

QUERNE**L**CLIP

THE CLIPPER'S GUIDE

# From 0 to 10k a month

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The complete playbook for getting paid per view with clipping — from your first clips to five-figure months. Built on a real analysis of 485 campaigns. Concrete techniques, verified numbers, zero empty promises.

WHAT YOU WILL LEARN

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This guide follows the exact order in which a clipping income gets built: understand the game and the real market, set unbreakable foundations, pick the right campaigns, edit clips that hit, industrialize, publish everywhere, measure, then scale all the way to the agency tier.

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## INTRODUCTION

# The honest truth about "0 to 10k"

You have seen this title on a hundred YouTube thumbnails. The difference here: you get the real method, the numbers as they actually are, and the full math — including the uncomfortable parts.

Clipping means getting paid to post video extracts on TikTok, Reels and Shorts. No product to build, no audience to grow first. You edit, you post, and every thousand validated views earns you money. It is one of the few remaining ways to build an online income with zero starting capital and without showing your face.

But let's be clear from the start: **\$10,000 a month does not happen in two weeks**. Market data is unambiguous: a consistent clipper posting 5-15 clips a day typically earns \$1,000-3,000 a month. The people above \$10k are not "more talented" — they run a **system**: multiple accounts, industrialized production, multi-platform publishing, weekly data reviews, and often a shift into the agency model. This guide hands you that system, floor by floor.

What makes this guide different: it is built on a **real analysis of 485 Content Rewards campaigns** (snapshot taken August 20, 2026 — CPMs, budgets, approval rates, saturation, categories). When we say "the market's median CPM is \$1", that is not a feeling: it is a measured number. You will make decisions on data, not on cherry-picked earnings screenshots.

### THE DEAL

You bring consistency and work. This guide brings the method and the numbers that save you months of guessing. No income is guaranteed — but every milestone described here is reached every month by clippers who apply exactly what follows.

## Who this guide is for

The complete beginner who wants a clear plan. The clipper stuck at a few hundred dollars who wants to understand what's blocking. And the one who wants to turn this into a real business — up to managing campaigns for other people.

## How to use it

Read it once end to end for the big picture. Then come back to each part as you put it into practice. The **Bonus** gathers the templates and checklists to keep open while you work. The **Conclusion** turns the whole guide into a 30-day action plan.

## PART 1

# How clipping pays you

Before editing a single clip, you must understand exactly where the money comes from, who decides that a view "counts", and why some clippers rack up millions of views without earning a cent.

## The principle: Content Rewards

A brand, creator or label deposits a **reward pool** (the campaign budget) and sets a **rate per 1,000 views** (the CPM). Clippers cut the source content, post extracts on the accepted platforms, and every approved clip consumes the pool in proportion to its verified views — until the budget runs out. Your income follows a single formula:

### THE FORMULA BEHIND THIS WHOLE GUIDE

**Earnings = validated views × CPM ÷ 1000.** Every part of this guide moves one of the two levers: increase your validated views (volume, quality, multi-platform) or increase your effective CPM (campaign selection, approval rate).

## Validation: where everything is decided

"Validated views" is the most important term in this business. The real path of a submission:

1. **You post** your clip on your account, then **submit the link** to the campaign (one submission per post, one per platform).
2. **Auto-approval within 48 h** unless flagged. The brand can only reject you for specific reasons: offer criteria not met, suspected fraud, payout cap reached or campaign ended.
3. **View verification:** the platform verifies counters within a window of up to 30 days after submission. Views judged artificial (bought views, bots) are discarded — and the account can be banned.
4. **Payout:** the amount is credited to your Whop balance, which you then withdraw to your bank.

## Common rejections (and how to neutralize all of them)

| REJECTION REASON                                                              | HOW TO NEUTRALIZE IT                                                                          |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Non-compliant format (length, logo, mention, watermark required or forbidden) | Read the brief TWICE before producing. Keep one compliance checklist per campaign (see Bonus) |
| Out-of-scope content (wrong source, forbidden extract)                        | Use only the sources listed in the campaign, never "something similar"                        |
| Suspicious views                                                              | NEVER buy views. A single purchase can get the account banned and earnings frozen             |
| Undeclared account                                                            | Some campaigns require declaring each account before posting. Check                           |
| Identical repost                                                              | Vary the hook, first frame and framing between your accounts                                  |
| Budget drained before validation                                              | Prioritize campaigns with deep remaining budgets — Part 4                                     |

### WATCH OUT

A clip can be rejected AFTER earning its views, and a pool can drain before your clip gets paid. That is why pros always project earnings with a 20-30% haircut — and from now on, so do you.

