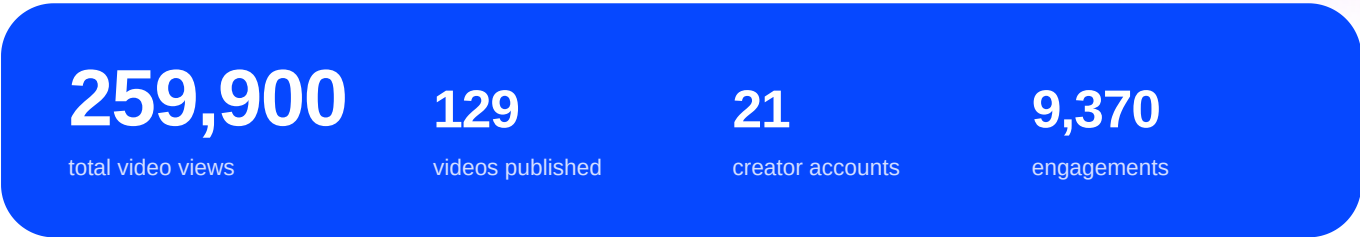


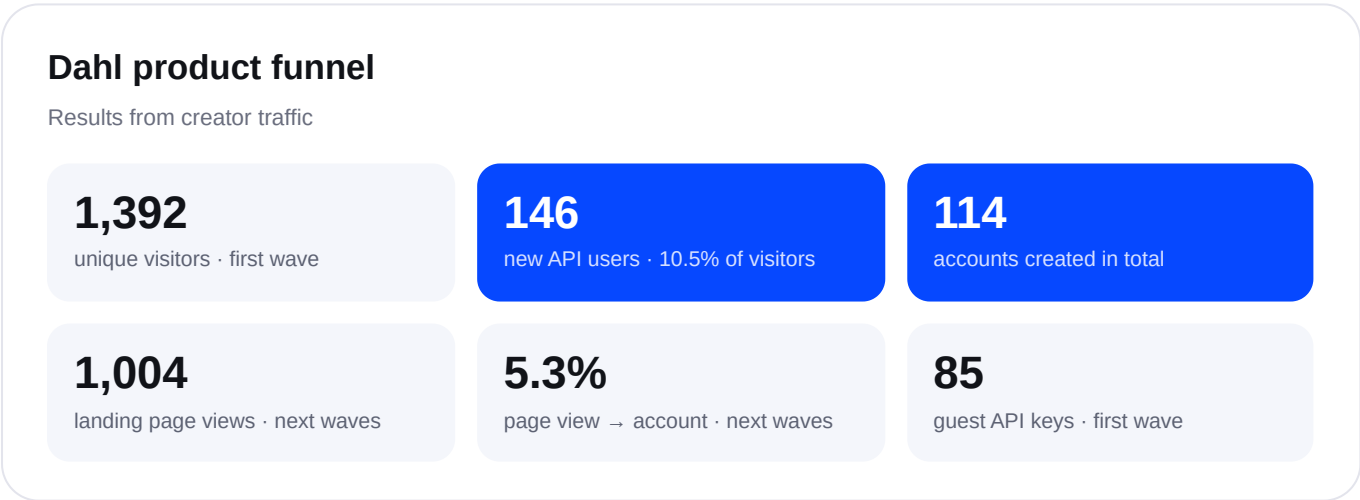
Dahl creator campaign

An AI platform giving new users 100 million free DeepSeek tokens for chat, coding and AI agents — launched through short-form videos across TikTok, Instagram Reels and YouTube Shorts.

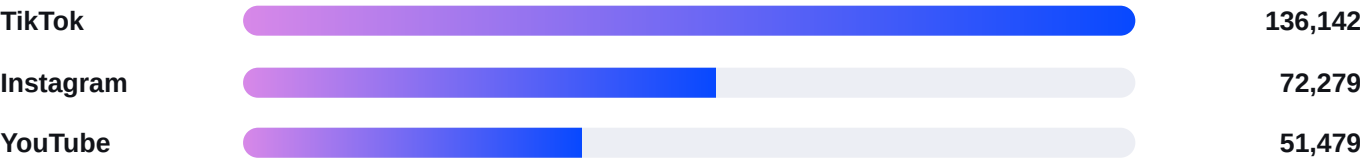
Results as of October 20, 2026



Business results



Views by platform



Product metrics provided by the client. Social metrics from platform data via TrendWatch.

Script angles tested

opening line · total views

“Anthropic’s CEO is so pissed right now.”	194,690
“Someone just made Claude Code workflows almost free”	43,375
“You don’t have to pay for AI subscriptions anymore”	21,835

Top videos

CREATOR	PLATFORM	PRODUCT	VIEWS
Alex Nex	Instagram	Dahl	26,352 watch
Jordan Blake	TikTok	Dahl	10,600 watch
Alex Carter	TikTok	Dahl	8,362 watch
Bobby Reyes	YouTube	Dahl	7,810 watch
AI with Andrew	Instagram	Dahl	7,713 watch

Engagement

7,002

likes

1,412

comments

956

shares

What made it work

One brief, many voices

Three script angles, adapted to every creator's style and published on three platforms at once.

Concrete payoff in the first seconds

Hooks that named a specific benefit outperformed abstract or list-style openings.

Clear call to action

“Comment a keyword to get the link” turned views into comments and direct, trackable visits.