

revolution.fan

Brand Advertising Platform

Reach verified live music fans at peak intent.
Cookieless, consent-based, fully attributed.

8-12x

CPM premium vs. programmatic

100%

Consent-based fan data

Zero

Third-party cookies

Current Media Buying Is Broken

Programmatic, Meta, and Google are failing music-adjacent brands. Marketers know it.

Signal Decay

iOS ATT + cookie deprecation removed the identity spine from programmatic. Meta ROAS fell 30-40%. Advertisers are spending more to reach less.

Intent Mismatch

Programmatic buys people who 'might' like music. revolution.fan sells fans who paid money, showed up, and tipped their favorite artist.

Brand Safety + Fraud

Open exchanges average 25-35% invalid traffic. Major brands pull budget after safety incidents — with no good alternative.

Attribution Black Holes

Last-click can't connect an event activation to a purchase made 3 days later. The full-funnel story is invisible.

Not Better. Structurally Different.

Built on data no other ad network has access to.

Context

Live Event Intent

A fan inside a venue 45 minutes before showtime is in the highest purchase-intent state in entertainment. This moment is programmable at scale for the first time.

Consent

Zero-Party Data

Fans opt in and explicitly share preferences. No cookies, no fingerprinting. 100% GDPR/CCPA clean. Data brands can't buy anywhere else.

Attribution

Closed-Loop Proof

Track impression to activation to in-app spend to venue visit to merch purchase. Full-funnel ROI no DSP can replicate in live event context.

Signals No Ad Network Has

Every signal is zero-party or first-party. None is inferred. All is consent-gated.

Tip History

Direct payment to artists — real spending behavior, not a survey

Ticket Purchases

Which artists, which venues, how far in advance, how many times

Autograph / Shoutout

Highest-tier fan engagement — superfan identification

Genre Affinity

Multi-label preference scoring from real behavior, not self-report

Crew Pass Subs

Recurring monthly spend — highest loyalty signal on the platform

Venue Check-ins

Physical presence via geofence — impression-to-footfall proof

\$FAN Token Activity

Peer-to-peer fan economy — community depth signal

Side-Event Attendance

Extended engagement around parent events — intent signal depth

vs. Every Other Ad Channel

Dimension	revolution.fan	Meta / Google	Programmatic DSP	Sponsorship
Data Quality	Zero-party behavioral	Third-party inferred	Probabilistic cohorts	None
Cookie Dependency	None — fully cookieless	Heavy (ATT impacted)	Heavy (deprecated)	None
Purchase Intent	Direct behavioral proof	Browse history only	Category interest	Aspirational
Live Context	Native + geofenced	None	None	Physical only
Attribution	Impression → spend loop	Platform-confined	Last-click only	Unmeasurable
Avg CPM	\$18–45	\$8–25	\$2–8	\$25K–200K flat
Consent	Explicit opt-in	Consent pop-up	Assumed	Negotiated
Brand Safety	Curated signed-in fans	Moderate	Low (open exchange)	High

Behavioral Data × AI = Precision at Scale

Fan data is the raw material. AI makes it commercially valuable.

Predictive Audience Building

Genre affinity scoring, spend quartile modeling, category-specific propensity. Buy 'fans 70%+ likely to purchase a premium energy drink in 30 days' — not 'music fans 18-34'.

Dynamic Creative Optimization

Creatives adapt in real time to fan context — genre, event type, superfan tier, proximity to show. Same brand, different message for hip-hop vs. country festival.

Full-Loop Attribution

Impression → tap-through → in-app spend → venue check-in → merch purchase. Time-decay attribution that closes the loop no DSP can touch.

Lookalike Expansion

Validated core audience becomes the seed for lookalike modeling against the broader fan graph — identifying fans with matching behavioral signatures for growth.

Three Ways to Activate

Enter at any budget. Scale as you see results.

