



SAMPLE REPORT – NOT A REAL DUE-DILIGENCE REPORT

CREATOR RISK & FIT REPORT · SAMPLE

Patrick Boyle

@PBOYLE · YOUTUBE · MEGA TIER · US

SUBSCRIBERS

1,290,000

AVG. VIEWS / VIDEO

1,133,738

VIEWS : SUBS RATIO

0.88

US-EQUITIES COVERAGE

Yes

Prepared by InfluencerUnion · Report date 2026-07-26 · Data captured from the YouTube Data API v3, current as of the dates noted in each section below.

EXECUTIVE SUMMARY

Patrick Boyle is a mega-tier US finance creator with a reach profile well above the tier median (0.88 views-to-subs ratio vs. a 0.03–0.05 range typical of mega-tier zombie channels) — reach is real, not sub-count vanity. Audience geography and niche match US-equities IR use cases directly. Steady subscriber and view growth over the last 60 days shows no reputational decline. **4 of 12 due-diligence dimensions are evidence-backed today**; the remaining 8 are scaffolded and explicitly marked, not silently assumed clean.

01 · LAYER

IS THIS CREATOR WORTH IT, REAL?

Value Layer

01 Pricing Benchmark

LIVE

Finance-niche CPM band: **\$45–\$75** (anchor \$55) per 1,000 integrated-video views. Rate estimate by format, computed from 1,133,738 average recent views:

INTEGRATED SEGMENT

\$62,356

LIVESTREAM

\$93,533

DEDICATED VIDEO

\$124,711

\$51,018–\$85,030

\$76,527–\$127,546

\$102,036–\$170,061

Estimated · benchmark only · not a creator-published quote or a contract. Exclusivity windows (14/30-day) add 20–40% on top, shown separately, never folded into base.

02 Reach Verification

LIVE

Average of the last 15 non-Shorts uploads: **1,133,738 views** (captured 2026-07-23) against 1,290,000 subscribers — a **0.88 views-to-subscribers ratio**, classified **highly active**. For context, mega-tier channels median around 0.03–0.05 on this same ratio — this creator's reach is roughly 20× the tier norm, meaning content is reaching well beyond the subscribed base rather than a channel coasting on subscriber count alone.

Scope note: avg-views and the views-to-sub ratio are live. Deeper bot / bought-follower / fake-engagement scoring is in development — this section does not yet certify subscriber authenticity, only view-level activity.

03 Performance Forecast

IN DEVELOPMENT

Predicted reach, engagement, and conversion for THIS upcoming deal, derived from historical data.

not_assessed – scaffolded placeholder, not silently assumed clean.

04 Audience Trust

IN DEVELOPMENT

How much the existing audience believes and follows him — comment sentiment, engagement depth, loyalty.

not_assessed – scaffolded placeholder, not silently assumed clean.

02 · LAYER

CLEAN, WON'T CAUSE TROUBLE?

Safety Layer

05 Regulatory Compliance

IN DEVELOPMENT

SEC §17(b) disclosure record, regulatory actions, licensing, securities violations. The legal layer.

not_assessed – scaffolded placeholder, not silently assumed clean.

06 Brand Safety

IN DEVELOPMENT

Whether the content itself endangers a brand — controversial, extreme, offensive, or NSFW content.

not_assessed – scaffolded placeholder, not silently assumed clean.

07 Reputation History

LIVE

46 metrics snapshots on file, 2026-05-27 through 2026-07-26: subscribers 1,220,000 → 1,290,000 (+5.7%), views 166,840,296 → 180,286,092. Trajectory is **steadily rising** across the full window — no single-day drops that would indicate a mass-unsubscribe event tied to a controversy.

Scope note: only the metrics-derived trajectory is live. Incident history — specific past blowups, PR events, controversy mapping — is in development and not reflected above.

03 • LAYER

RIGHT FOR THIS BUYER?

Fit Layer

08 Audience Match

LIVE

Country **US**, niche **Finance**, flagged **us_equities_coverage = true** — a direct geography and niche match for a US-listed issuer or brokerage targeting US retail investors.

Scope note: geography and niche fit are live. This creator's primary-language tag is currently unset in the index — a known pool-wide gap (see methodology) that Step 3 of IU's classification build is closing. Investor-profile matching (retail vs. institutional cohort) is in development.

09 Persona Alignment

IN DEVELOPMENT

Whether the creator himself (image, persona, content tone) fits the buyer's brand character.

not_assessed – scaffolded placeholder, not silently assumed clean.

10 Conflict Screening

IN DEVELOPMENT

Currently promoting competitors or competing tickers, undisclosed financial ties, exclusivity feasibility.

not_assessed – scaffolded placeholder, not silently assumed clean.

04 • LAYER

CAN IT ACTUALLY HAPPEN?

Record & Readiness Layer

11 Partnership Record

IN DEVELOPMENT

Factual list of past brand / company collaborations and their tier / scale.

not_assessed – scaffolded placeholder, not silently assumed clean.

12 Engagement Readiness

IN DEVELOPMENT

Is he reachable, does he accept paid deals, through what channel. Factual judgment only – execution is Videoster, not IU.

not_assessed – scaffolded placeholder, not silently assumed clean.

SOURCES

YouTube Data API v3 – channel metadata, subscriber/view counts, upload history.

InfluencerUnion metrics-snapshot history – 46 captures, 2026-05-27 through 2026-07-26.

InfluencerUnion pricing engine – full formula and CPM bands published at /methodology.

This is a demonstration of the **\$195 Creator Risk & Fit Report** format. Request the real report on any creator in the index.

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