Publisher Whitelisting, On Demand

authority genius

Brands We Work With

We help leading ecommerce brands scale ROAS via effortless Publisher Whitelisting on Meta

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Keeps

Seed

MUSELY

hims

LUMA NUTRITION

Beli

Ritual

diet SMOKE

envato

CHUGA

REGENICS

happy head

How Publisher Whitelisting Works

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PUBLISHER CONTENT

BRAND SITE

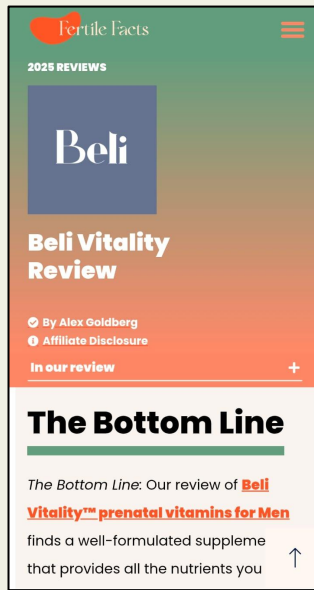### PAID SOCIAL CREATIVE

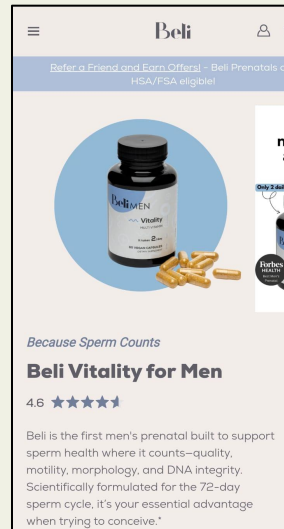Ads from relevant third-party handles on Meta attract comparison shoppers

Longform content positions your brand as the clear winner among subpar solutions

Confident in their decision, shoppers convert on your brand's landing page

Why Whitelisting Performs

Publishers' social proof and education combine
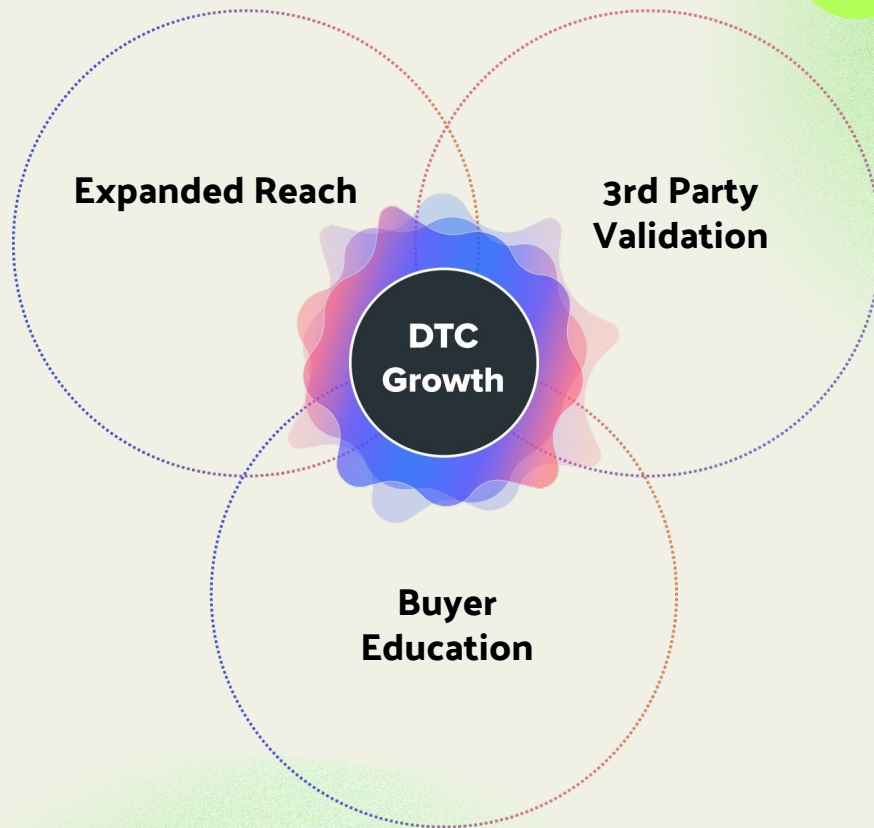to consistently outperform

Identify Shoppers

Promoting 3rd party endorsements combats ad
fatigue, boosts reach, and attracts shoppers for less.

