



Run of Network, Run of Influencers

Webstock, Oct 2025



91%

of Romanians are online



67%

Of Romanians are active on Social Media



92%

Of RO consumers say they've purchased based on content creator recommendations.

Creators shape the language of platforms



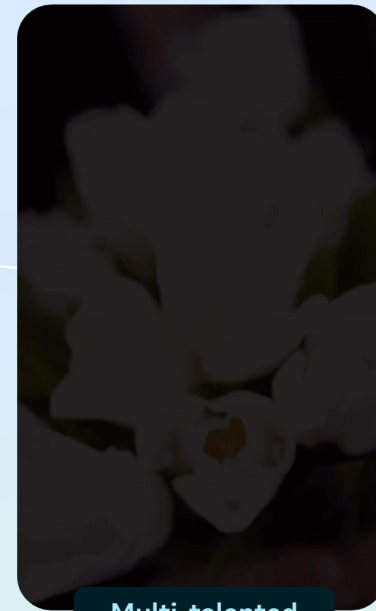
Trusted

Give a point of view that people want to hear



Experts

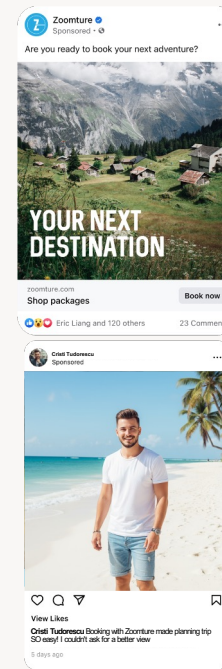
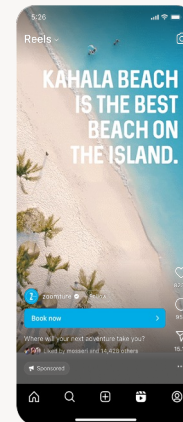
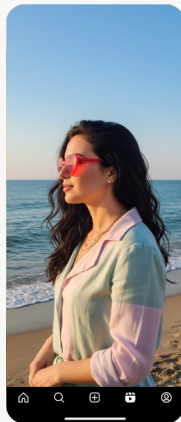
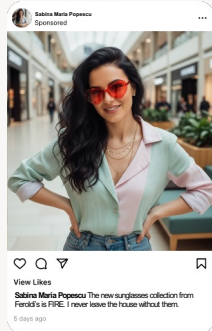
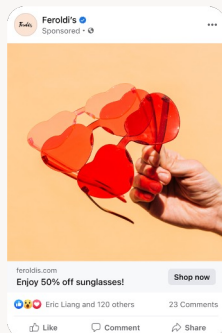
Obsessed with their audience, what they want to see and how they want to see it



Multi-talented

Explore new formats and push creative boundaries to expand their storytelling toolbox

You can't reach 100% of the Influencer audience





100K
Followers



30%
of Audience is on 18-24 Age Target



80%
of Audience from Romania



3.31%
Engagement Rate

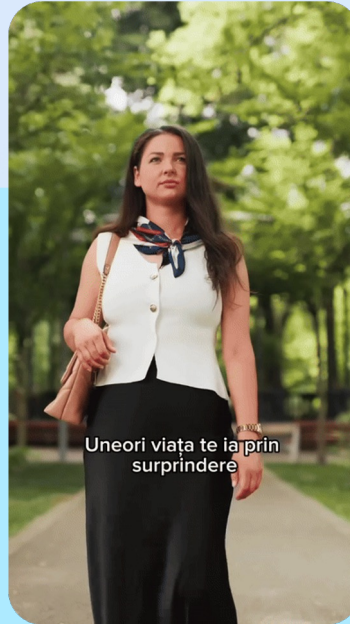
794

people from target
group engaged

Creators are pushing the boundaries of creativity

From expressing themselves in new, relatable ways to developing experimental and highly technical skill sets.

