Reach
Automating Marketing with GenAI
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M&T Integration Lab Report
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Executive Summary

      Reach is the first one-stop-shop to replace your entire marketing department. 4 main modules automate each key part of digital marketing: ad design (Scripter), ad generation (Clipster / Caster), and ad distribution (xPost). Agent workflows supplement each module by researching social media trends, digesting brand materials (PDFs, xlsx, docx, pptx, png), and tracking ad performance. All tools are deployed to production and integrated.

Introduction

      Four phase shifts have defined the evolution of modern advertising. In the beginning, businesses printed columns in newspapers. A few centuries later, radio began to broadcast voice ads. Farnsworth invented the television after a couple decades and video content started to soar. Another century and Google and Facebook redefined reach – exploding content to billions via the internet and social media.

      Distribution is solved now. Infinitely capital-light, infinitely network effects-driven, near-zero incremental cost platforms have created an adtech industry where Google Ads, Facebook Ads Manager, and their peers have eaten all the eyeballs alive. The bottleneck is no longer how many people we can possibly reach.

      Now, the bottleneck is how fast can we get there. Traditional marketing requires immense iteration and budget – researching your vertical, understanding current trends, digging out what customers care about, testing scripts and virality, "growth hacking" social algorithms to get that one, sweet, multi-million view viral ad. It's hard to capture. Random TikToks outperform super bowl ads worth $50mm, one Instagram Reel seizes millions more views than a 1-800 TV ad, an SEO campaign beats out an athlete's sponsorship – there's a reason why every company started hiring influencers, brands are pushing for SEO, and telecom/cable won't live past 2050. Brands desperately try to ride these waves.

      Reach is their chance. Reach relieves the bottleneck on production because now you can iterate and produce as fast as you can think.

Value Proposition

      Producing high-performing ads at scale is a nightmare. Imagine you need to create 50 unique, 20-second ads for a product launch. Now, for each ad, you have to sift through thousands of long videos to find the perfect 3-second shots, tweak every script to fit different formats, and generate multiple variations for A/B testing. That's already 150 ads. Now add voiceovers, captions, translations, and manual uploads to Instagram, TikTok, and YouTube. If you're an agency managing campaigns for five brands, you're suddenly dealing with over 1,000 ads—and every step is painfully manual. Plenty of tools exist for scriptwriting, video editing, creative storage, UGC, and competitor research, but none are built to actually produce ads at scale. They're either fragmented or frustratingly inefficient.

      Reach fixes this by automating the advertising process. Traditional marketing requires endless hours to find the right creators, craft engaging content, and distribute it effectively. With Reach, ads build themselves. Our platform offers users AI-powered tools like Scripter, Clipster, and Caster to produce high-quality, engaging content easily and at scale. Scripter enables users to generate compelling ad scripts tailored to their campaigns. By focusing on trending content and "big hooks," Scripter maintains a focus on algorithmic virality. AI user-generated content

(UGC) through our Caster tool complements Scripter's offerings by providing human-like avatar content (talking heads) and pre-tagged green-screenable assets, thereby reducing the need for human influencers to appear on camera. The Clipster tool further enhances content creation by allowing users to clip segments from videos to repurpose them into ads. Brands can upload content, and the Clipster tool enables text and visual search to identify relevant content, including stock and brand-specific B-Roll footage. When coupled with our internal video editor, Reach's platform streamlines the content curation process, ensuring users can rapidly generate engaging media.

Reach then ramps distribution with xPost, an automated multi-platform posting tool. Where influencers previously posted to each of their social media platforms manually, xPost enables brands to schedule and publish content across platforms like LinkedIn, X, TikTok, and YouTube Shorts (with Instagram and Facebook pending business verification), ensuring maximum reach and engagement with minimal repetitive effort borne by the brand or influencer. xPost compiles analytics across these platforms in a structured format for subsequent AI-analytics that track performance real-time, yielding clear and actionable insights for further campaign refinement.

Reach offers brands and influencers an all-encompassing solution for groups looking to maximize their marketing efforts with minimal manual intervention.

Stakeholders & Customer Segments

Reach serves a diverse range of stakeholders across the digital marketing and content creation ecosystem.

The primary users of Reach include brands and SMBs that are seeking scalable marketing solutions. These businesses and brands often struggle to identify value-added influencers and optimize their marketing campaigns. Coupling this fact with poor campaign management results in poor confidence and yields low ROI.[1] By providing a one-stop-shop advertisement automation platform, Reach allows brands to focus on strategic decision making while all the while ensuring maximum engagement and ROI. With Scripter, AI-UGC, and automated editing tools, Reach aims to transform the content generation process.