## What you need to start

- **A Whop account** (free) to join campaigns and receive payouts.
- **A clean TikTok account** per niche (Part 3), then Reels and Shorts (Part 7).
- **An editing tool**: CapCut by hand, or AI-assisted production (Part 6).
- **A tracking spreadsheet** — exact columns provided in the Bonus.

### PART 2

## The market in numbers: 485 campaigns analyzed

Full market snapshot taken on August 20, 2026: 485 campaigns, including 369 active clipping campaigns. Here is what the data says — and what it changes in your strategy.

## The key market numbers

| INDICATOR                        | MEASURED VALUE                | WHAT IT MEANS FOR YOU                                                                                    |
|----------------------------------|-------------------------------|----------------------------------------------------------------------------------------------------------|
| Median CPM (active clipping)     | <b>\$1.00 / 1000 views</b>    | The "standard \$2-3" is actually above market: that is already a good campaign                           |
| Mean CPM · p75 · max             | <b>\$1.36 · \$1.50 · \$10</b> | Above \$1.50 you are in the top quarter — go for it if the rules are clear                               |
| Budget still distributable       | <b>\$1,265,000</b>            | More than \$1.2M is waiting for clips, today                                                             |
| Median budget per campaign       | <b>\$1,875</b>                | Most pools are small: they drain fast, get in early                                                      |
| Median approval rate             | <b>36%</b>                    | Rejection is not the exception, it is the NORM: approval rate is a major selection criterion             |
| Campaigns approving $\geq 70\%$  | <b>only 23%</b>               | A campaign approving 70%+ is worth more than a high CPM that rejects everything                          |
| Clippers per campaign (median)   | <b>152</b>                    | Competition is real — but 26% of campaigns have fewer than 50 clippers                                   |
| Multi-platform campaigns         | <b>77%</b>                    | More than 3 out of 4 campaigns also pay on Reels and/or Shorts: multi-posting is almost always available |
| Fresh campaigns ( $\leq 7$ days) | <b>76</b>                     | Roughly 10 new campaigns per day: there is ALWAYS a window opening                                       |

## Three strategic consequences

**1. Effective CPM matters more than listed CPM.** A \$2 campaign approving 30% of submissions actually pays you \$0.60 per 1000 posted views. A \$1 campaign approving 80% pays \$0.80. The second one is better — and nobody sees it without doing the math.  $\text{Effective CPM} = \text{CPM} \times \text{approval rate}$ .

**2. Entry speed is a measurable edge.** With a median budget of \$1,875 and ~10 new campaigns a day, the game is spotting fresh, deep-budget campaigns before the crowd. At snapshot time, there were 11 simultaneous "ideal windows" ( $\text{CPM} \geq \$1.50$ , fewer than 50 clippers, more than \$2,000 left).

**3. Multi-platform is the cheapest multiplier.** 77% of campaigns pay on at least two platforms. Publishing the same clip three times means up to three paid counters for one edit — Part 7.

### RADAR PRO

Someone has to spot those 11 ideal windows every day. That is exactly what **Radar Pro** does inside the Quernel Clip community: market scans several times a day, alerts on new campaigns and refilled budgets, estimated earnings. [whop.com/quernel-clip](https://whop.com/quernel-clip)

## PART 3

# Building foundations that don't break

Half of clipper failures don't come from the clips: they come from badly prepared accounts the algorithm cannot classify, or accounts stuck in "view jail" at 200 views per post. Here is the full preparation.

### One account = one niche, no exceptions

The algorithm classifies your ACCOUNT, not just your videos. An account posting gaming on Monday, football on Tuesday and finance on Wednesday gets shown to nobody, because TikTok doesn't know who to show it to. Decide the niche BEFORE creating the account, and never leave it on that account. Want another niche? Another account.