Add Social Proof

Leveraging a relevant publisher's recommendation
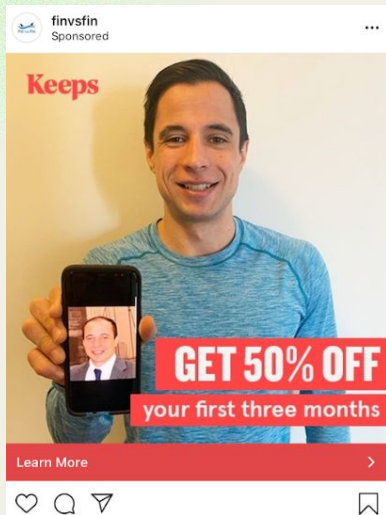feels organic & trustworthy, boosting conversion..

Convert Higher LTV Customers

Longer form, skimmable articles not only educate,
they build confidence & higher retention.

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Expanded Reach

3rd Party
Validation

DTC
Growth

Buyer
Education

Standard Ads vs. Publisher Ads
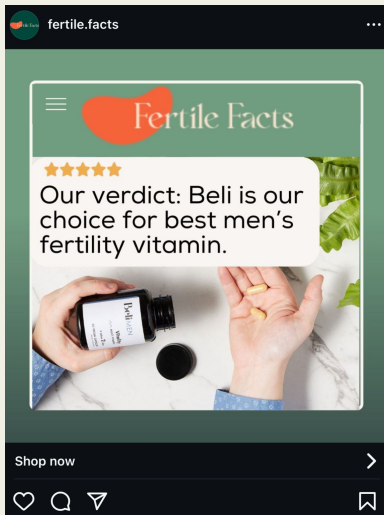
Whitelisting with trusted publishers increases reach for the same budget, lowering CAC and boosting ROAS

-46%	$100k+	6.6x
CPA	Monthly Spend	ROAS

-22%	$25k+	4.8x
CPA	Monthly Spend	ROAS

-18%	$25k+	4.2x
CPA	Monthly Spend	ROAS

Our Network of Publishers

Leverage handles and high-converting content from popular niche publishers like

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ITS BETTER ON THE ROAD

Review Clinic

Fin vs Fin

ORGANIC AUTHORITY

zenmaster wellness

side hustle nation

Fertile Facts

Women's Health Interactive
Bo d Research & Conversations About Sex

... plus dozens more!

High-Performing Whitelisted Creatives

Fin vs Fin — Sponsored
Library ID: 1323559738966357

We've reviewed the most popular eye serums, and only ONE delivers these incredible results! Musely's The Eye Serum smooths fine lines and fades dark circles with proven ingredients such as tretinoin, caffeine, and hydroquinone. Follow the link below to learn more about the world's first prescription eye serum.

The *"Holy Grail"* for Dark Circles

WEEK 0 — WEEK 8

Learn more about Musely's Rx: The Eye Serum 👇

Pupfection — Sponsored

Chippin — Antioxidant

Learn More

review__clinic

Best Maca Root Supplements

Preferred form?

Powder — Capsules — Gummies

MRM Nutrition — Natrgrown (Best Blend) — Force Factor

Unaltered (Best for Hormonal Balance) — Toniiq (Best High-Potency)

View insights — Boost post

finvsfin

THE BEST NIGHT GUARDS?