Secondary stakeholders include marketing agencies, journalists, researchers, SMB customers, and media consumers. Marketing agencies benefit from Reach's multi-campaign automation capabilities, enabling them to optimize their customers' campaigns at a fraction of the cost. Journalists and researchers can utilize Reach's Clipster tool for transcription, summarization, and content clipping, making it a valuable asset for extracting insights from long-form content like podcasts, interviews, or lectures. SMB customers and media customers are the indirect beneficiaries of our platform as they are exposed to high-quality and better targeted content that aligns with their preferences and interests. This ultimately enhances the overall experience of influencer-driven marketing campaigns, leading to greater engagement and conversion rates.

Market Opportunity

[1]https://www.ndash.com/blog/smb-marketing-overcoming-challenges-and-embracing-opportunities#:~:text=The%20Reality%20of%20SMB%20Marketing,their%20business%20will%20be%20compromised.

The influencer marketing industry has grown rapidly over the past decade and is projected to continue expanding at an impressive rate. Per McKinsey, the market has more than doubled since 2019 on the strength of growing platforms like Instagram, YouTube, WeChat, and TikTok.[2] In 2024, the global influencer marketing platform market was valued at $20.4B and is projected to grow from $23.6B in 2025 to $71.0B by 2032 at a 17% CAGR.[3] This surge highlights not only the increasing reliance on influencer-driven advertising but also the incredible uptick in dollars flowing into the market. The industry remains fragmented amongst key players, targeted sectors, and the software vs. services business segments.[4] With Reach intending to service brands of all sizes with an industry-agnostic approach, the platform is uniquely positioned to capitalize on the industry's strong secular tailwinds.

With over 62.8 percent of brands confirming plans to partner with influencers in 2025 and 23% of brands allocating over 40 percent of their budget to influencer marketing,[5] it is clear that this industry is here to stay for the foreseeable future. Yet these businesses still struggle to partner with the right influencer, identify the right metrics to track, and effectively track the benefits of their campaigns.[6] Moreover, as major social media platforms move towards algorithmic virality, where newer engagement metrics play a more crucial role than traditional follower counts, it's more important than ever for brands to adapt to evolve their strategies.

Reach clearly addresses this market gap by offering an AI-driven marketing platform that enhances efficiency, reduces costs, and improves campaign effectiveness altogether. By integrating synergistic, real-value tools, Reach provides a scalable and systematic solution for brands navigating the new paradigm of digital marketing. This positions Reach as a critical player in an industry poised for rapid growth, offering a comprehensive solution that meets the ever-evolving demands of influencer-driven marketing.

Competition

Traditional platforms like Upfluence and AspireIQ primarily focus on influencer discovery, but they lack solutions for content creation and campaign management which requires brands to rely on multiple tools for a seamless workflow.

AI content creation tools like Synthesia and HeyGen offer sophisticated AI-based workflows for video content generation but fail to provide a comprehensive digital marketing solution. These tools are solely limited to generating content rather than facilitating influencer collaborations or optimizing video generation with actionable insights on trending topics. Similarly, video editing tools offered by the likes of CapCut and Adobe provide AI-driven editing features but continue to require significant manual effort and similarly lack actionable insights. Ultimately, no platform offers an end-to-end solution to automate ad generation, ad iteration, and explosive growth strategy, making it difficult for brands to scale content production efficiently.

Reach differentiates itself by offering a unified AI-driven one stop shop platform that automates all the above processes from influencer discovery to content generation to video

[2] https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-influencer-marketing
[3] https://www.fortunebusinessinsights.com/influencer-marketing-platform-market-108880
[4] https://www.fortunebusinessinsights.com/influencer-marketing-platform-market-108880
[5] https://influencermarketinghub.com/influencer-marketing-benchmark-report/
[6] https://influencermarketinghub.com/top-3-issues-facing-the-influencer-marketing-industry-today-and-how-to-solve-them/

editing. Unlike existing solutions, Reach eliminates inefficiencies by offering a cohesive system that integrates data analysis from all individual tools into singular recommendations, which is infeasible for companies that target a single touch point of the marketing process. This comprehensive approach allows brands to maximize their marketing impact while minimizing time and resource expenditures, positioning Reach as a leader in this space.

Platform Monetization

Reach's platform monetization strategy is intended to be structured as a Software-as-a-Service (SaaS) model, offering tiered pricing based on usage while also accommodating custom enterprise deployments. This approach ensures flexibility for a wide range of clients, from SMBs to large corporations seeking tailored solutions. The pricing structure is expected to start in the low hundreds per month at the lowest level, intending to reflect the high spend on digital marketing. This makes it accessible to brands and agencies looking for an affordable and scalable solution for their marketing and content curation needs.

