

Bringing *predictability* to the creator economy

The scoring model behind Wayward’s brand and creator matching.

Can we predict a successful partnership *before it happens?*

\$250B

creator economy today

\$480B

projected by 2027, Goldman Sachs

Matching is intuition today
Brands pick partners on instinct and old relationships, so one bad pairing can burn a whole quarter’s ad budget.

But every outcome is recorded
Wayward logs what each campaign spent and sold, so matching is learnable.

Creator discovery was guesswork. *Now it’s a score.*

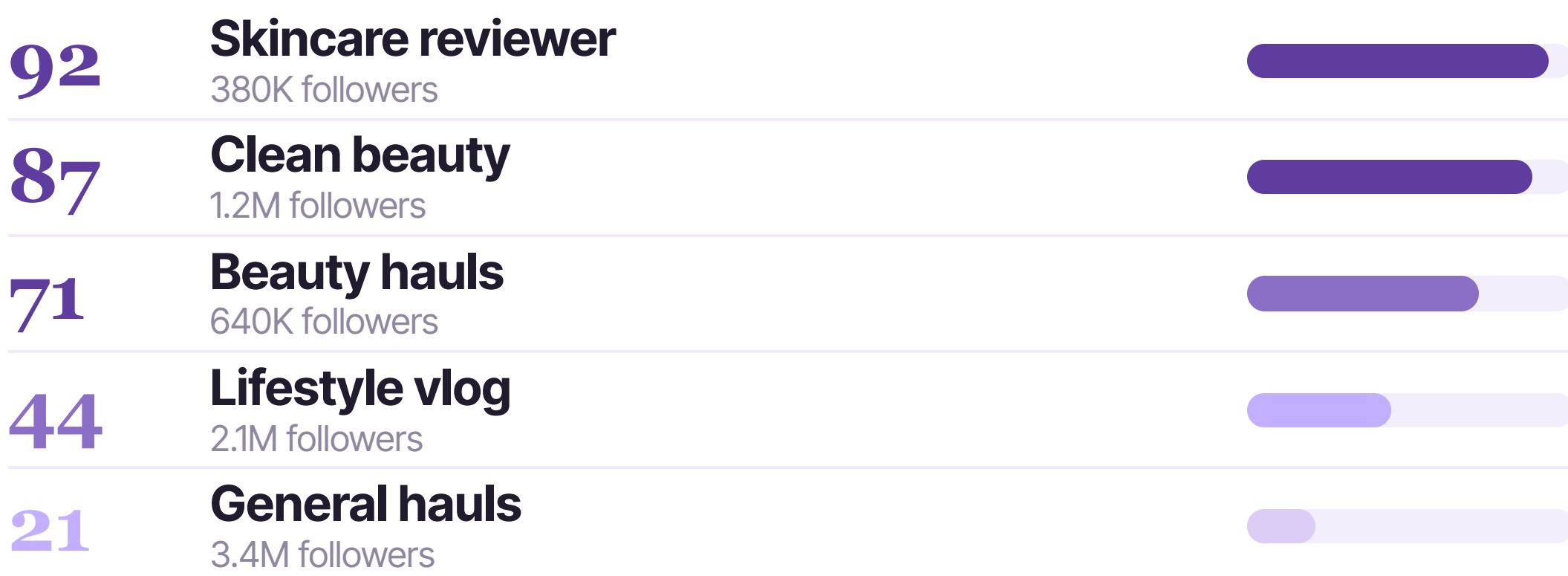
Every brand and creator pairing gets a 0 to 100 score.

\$40M+

in additional retail sales driven per year

+28% ROAS lift \$8.3M more ad spend \$1.31M to Wayward
measured on live campaigns since June 2026

Ranked creator roster for a skincare brand



The two biggest audiences rank last, so **reach is not what sells.**

A big budget almost always *looks like success.*

14.2M

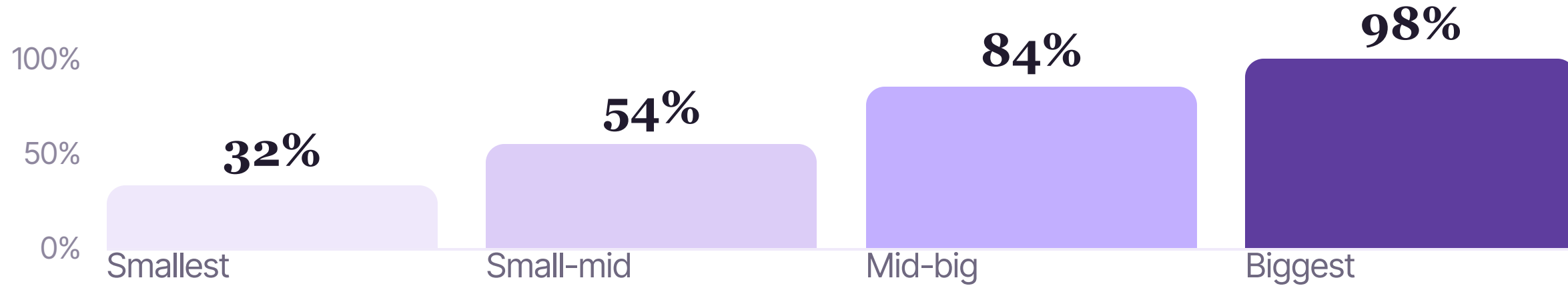
daily ad records, 4.5 years

1,074

campaigns with sales we can verify

One campaign is one brand and one creator running paid content over a set window.

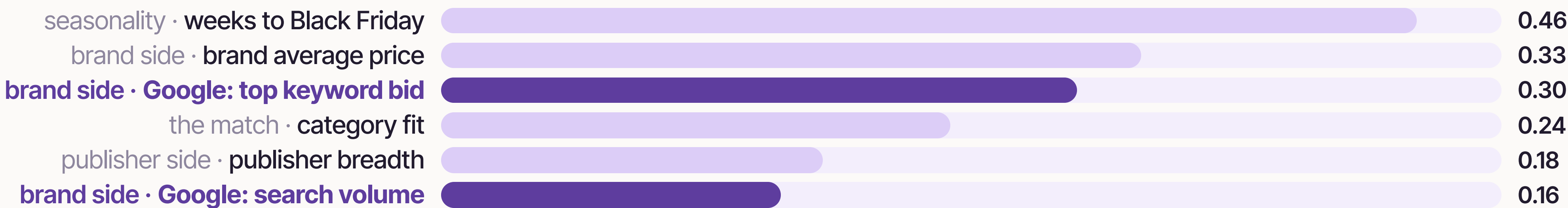
Share of campaigns that cleared Wayward’s profitability bar, by budget size



Ad spend alone fakes success, **so the model never sees budget.**

We shipped a *LightGBM ranking model.*

Top 6 of 14 signals, by importance (mean |SHAP|, LightGBM). The other eight score under 0.16.



What advertisers already bid on a brand’s keywords is **the strongest thing we know before a campaign has ever run.**

Our model caters to both sides of the match
Brands and publishers both get a ranked list.

And it scores new (cold-start) brands
A brand’s Google footprint fills in when there is no history.

The score is *36% better than guessing.*



Between any two campaigns, the model calls the winner *68 times out of 100.*

Checked across all eight publishers, and **none of them got worse.**

We found a leak inflating accuracy, *fixed it, and reported the true number.*

0.745

what we first reported

0.679

live in production

Every month, on its own



Handed over: the live model, its API, 589 brand profiles, and the results ledger.

“It can’t be overstated how much these two contributed to our team. They delivered work that created *real value for our business.*”

Ali Marino, Co-Founder & CEO, Wayward