### The warmup: a new account's first 14 days

A brand-new account posting 10 videos on day one sends a spammer signal. An account behaving like a human builds a history the algorithm can read. The protocol:

| DAYS    | WHAT TO DO                                                                                                    | GOAL                            |
|---------|---------------------------------------------------------------------------------------------------------------|---------------------------------|
| D1-D2   | Complete the profile (photo, clean bio, niche-consistent name). Scroll the feed 15-20 min/day WITHOUT posting | Exist as a normal user          |
| D3-D5   | Search your niche, watch videos to the end, like and comment naturally, follow 5-10 niche accounts            | Teach the algorithm WHO you are |
| D6-D10  | Post 1 simple clip per day, no performance pressure                                                           | Prime distribution gently       |
| D11-D14 | Test 2 formats and 2 posting windows, compare                                                                 | Find what works on THIS account |
| D15+    | Move to 2-3 clips per day, every day                                                                          | Steady rhythm beats bursts      |

### "VIEW JAIL" AND HOW TO NEVER ENTER IT

Accounts stuck at 100-300 views no matter what they post: almost always the consequence of mass-follows, serial comments, identical reposts, or a posting flood on day one. Prevention is simple: the protocol above, and never any engagement automation. If an account has been stuck 3+ weeks despite decent content, don't fight it: rebuild cleanly.

## Running several accounts without getting banned

- **One account = one niche = one coherent identity.** Not three clone accounts posting the same video at the same minute.
- **Vary content between accounts:** different hook, different first frame, different framing, different cut of the same moment. Byte-identical reposts get detected and throttle everyone.
- **Spacing:** don't post on all accounts within the same minute.
- **Dedicated emails:** one address per account (a domain with a catch-all makes this trivial).
- **Start with 1 account, add a 2nd and 3rd once the first one runs** — not the other way round. Each account needs warmup and consistency: three starved accounts earn less than one well-fed one.

## The right mindset from day one

Industry benchmarks are clear: the first two months are a **learning phase**, not an earning phase. You learn what your niche rewards, which hooks retain, which campaigns validate. That knowledge then compounds into real income. People who quit on day 15 because "it doesn't work" quit precisely when the algorithm starts understanding their account.

### PART 4

## Choosing campaigns that actually pay

Two campaigns list the same CPM. One will earn you \$300 this month, the other zero. Reading a campaign page in 60 seconds is the most profitable skill in this guide — and it boils down to one grid and one formula.

## The 6-point reading grid

| CRITERION                  | GOOD SIGNAL                                            | BAD SIGNAL                                                             |
|----------------------------|--------------------------------------------------------|------------------------------------------------------------------------|
| 1. <b>Real CPM</b>         | ≥ \$1.50 (top quarter of the market) with no tight cap | Flashy CPM (\$8-10) with opaque conditions or a low cap                |
| 2. <b>Approval rate</b>    | ≥ 60% (rare: 23% of campaigns)                         | < 30% — your effective CPM is divided by three                         |
| 3. <b>Remaining budget</b> | ≥ \$2,000 and nearly untouched                         | < 10% left: you are arriving for crumbs                                |
| 4. <b>Burn rate</b>        | Steady consumption = healthy campaign                  | Budget drained in 48 h: too late — remember the median pool is \$1,875 |
| 5. <b>Saturation</b>       | < 50 clippers (26% of campaigns)                       | > 400 clippers and a feed already flooded with the same source         |
| 6. <b>Validation rules</b> | Written, precise, achievable criteria                  | Vague "manual validation", 100k-view minimum thresholds                |

## The decision formula

### EXPECTED VALUE

**EV = CPM × approval rate × plausible views for YOU in this niche.** "Plausible views" come from your tracker (your median views per clip in this niche, not your best score). Compare the EV of 2-3 candidates: the answer becomes obvious.