The custom enterprise deployment option enables businesses with larger operational needs to integrate Reach's AI-driven tools into their existing marketing infrastructure seamlessly. By combining a tiered subscription model with enterprise customization, Reach maximizes its revenue potential while ensuring companies of all sizes can leverage the platform for content generation, multi-platform distribution, and influencer discovery.

Each discrete feature will be launched separately to maximize customer surface area before launching the integrated platform. The integrated platform will be priced at 99$ / month for basic access. $349 / month will be the pro tier. Usage will be based on GB level storage and number of original ad generations - 10 for basic access, and 50 for pro. Enterprise pricing will be custom. The low hundreds pricing covers our main HeyGen/OpenAI/social media posting API cost and the S3 hosting needed as of now. Our current Clipster production launch is paywalled via Stripe already.

Technical Implementation & Roadmap

Reach is built on a robust and scalable technical infrastructure that combines modern cloud services with AI capabilities. At its core, the platform utilizes Supabase as the primary database system, handling everything from brand context storage to user profiles and the extensive short-form hooks database. On the frontend, Reach employs React + Vite as the primary framework, employing a browser-based workflow from end to end. Media storage is managed through AWS S3, providing reliable and scalable storage for video and media files, while AWS SQS handles post scheduling and asynchronous task management. xPost implements OAuth for seamless cross-platform authentication, ensuring secure access token management across various social media platforms. We also use Gemini for large context window operations and chat functionality, OpenAI's Operator for sophisticated script generation and context processing, Deepgram for accurate audio transcription, and Pinecone for powerful semantic search capabilities. UGC video generation is done through Modal's Mochi text-to-video model.

Scripter, our script generation engine, represents the beginning of a business's journey with Reach. Provided context in the form of marketing brochures, meeting transcripts, etc, Scripter collects unstructured business context in any format. The engine then leverages

various LLMs for script generation through carefully engineered prompts, while also incorporating Reddit scraping for trending real-time topics and implementing ReAG (Reasoning-Augmented Generation) to select for the most relevant context. The result is a powerful tool that generates engaging, contextually relevant content scripts that reflect the latest trends. Scripts can then flow directly into our video editing workflow, which is supplemented by two powerful tools: Clipster and Caster.

Clipster, our video processing engine, incorporates scene detection using AI-powered frame analysis, coupled with semantic search capabilities across video transcriptions. The system provides frame-accurate search tools to analyze and tag uploaded media content so that any moment becomes indexable and easily located with a simple search. Spoken content and voiceless B-Roll is all effortlessly retrieved by Clipster.

Caster, our AI user-generated content (UGC) platform, serves as a comprehensive solution for faced avatar generation. Serving as both a library of pre-generated shots of human models, as well as a tool to generate voice-enabled avatars, Caster outputs realistic human models that can be interlaid with any other media in the video editor.

xPost handles the critical task of cross-platform posting and managing multi-platform post scheduling while aggregating and tracking analytics across various social media platforms. This component creates a structured data feedback loop that continuously improves Scripter's script optimization based on real-world performance metrics.

Cost Analysis

Both fixed and variable costs will be evaluated on a monthly basis. Because Reach is a software offering, all fixed costs will come in the form of server and infrastructure costs. Reach's data is stored in Pinecone Vector Database, which costs $25 per month. The deployment server Vercel costs $20/month, and Fly.io costs $29/month. S3 costs $3/month. Combined fixed costs are $77/month.

Variable costs consist of specific API calls used throughout each point in the workflow. Assuming that a user on average will use the workflow 30 times per month, then variable cost per user can be calculated by multiplying the cost of the workflow by 30. Elevenlabs API costs roughly $0.03 per use. Heygen Video Generation API costs roughly $0.50 per use. Gemini calls come up to roughly $0.05 per use. Twelve Labs API on average costs roughly $0.20 per use. Therefore, the combined variable cost comes out to $0.78 per use and roughly $23.40 per user per month.