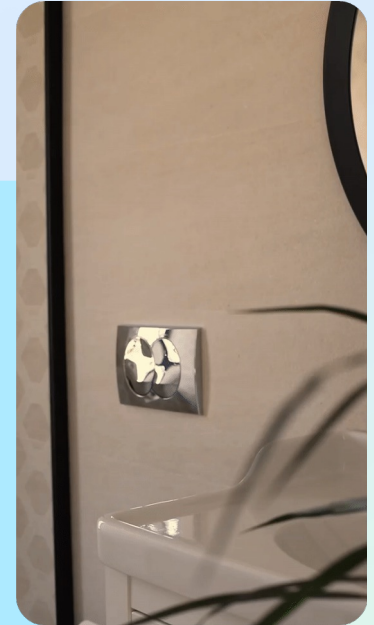
Influencers = Content Creators



**PERSONALITY
FIRST CREATORS**



**HYBRID
CREATORS**

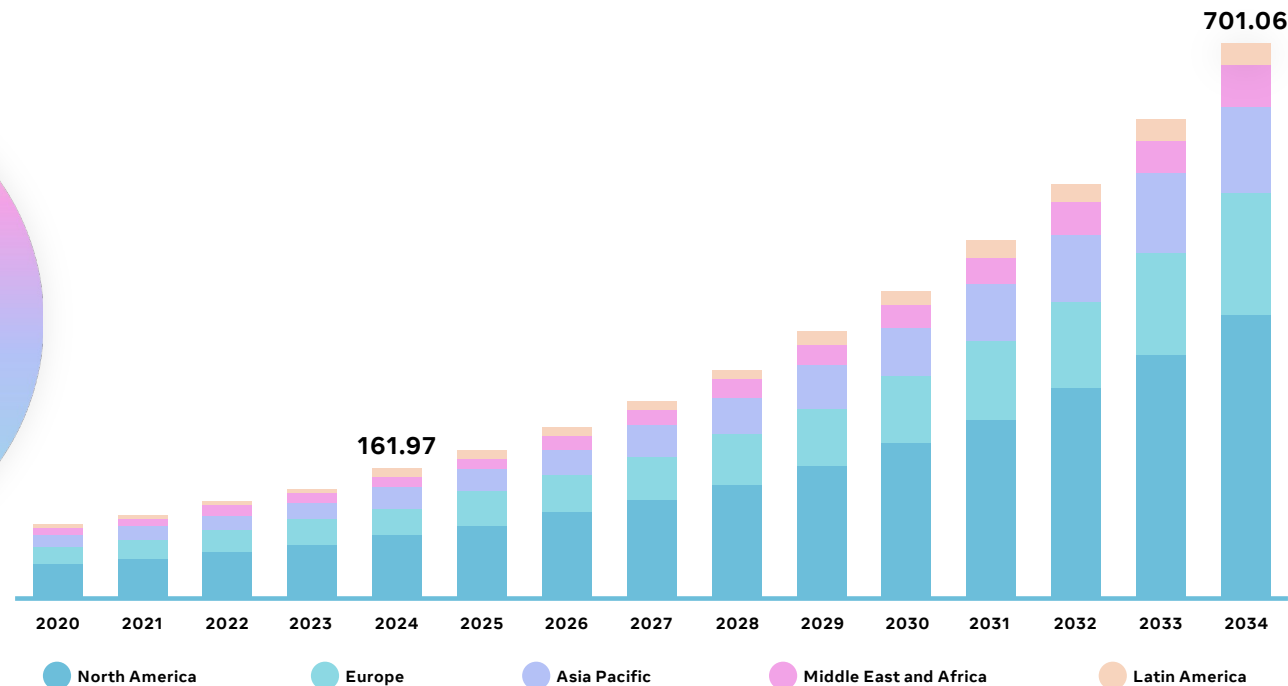


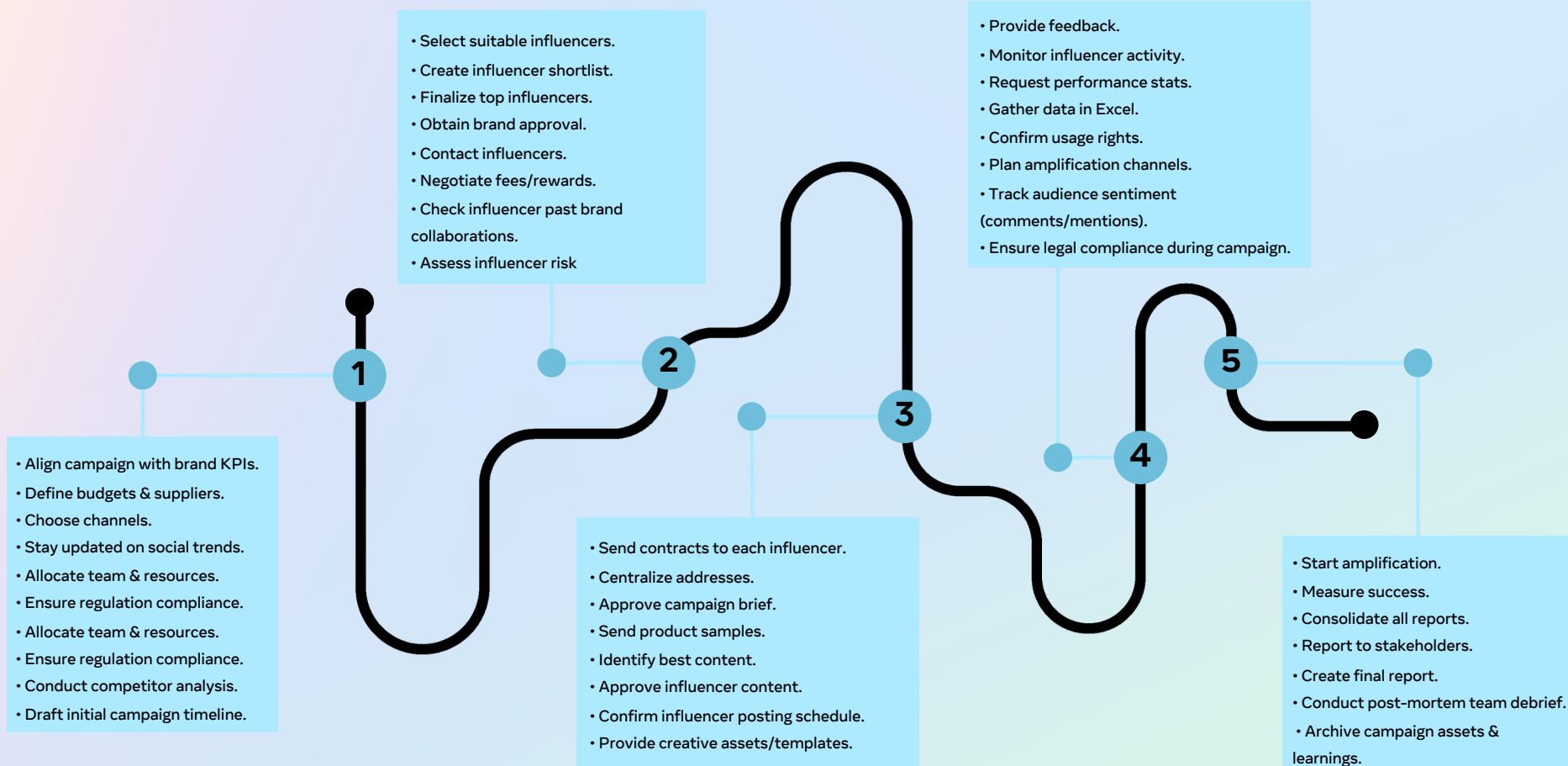
**CRAFT
CREATORS**

