strategy
Assistance**

**Manages legal
contracts, insurance,
permits, and ensures
compliance**

Our clients

WEMADE

CURAPROX

octa  copy trading

fiverr.

ZAG

 exness

 vayyar

 Aaptiv

BETFRED



NC SOFT

 HYPER HIPPO

SciPlay

 Rich & Co.

OK!  씨축은행

 Banco Azteca

 Lazada

fubo^{TV}

‘eToro’

W^o

 집토스

wish

 WEBZEN

 KUCOIN

baz

b

pepper
페퍼저축은행

PAPAYA
GAMING

 helium

리치앤코.

modanisa.com 

 Alibaba Group

Revolut



 Playtika

Procedure

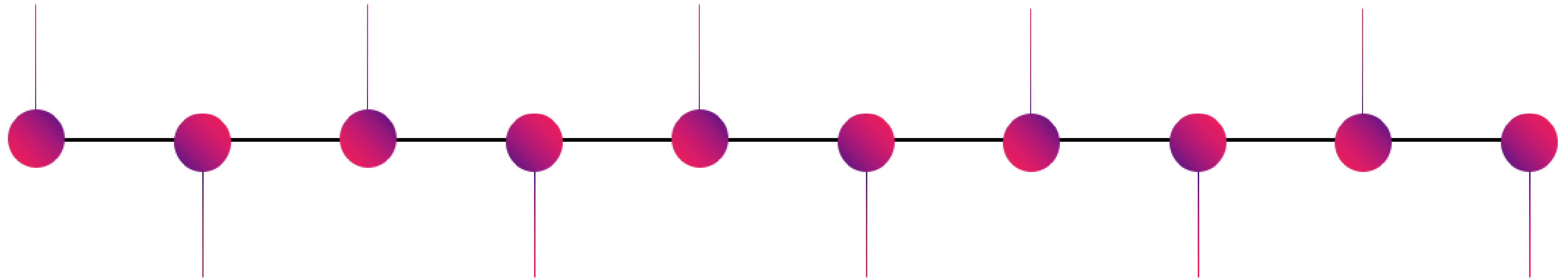
**Social Media
Strategy**

**Influencer Search
Scouting**

**Content
Guidelines**

**Quality
Assurance**

**Campaign &
Content
Management**



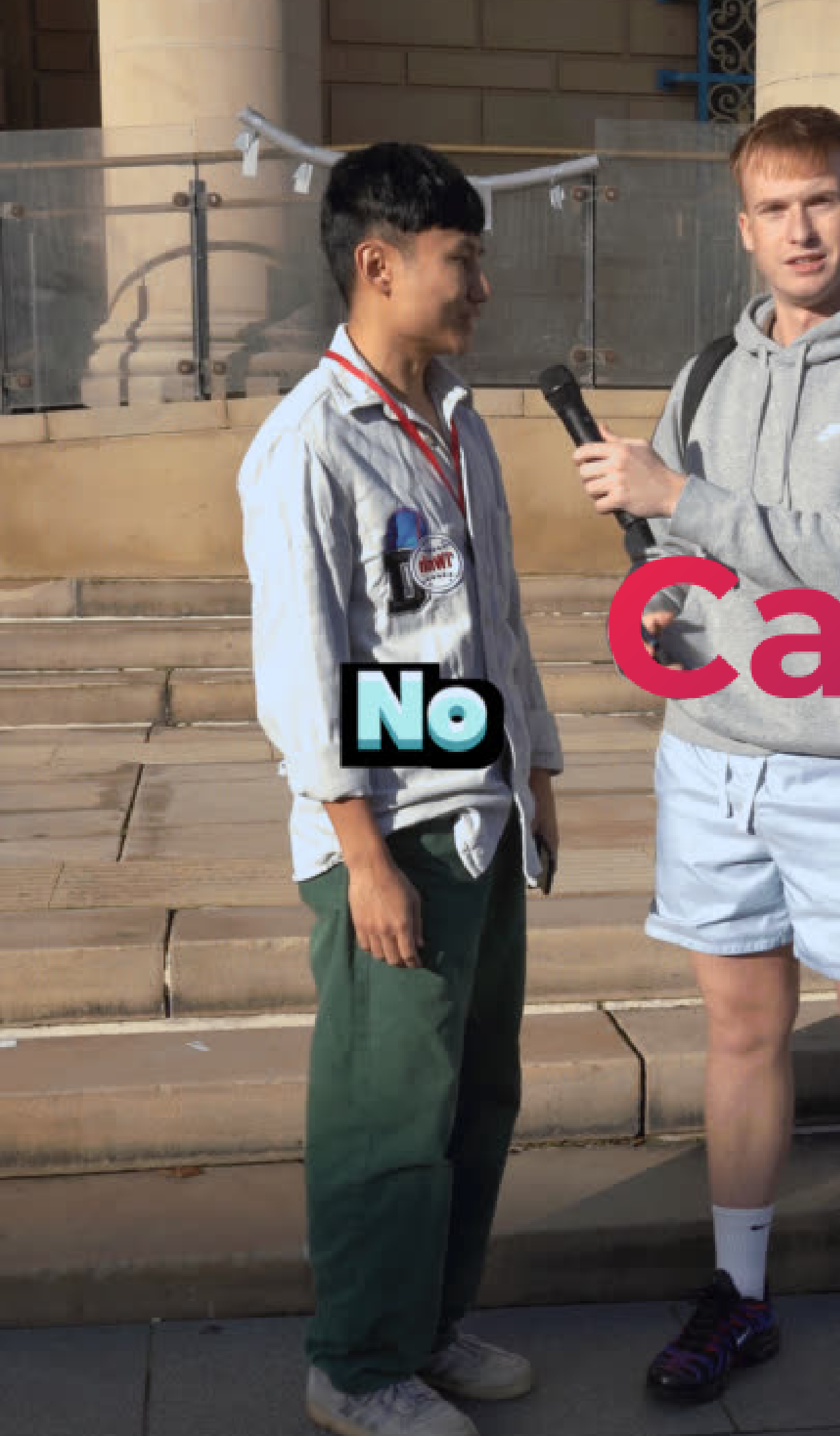
**Campaign Planning
& KPI Forecasting**

**Talent Relations
Recruitment**

**Content
Production**

**Paid
Social**

**Reporting &
Analytics**



No

Case Studies



rufis está muy emocionado porque va a probar



PASTA



Azar, the leading video chat platform, boasts 500 million installs and 100 billion global video chat matches, solidifying its position as the world's #1 choice.

Strategy

To achieve our goal, we launched a targeted TikTok campaign aligned with our media strategy. Collaborating with influencers across platforms, we enhanced audience reach and engagement, boosting app usage in key regions.

Results

60.7M	391K	5.5K	402K
Impressions	Likes	Saves	Total Interactions



Geos: UK, DE, NL, FR, ES

Platform: TikTok & Instagram Reels

Number of Influencers: 80

Duration: 3 months

ADVENTURE CAPITALIST

Adventure Capitalist: A playful, free-to-play incremental game by Hyper Hippo Productions. Start with a lemonade stand, click or automate profits, and enjoy a humorous journey of business growth, unlocking new ventures, including space exploration.

Strategy

To achieve our goal, we crafted a targeted strategy, launching a multichannel campaign on TikTok and Instagram Reels with Micro and Mid influencers. This diverse approach ensures broad reach, increased engagement, and quality content for the brand.