REMI vs CHEEKY vs CLEARCLUB 👇

Learn More

fertile.facts

Not fertile

NEW BLOG POST

5 Things I Learned Switching to Natural Cycles from Hormonal Birth Control

BY JANE FEDDERSEN

VISIT SITE

Learn more

finvsfin

BEST SITE FOR GLP-1 MEDS?

ZEALTHY vs CALIBRATE vs SEQUENCE 👇

zenmasterwellness — Sponsored

AirDrop

Trouble finding a therapist for your schedule? Try Cerebral

Decline — Accept

fertile.facts

Fertile Facts

Perelel vs. Ritual vs. Needed vs. Beli

Our medical advisory team explains the **best choice** of prenatal supplements for trying (or thinking about trying) to get pregnant.

finvsfin — Sponsored

AS SEEN IN :
Fin vs Fin

Misfits Market

Alex Goldberg

Review: Misfits Market – Is Their Grocery Delivery Service Legit?

Organic Authority — Sponsored
Library ID: 1003116006614019

Refresh your kitchen with GreenPan's Valencia Pro!
✅ PFAS-free meals
✅ Award winning collection
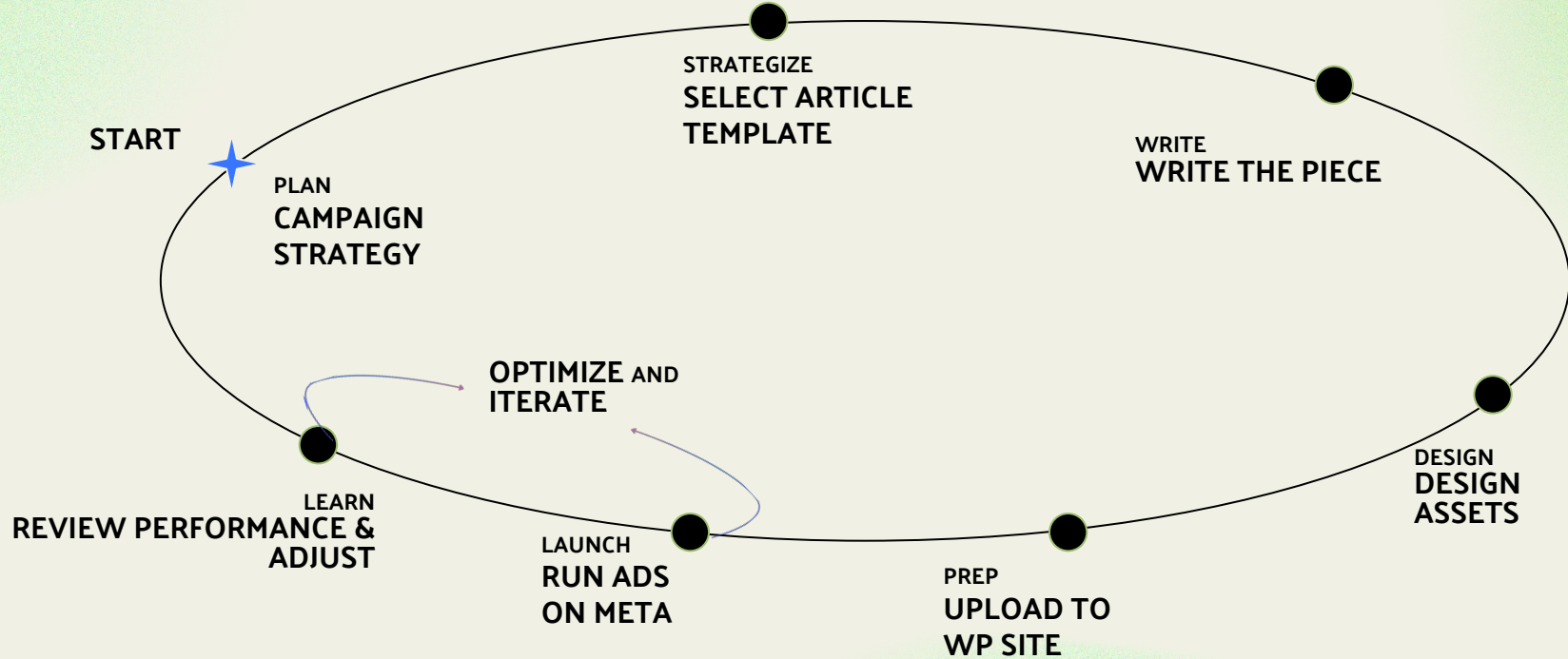✅ Free shipping on all orders