Revenue

Reach's revenue structure is determined by a subscription model, charging $25/month. At this rate, users will get access to all features of Reach. The breakeven number of users for a given month is therefore equal to the fixed costs divided by the profit margin per user ($1.60), which is 49 users per month. Below shows the estimated forecast for the revenue, cost, and profit from the first 100 users:

Revenue Model Forecasting for First 100 Users
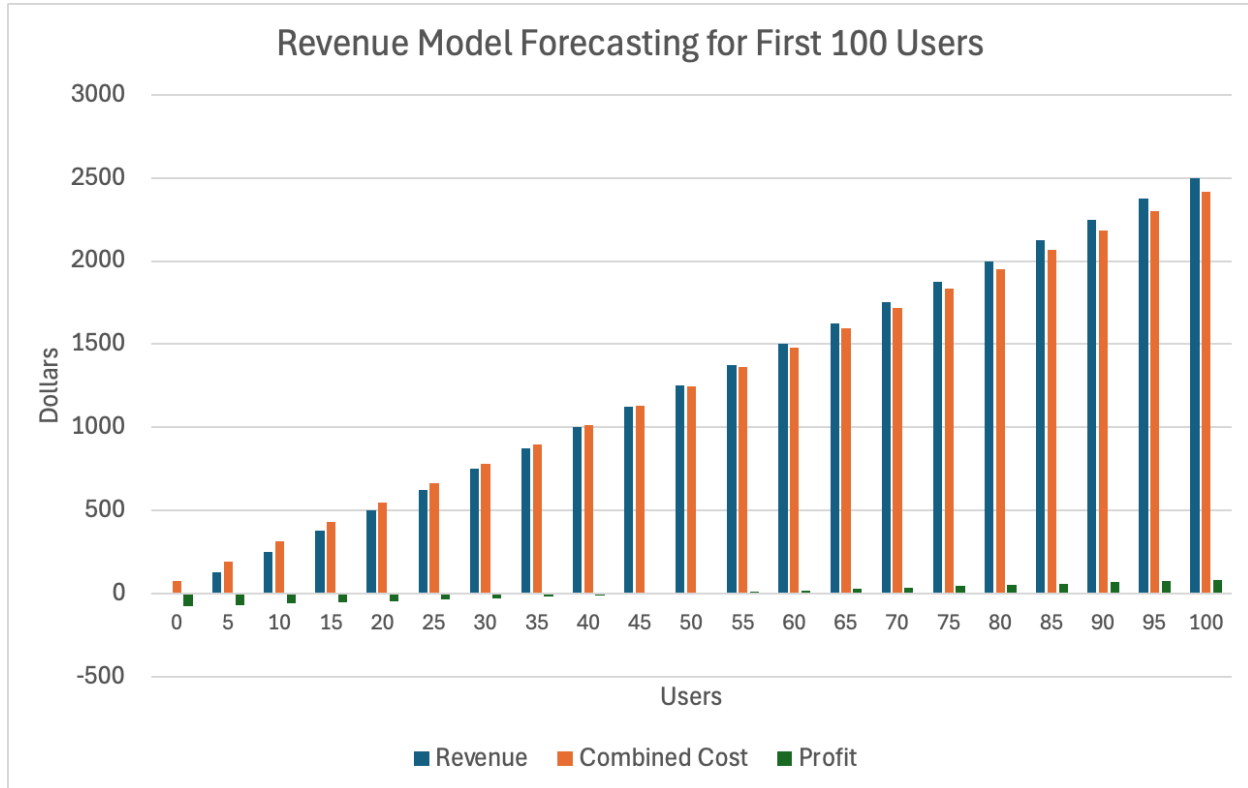
Intellectual Property

At the moment, Reach doesn't possess any intellectual property.

Conclusion and Next Steps

Reach aims to replace entire marketing departments. Reach's agentic workflows enable automated 1) business context, 2) agentic market research, 3) ad scripting, 4) ad generation, 5) platform posting / metric analysis integrated into one platform where a 5-person team can run with the efficacy of a 50-person department. We want to provide one pane of glass in one intuitive interface where each step of the enterprise and digital marketing process can be managed. This way, logging on to Reach logs you into the entire marketing workflow.

For next steps, our GTM plans to launch each individual feature first to cover as much surface area as possible. Trying to find product market fit with subsects of our intended base with each discrete deployment will give us multiple iterations before an integrated launch. Take xPost. We see tangible value add in launching a platform that allows users to queue and create posts on all their social media accounts/platforms. Launching xPost into production (as soon as it is finished) and running our growth strategy for the platform allows us to maximize surface area on possible users for the overall Reach platform – many users that would derive value from xPost would also derive value from Scripter, Clipster, and Caster once they are integrated into one platform via Reach.

We just launched Clipster and onboarded 7 users before launching any growth strategy so far.

Appendix: Relevant Links

All demos:

https://drive.google.com/drive/folders/1zRa09Xc3199o5IT-1jSX8oUBAl1hK6S8?usp=sharing

Github (private)

https://github.com/orgs/ReachOrg/repositories

https://github.com/aqzhen/clipster

https://github.com/rayan-yu/scripter

https://github.com/rayan-yu/xpost

https://github.com/rayan-yu/content-reach-collective