Results

28%

Engagement

1M+

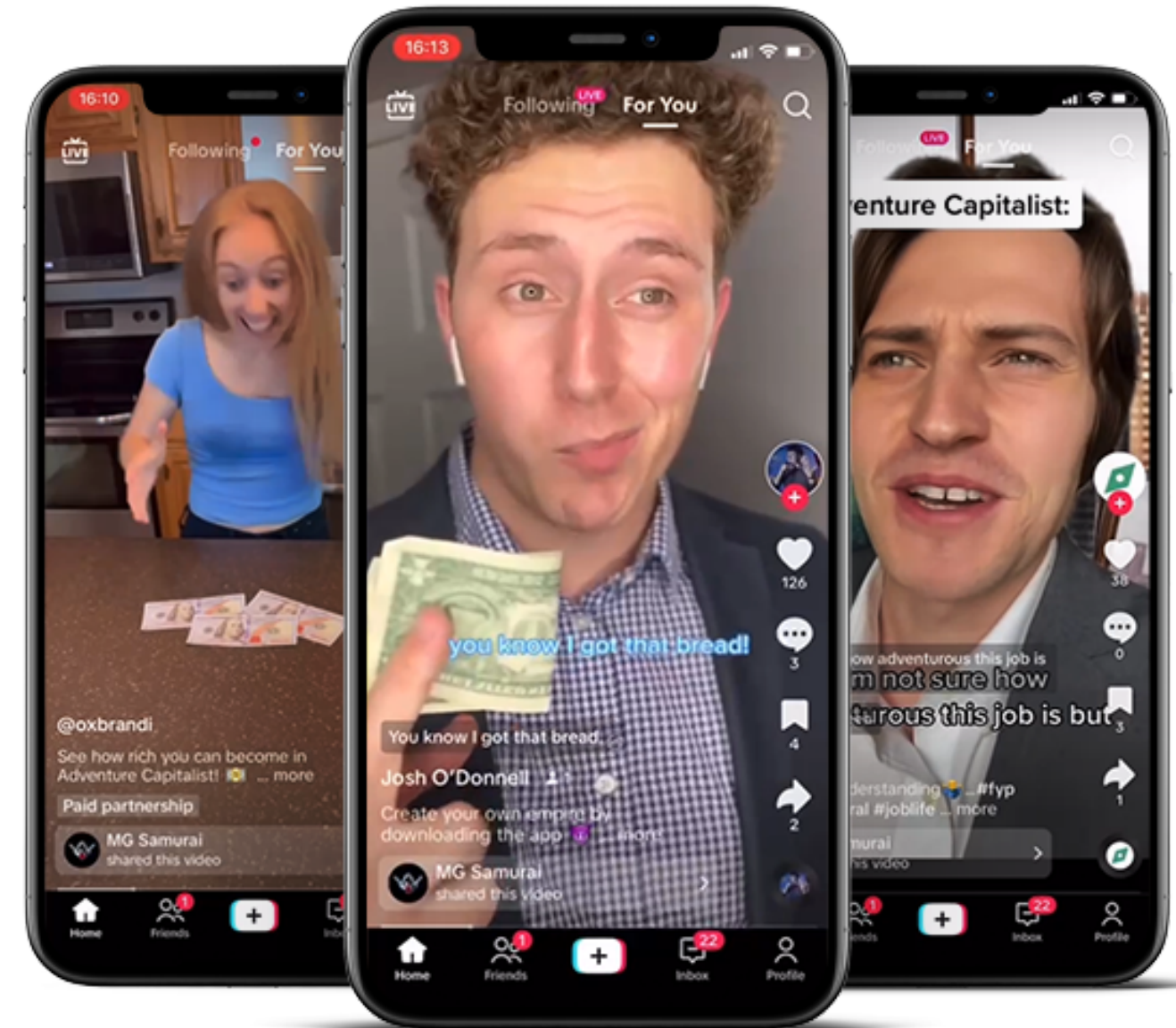
Impressions

20K

Clicks

140K

Likes & Reactions



Target Audience: 18 - 24

Geos: US

Number of Influencers: 25

pipedrive

Pipedrive is a cloud-based software as a service company. It is the developer of the web application and mobile app Pipedrive, a sales customer relationship management tool.

Strategy

To achieve our goal, we analyzed competition and market trends, developing a focused strategy that ran on LinkedIn, TikTok, and YouTube (with Twitter tests) for a diverse message. Collaborating with macro and micro-influencers, our content included both written and visual elements to boost engagement in key countries.