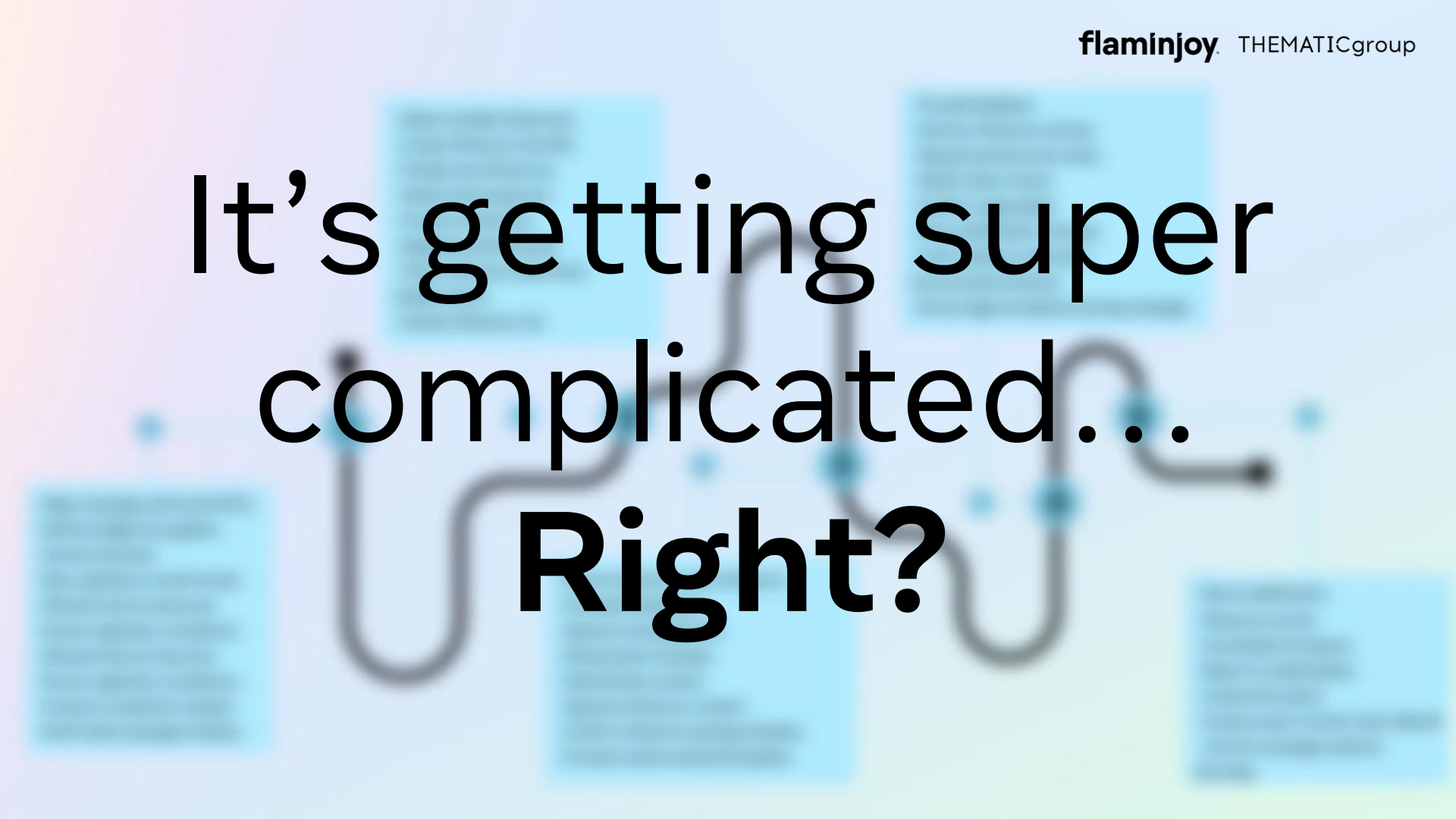
Creator Economy Platform Market Size, By Region, 2034 (USD Billion)

