

Influence Crafters Comparison Chart

Feature	Influence Crafters	Traditional TV	Traditional Radio	Social Media
Ad Placement	Streaming TV, Programmatic TV, Radio	Cable & Network TV	Local & National Radio	Social Media, Search, Display Ads
Targeting Precision	Hyper-targeted by demographics & location	Broad, regional targeting	Broad targeting, limited demographics	Targeted based on behavior & interests
Cost Structure	Flat fee + flexible ad spend	Expensive, tiered pricing	Varies by station & time slot	Pay-per-click or impressions-based pricing
Minimum Ad Spend	Less than \$2,000/month	Typically \$10,000+ per campaign	\$2,000 - \$5,000 per month	Varies; typically \$500+ per month
Production Costs	\$800	\$5,000 - \$20,000+	\$500 - \$5,000+	Varies, usually no onsite shoots
Budget Flexibility	Adjust monthly	No, requires upfront commitment	Limited, requires contract	Yes, fully adjustable
Audience Reach	Local and national	Broad regional/national	Local/regional	Local to national/global
Analytics & Tracking	Real-time performance tracking	Limited, delayed reporting	Basic analytics, no real-time tracking	Real-time analytics & ROI tracking
Access to Streaming TV	Yes	No	No	No
Access to Programmatic	Yes	No	No	No

Maximize your reach and optimize your budget—**advertise smarter with Influence Crafters.**