Results

6%

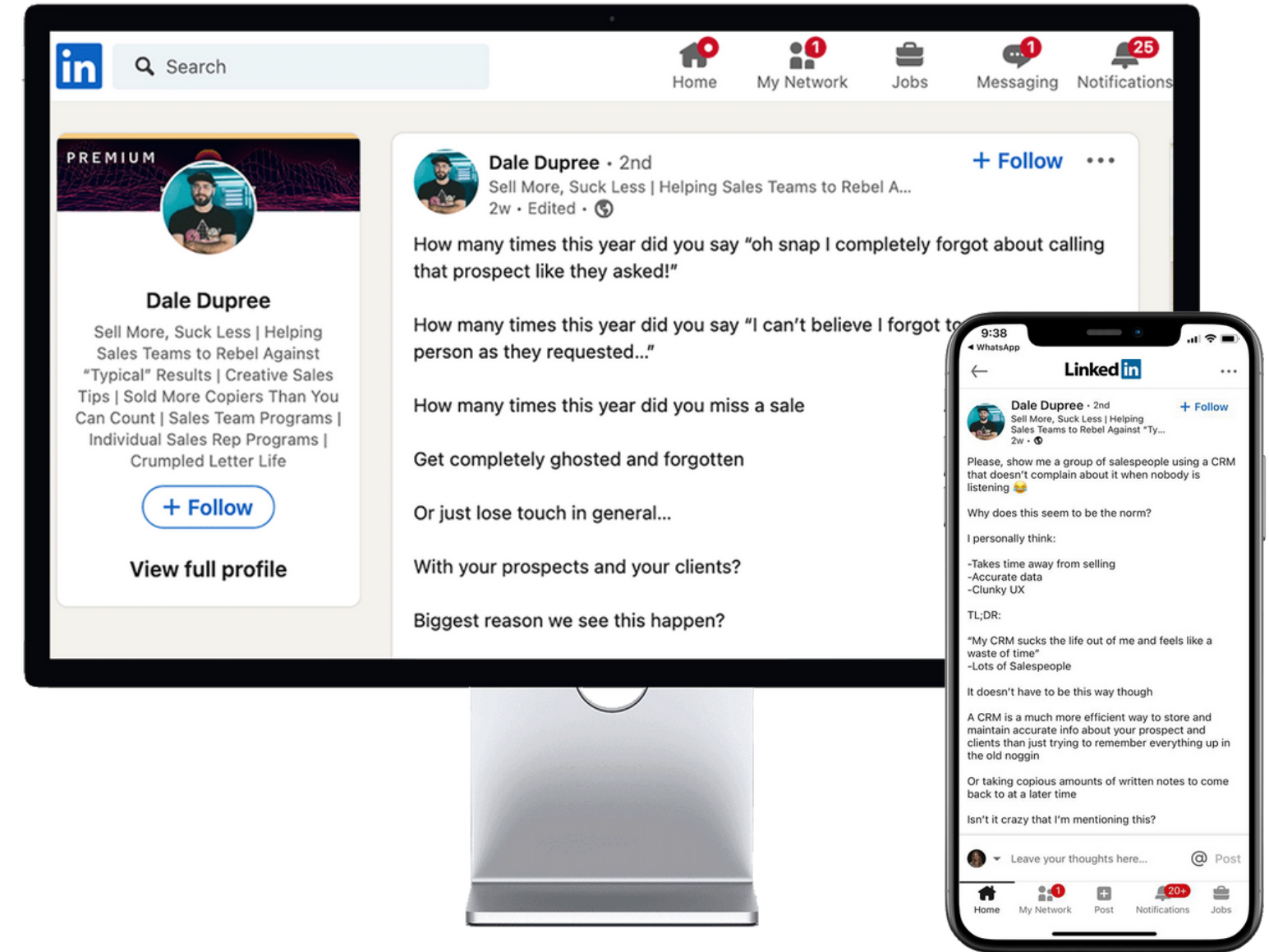
Overall campaign engagement

600K

Impressions over all platforms

400K

Accounts reached



Geos: US

Platform: LinkedIn & Spotify

Main Goal: Subscription



Thank you!