15.8%

Global Market CAGR
2025-2034





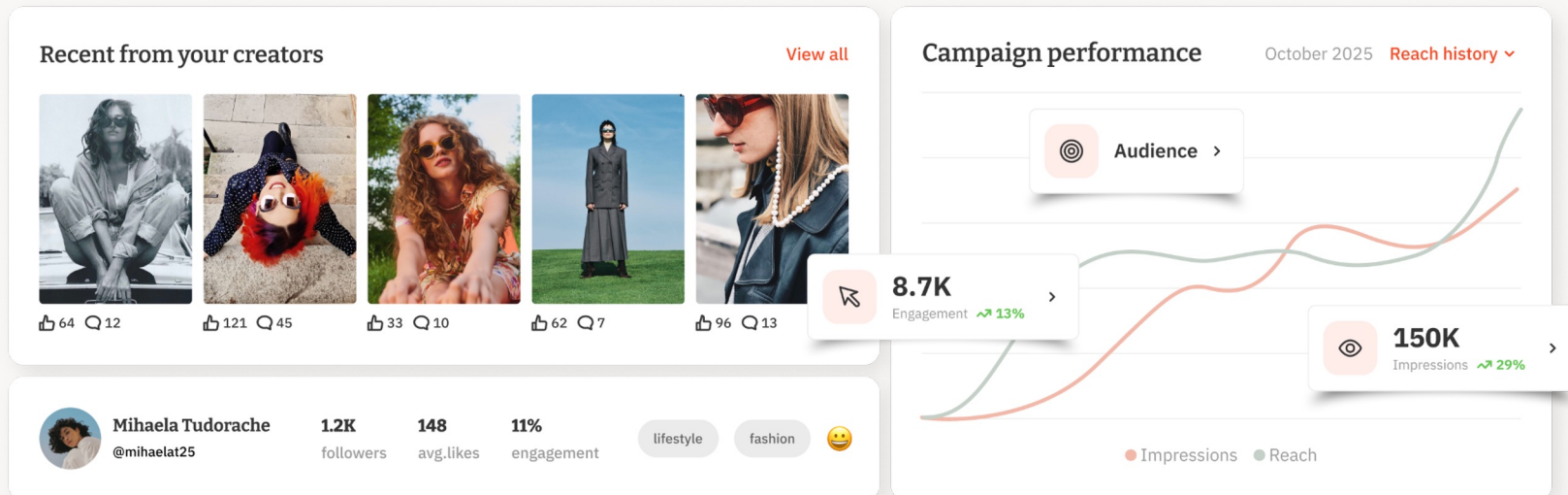


It's getting super
complicated...
Right?

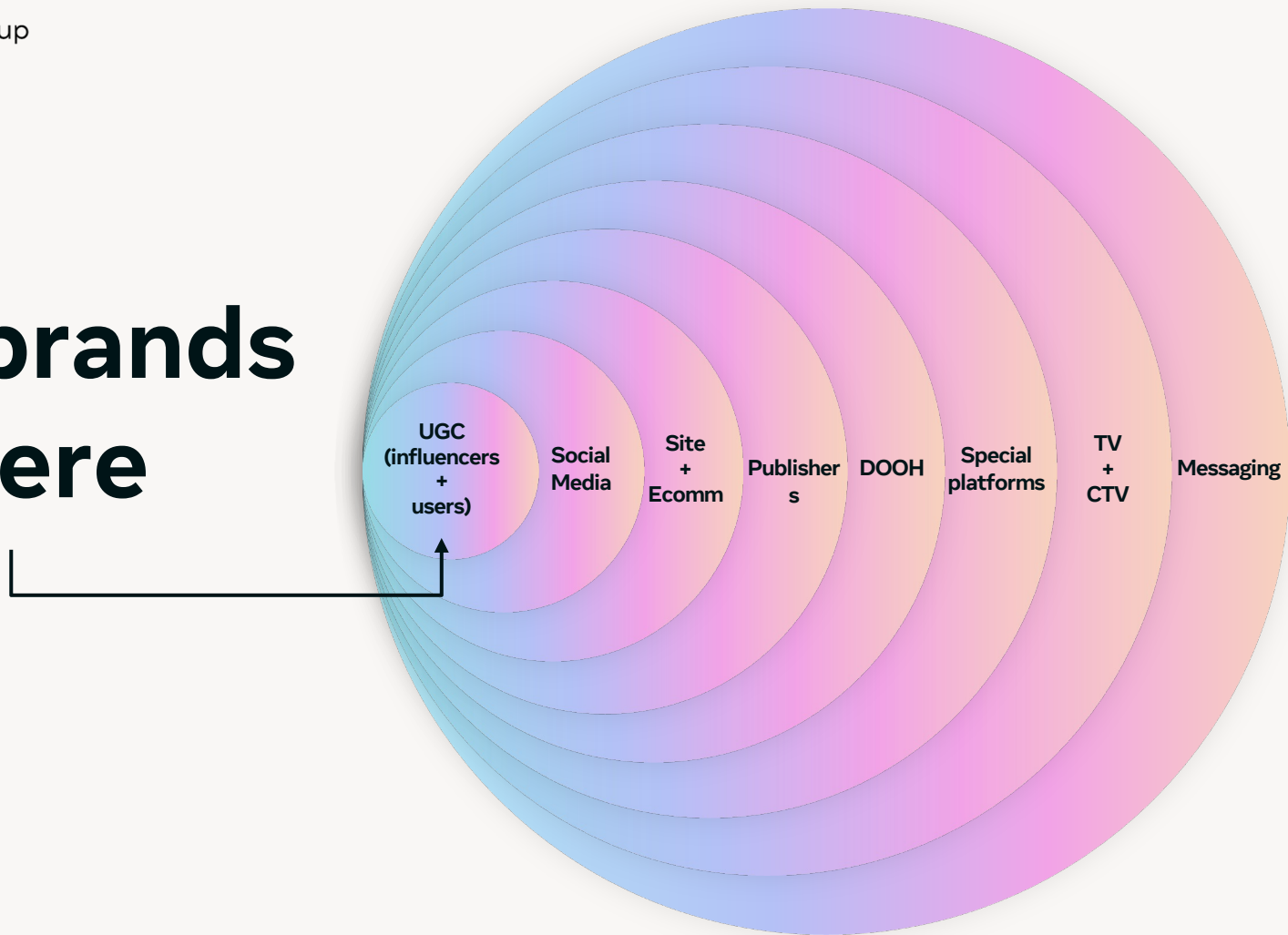
The All-In-One AI Influence Platform.