MOST POPULAR

Programmatic

SELF-SERVE ENTRY

\$18–45 CPM

Genre + artist targeting

Demographic + behavioral filters

Self-serve brand portal

Min. \$500 · no approval required

Activation

FAN-NATIVE

\$5–25 CPE

Sponsored shoutouts

Crew pass gift upgrades

Superfan targeting

Brand recall 3-5× vs. display

Presenting

CATEGORY EXCLUSIVE

\$10K–\$100K

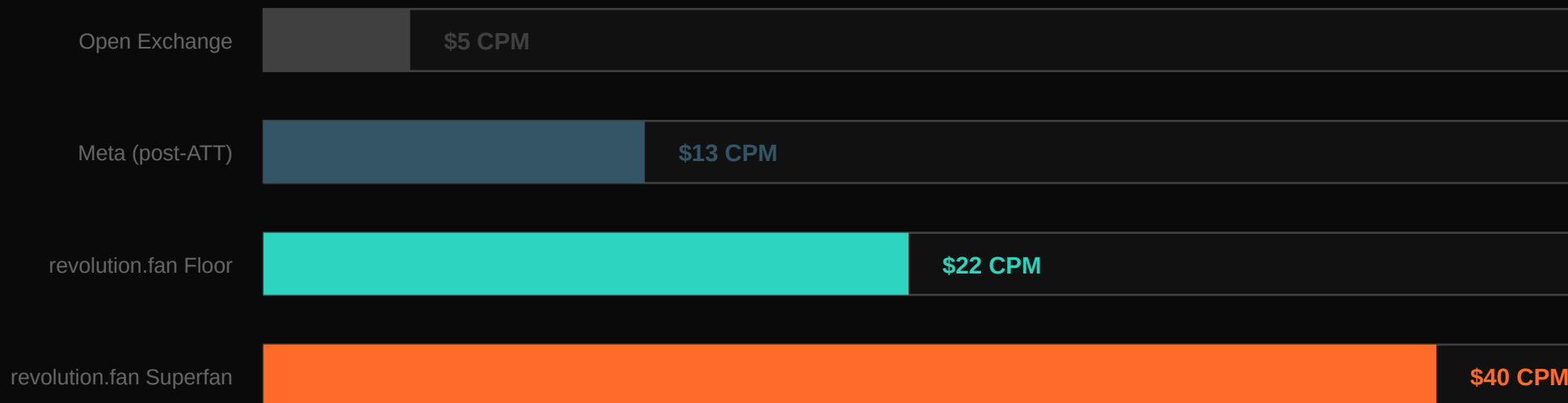
Exclusive category rights per event

Event splash + ticket wallet branding

Zero competitor adjacency

Dedicated account management

The Premium Is Earned, Not Assumed



Metric	Y1 (2026)	Y2 (2027)	Y3 (2028)
Brand Partners	15–25	80–120	250–400
Gross Ad Spend	\$800K	\$4.2M	\$12M
Platform Revenue (30%)	\$240K	\$1.26M	\$3.6M
Avg CPM	\$22	\$28	\$35

First 90 Days

Land 10 pilot brands with free campaigns + irrefutable attribution data. Then sell the data.

DAYS 1-30

Pilot Launch

- Recruit 5 brands from TKN Events sponsors

- Zero-cost first campaign with full attribution

- Target: \$50K in tracked ad spend

DAYS 31-60

Proof of ROI

- Publish attribution case study (anonymized)

- Show CPM efficiency + post-event conversion

- Use as outbound sales asset for next tier

DAYS 61-90

Self-Serve Launch

- Launch brand portal for self-serve onboarding

- Onboard 10 additional brands at \$500 min spend

- Hire first brand sales rep for Presenting pipeline

Consensus play: side-event organizers + brand sponsors = unique launch inventory no DSP can offer — tech brands with event budgets, targeting verified attendees at specific side events.

Brand Spend Powers the Whole Ecosystem

Brands Activate

Spend on targeted fan audiences

8+ signals

Per active fan

10×

Signal quality vs. programmatic

30%

Platform take rate

\$1.26M

Target brand revenue Y2

Data Deepens

More fans = richer targeting = high CPMs

revolution.fan

Artists Earn More

and revenue funds creator payouts

Fans Grow

Better experiences attract new fans

Built Cookieless From Day One

Explicit Consent

All targeting data collected under explicit consent at signup. Fans opt out from profile settings at any time.

K-Anonymity

Brands never receive individual fan data. Minimum cohort size: 100 fans — consistent with our data marketplace.

Zero Invalid Traffic

All impressions served inside signed-in, verified fan sessions. No open exchange, no bots. IVT is zero by design.

Brand Safety Controls

Category exclusion lists, content-adjacent genre filtering, real-time creative review. Full advertiser control.

GDPR / CCPA Native

Ad consent through existing compliance flow. Deletion and portability rights apply to advertising profiles.

No Walled Garden Lock-in

Attribution reports are yours. Export campaign data, audience insights, and conversion events at any time.

What a Pilot Looks Like

Hypothetical beverage brand activation at 3 hip-hop festivals

CAMPAIGN SETUP

Tier	Activation — Sponsored Shoutouts
Budget	\$25,000
Targeting	Hip-hop fans, top 30% spenders, 3 festival markets
Est. Reach	18,400 superfans
CPE Bid	\$12 per engagement

RESULTS

2,085	Shoutout activations delivered
38%	Voucher redemption (vs. 2% industry avg)
4.2x	Product trial lift vs. control
\$6.40	Effective CPE after attribution
176%	Campaign ROI measured in-platform

Let's Build Your First Campaign.

Pilot offer: free first campaign with full attribution reporting.
No commitment. We'll prove the CPM premium with your own data.

WHAT YOU GET

- Managed setup by revolution.fan team
- Full attribution dashboard access
- Audience performance report at campaign end
- No platform fee on first \$5,000 spend

WHAT WE NEED

- Approved creative assets (image + copy)
- Landing page URL
- Target audience description
- Brand safety / exclusion preferences