★★★★★
"You can't go wrong with Valencia Pro. They've got awards to back it up" - Laura K.

PICK YOUR PERFECT PANS

Publisher Whitelisting | Our Process

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START

PLAN
CAMPAIGN STRATEGY

STRATEGIZE
SELECT ARTICLE TEMPLATE

WRITE
WRITE THE PIECE

DESIGN
DESIGN ASSETS

PREP
UPLOAD TO WP SITE

LAUNCH
RUN ADS ON META
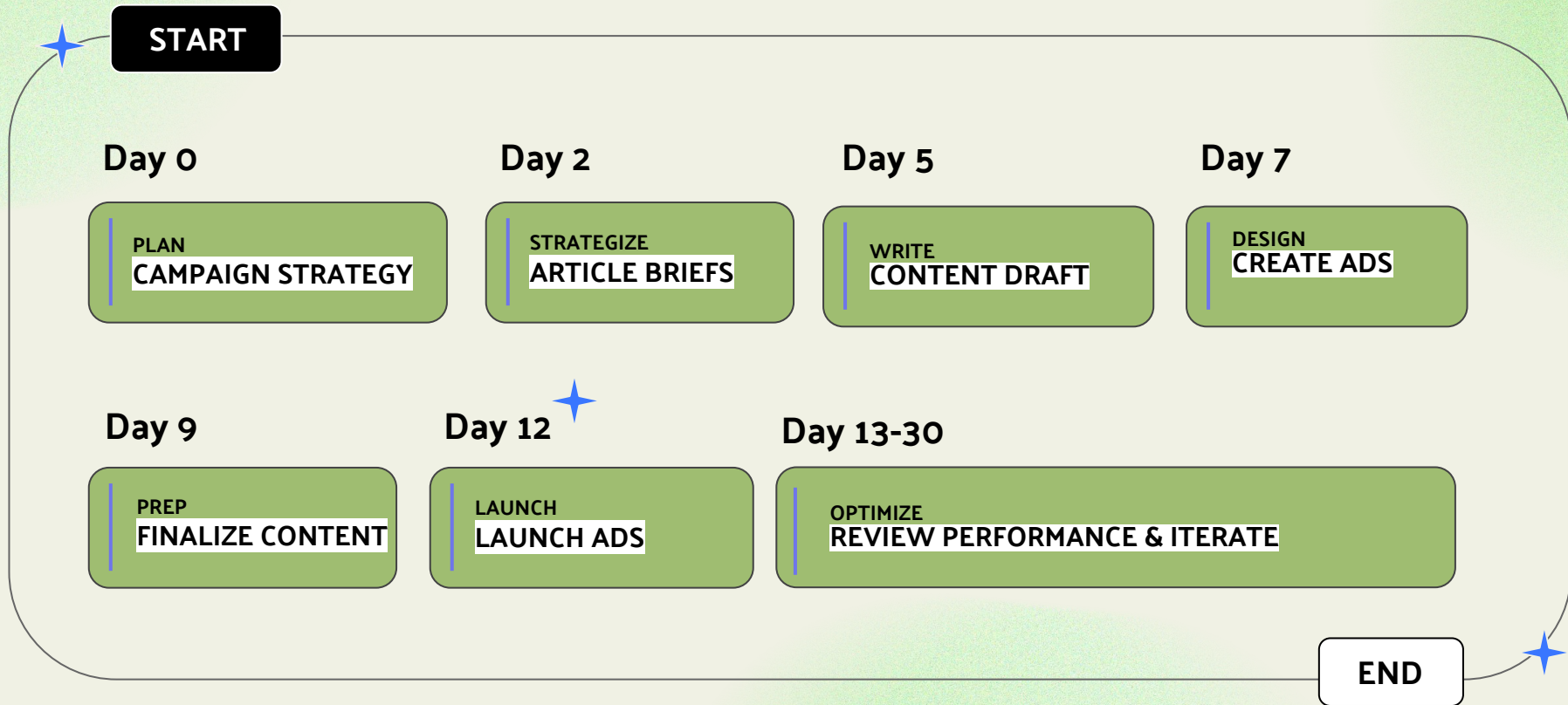
OPTIMIZE AND **ITERATE**