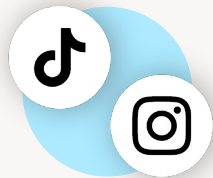
Our AI Run of Network intelligently matches creators with audiences
and chooses the right media mix in real time

Better results. Same budget.



Most brands stop here





TikTok: ~3 days
Instagram: ~2 days
Stories: 1 day

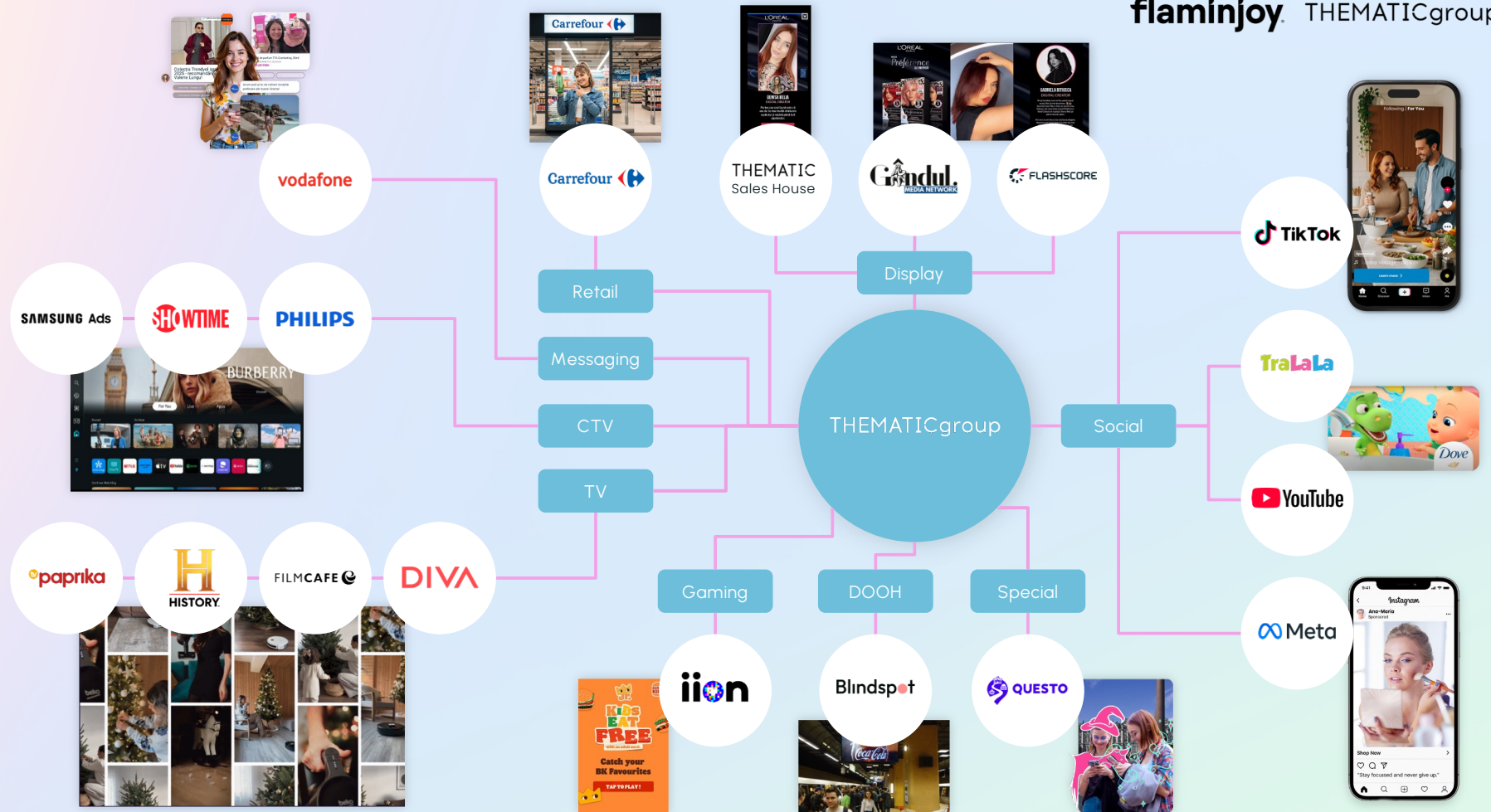


Amplified content
keeps performing
weeks after
posting.

Republishing =
Extended Life +
Expanded Reach

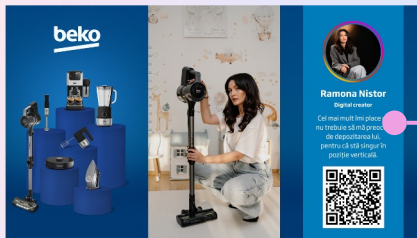


Better
Reach/Impressions/Engagements
On super targeted audience

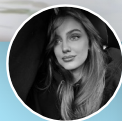


Work with Influencers and brand content

Integrate within DOOH



Integrate into Retail



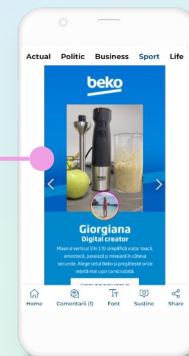
beko

beko

Integrate within TV



Integrate into Display



People spend their time and money with creators across WorldWideWeb (WWW)



minutes were spent with creator content globally

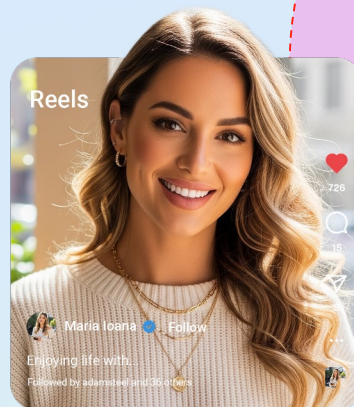


of consumers make an engagement or purchase within a couple of days after seeing creator content



would consider switching brands when a product is promoted by a creator they follow