LEARN
REVIEW PERFORMANCE & ADJUST

Publisher Whitelisting | Timeline to Launch

Our expert team of marketers ensures that your content goes live in two weeks

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START

Day 0

PLAN
CAMPAIGN STRATEGY

Day 2

STRATEGIZE
ARTICLE BRIEFS

Day 5

WRITE
CONTENT DRAFT

Day 7

DESIGN
CREATE ADS

Day 9

PREP
FINALIZE CONTENT

Day 12

LAUNCH
LAUNCH ADS

Day 13-30

OPTIMIZE
REVIEW PERFORMANCE & ITERATE

END

Pricing

We offer plans for various stages of growth. All require a 3 month minimum.

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	Clever 💡	Brilliant 🧠	Genius 🤓
How It Works	We grant you access to run ads from ONE handle	We grant you access to run ads from MULTIPLE handles	We run ads from our Ad Manager on your behalf
What You Get	- Whitelisting access (1 handle) - High-converting content (1 article)	- Whitelisting access (3 handles) - High-converting content (3 articles)	- Whitelisting access (unlimited) - High-converting content (3 articles) - 10 Meta ad creatives
Price (flat fee)	$1,500 one-time + $500 / month	$3,000 one-time + $1500 / month	$5,000 / month
Price (variable %)	$1,000 one-time + 20% CPA	$2,000 one-time + 20% CPA	$3,500 / month + 20% CPA

Why Work With Authority Genius

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✦ **No Minimum Media Spend**	Freely test ads to our content and see the great performance without any pressure
✦ **Access to Many Publishers**	Publishers in our network span many different niches to resonate with your ideal audience
✦ **Conversion Content Expertise**	We use our industry knowledge and proven strategies to publish the best converting content for your brand(s)
✦ **SEO/SEM**	Ensure your content is trending on search engines and social media with SEO strategy
✦ **Integrated Creative Strategy**	Our designers work hand-in-hand with writers, SEO, and media teams to ensure the best performance.
✦ **Data-Driven Marketing**	We use historical data from thousands of previous whitelisting campaigns to iterate and improve performance

Frequently Asked Questions

How long will it take to launch the campaigns?	Whitelisted ads will launch within 2 weeks of contract signing
How does your content ensure high performance?	By providing a vertical integration of SEO, content writers, visual designers, and media strategists, we can ensure that your content will hit the right audience at the right time, when they're ready to purchase
What is the review process for content?	You will be looped in on every step of the process including selecting the content angle, providing unlimited feedback for article revision, approving ad creatives, and final sign-off for the published page.
How do you measure success?	Our northstar metrics are CPA and ROAS, while also paying close attention to engagement through website traffic, CTR, and reach. We provide detailed performance insights to help you understand the impact of whitelisting campaign.
What kind of support do you offer once the content goes live?	We offer performance monitoring, iteration recommendations, comment moderation, and periodic updates to keep content fresh. Our team is always available and committed to making necessary adjustments to maximize ROAS.
How long does it take to see results from a sponsored content campaign?	Often results are observed almost immediately upon launch. Others take a few weeks to gain steam. We provide regular weekly check-ins on performance as the full impact of sponsored content builds over time and gains more engagement.