Modern creator marketing scales content distribution to deliver results across the full funnel



Better results, Same Budget

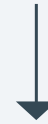
FROM



**794 right people
Engaged**

TO

Flaminjoy
AI Run of Network



**100.000s of the right people
engaged**

flaminjoy. THEMATICgroup

Biosil®

Biosil worked with targeted influencers to help women make the switch to the brand, with a focus on sharing the word on collagen production from within.

1.8M
Views

70
Creatives

125%
Higher than the
benchmark



DIVA

Diva Romania used influencer partnerships with an awareness objective to promote its “31 Movies to Summer” campaign, highlighting the channel’s entertainment offering and engaging audiences through creative social content.

1M

Paid Impressions

7.6X

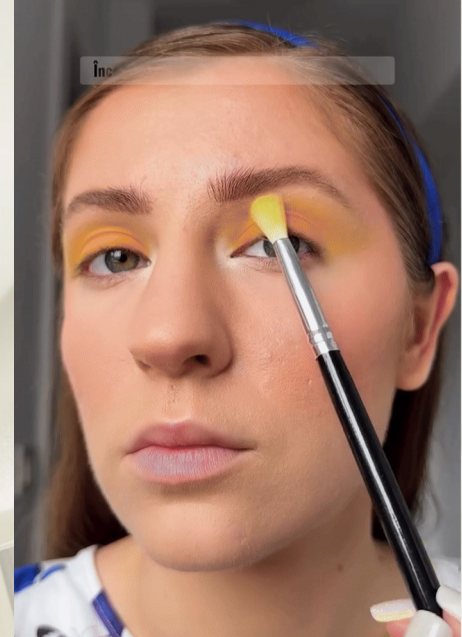
Higher CTR

90+

Creative content
generated

33

Micro-influencers



T-fal®

The “My Pan, My Choice” USA campaign focused on the right of people to use whatever cooking utensils they want to, if that enhances their home lives. It stands as a testament of Tefal’s quality commitment to their products.

3.2M

Views

\$147K

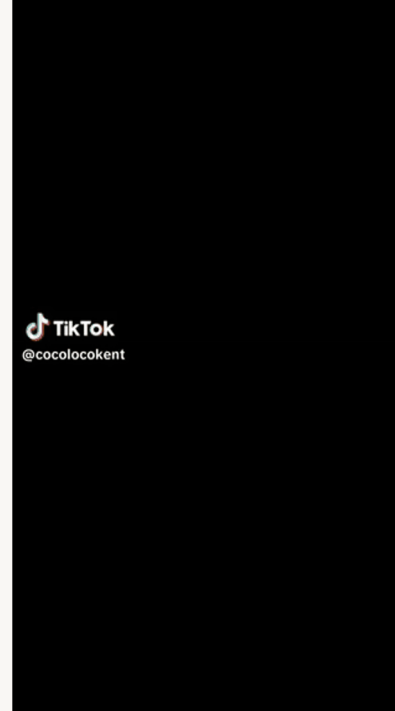
Earned Media Value

44.6K

Engagements

48 Hours

Activation



AI Campaign (Re)Writer

- 1000+ campaigns
- 100.000+ Content
- 250M impressions+



AI Influencer Matching

- Look on content
- Look on results
- Affinity



Run of Network,
Run of
Influencers

AI Smart Amplification

- Select inventory
- Find the right target
- Measure the costs



AI Analytics & Reporting



50.000+ Influencers

80.6%

Nano

1K-10K followers

12.06%

Micro

11K-40K followers

4.15%

Mid

41K-200K followers

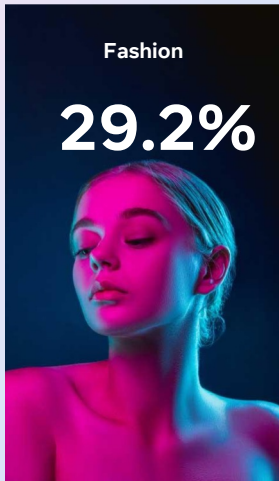
0.87%

Macro

200K+ followers

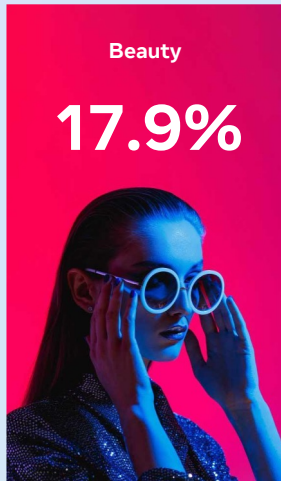
Fashion

29.2%



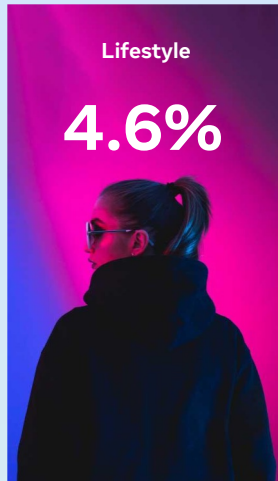
Beauty

17.9%



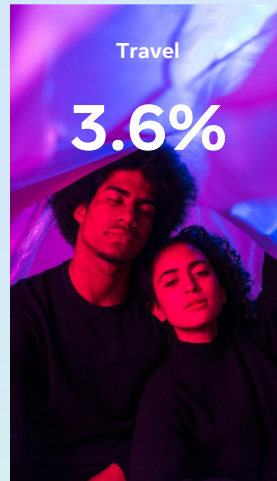
Lifestyle

4.6%



Travel

3.6%



Parenting

3.2%



	Avg. Eng. Rate	Avg. Likes/Post	Avg. Posts/Month	Avg. Reach/Post	Budget
NANO 1K-10K followers	21.5%	217	13	135	\$
MICRO 11K-40K followers	3.28%	693	54	1.107	\$\$
MID - TIER 41K-200K followers	2.33%	1.991	62	3.226	\$\$\$
MACRO 200K+ followers	1.14%	6.531	35	5.647	\$\$\$\$

We partner with great agencies and brands



Traditional Influencer Marketing

Content only

From manual



Flaminjoy

Content + Scale +
Measurement → true business
outcomes, enabled by AI.

To Automated

Let's Connect

flaminjoy

www.flaminjoy.com

+40 (732) 639 598

alexander.sm@flaminjoy.com