## Real case studies (Whop snapshot, August 2026)

| CAMPAIGN                     | CPM           | 10-SECOND READ                                                                                                                    |
|------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Dreamina AI (UGC + clipping) | <b>\$10</b>   | Huge CPM = UGC content required, strict validation. Try only if your content matches EXACTLY, never spray                         |
| CapCut Clipping              | <b>\$3</b>    | 3× the median CPM, abundant source material, verified brand: excellent effort/reward ratio                                        |
| Backyard Breaks [Clipping]   | <b>\$2</b>    | Measured 88% approval — its effective CPM (\$1.76) crushes most "\$3" campaigns                                                   |
| Ridge Sweepstakes Clipping   | <b>\$1.25</b> | Mass-market entertainment, deep budget: profitable at volume, but 9% measured approval — verify your first clips before investing |
| Modo.US   Logo Campaign      | <b>\$0.15</b> | Reading trap: a "logo" campaign (display a logo, not views-based clipping). Always read the TYPE before the CPM                   |

Notice the logic: Backyard Breaks ( $\$2 \times 88\%$ ) beats CapCut ( $\$3 \times \text{average approval}$ ) on effective CPM. That is exactly the calculation 90% of clippers never make.

## Run a portfolio, not one campaign

- **2-3 active campaigns in parallel** — not one, not ten. A drying pool should never zero your month.
- **One "anchor" campaign** (deep pool, reliable validation, decent CPM) + **one or two "windows"** (fresh, low saturation, high CPM).
- **Know when to leave:** budget under 10%, feed saturated with the same source, or two unexplained rejections in a row → next. Dropping a losing campaign is like cutting a losing trade.
- **UGC campaigns** (114 active at snapshot) pay differently: a flat fee per accepted video instead of a CPM. Evaluate case by case — good for smoothing income when your style matches the brief.

### PART 5

## The anatomy of a clip that hits

The 2026 algorithm is documented: watch time and completion rate outweigh likes and comments. A clip that hits is not "creative" by accident — it is built second by second to retain.

## What the algorithm actually rewards

| SIGNAL                  | WEIGHT        | YOUR PRACTICAL TRANSLATION                                                                |
|-------------------------|---------------|-------------------------------------------------------------------------------------------|
| Watch time / completion | The #1 signal | Aim for > 70% completion on a short clip: every second of the edit must earn the next one |
| Replays                 | Massive boost | A "perfect loop" (the ending chains back into the start) triggers counted rewatches       |
| 0-3 s retention         | Decisive      | Most scrolls are decided within the first 1.5 seconds: the hook is 50% of the job         |
| Shares and saves        | Strong        | A "send this to a friend" or "save for later" clip travels beyond the feed                |
| Likes / comments        | Secondary     | Useful, but a passive like weighs less than a full watch                                  |

## The hook: 0 to 3 seconds

Three families that work on repeat: the **open question** ("Why is nobody talking about this?"), the **time-stamped promise** ("What he says at 0:22 will flip you"), the **visual tension** (start at the peak of the action, never before it). Execution rules: the strongest moment of the clip goes FIRST — not at the end; the hook text shows from frame 1; the first frame (cover) is chosen, never left to chance. 30 ready-to-use formulas are waiting in the Bonus.

## The body: keep every second

- **Cut every dead moment:** a 2-second breath = a scroll. Hard cuts every 2-4 seconds.
- **Word-by-word subtitles**, big, readable, in sync — most people watch muted, and moving text holds the eye.
- **Zooms and reframes** at key beats: visual change re-triggers attention.
- **Length:** 7-15 s to maximize completion and replays; 25-45 s for cumulative watch time when the content deserves it. Test both per niche — your tracker will decide.
- **Sound:** a trending niche sound, quietly in the background, helps distribution without masking the voice.

## The ending: retention and loop

Two endings that perform: the **peak cut** (the clip stops at the top, frustration = replay + comment), and the **invisible loop** (the last sentence flows naturally into the first — the viewer rewatches the start without noticing, and the replay is counted). Never an ending that "lands soft": no outro, no silence, no weak "follow for part 2".

### REMEMBER

You don't need to be a pro editor. You need a strong hook, an edit with zero dead air, clean subtitles and an ending that loops. The rest is repetition — and a good tool to produce fast (Part 6).

## PART 6

# Producing at volume: your editing pipeline

Manual editing is the clipper's main bottleneck. Whoever produces 5 clips in an evening plateaus; whoever produces 40 in the same time scales. The difference is process — not hours.

## The two ways to produce

**By hand (CapCut):** you download the source, spot the moments, cut, reframe, add subtitles one by one. Instructive at first to understand what works — but 20-40 minutes per clip, and quickly limiting when volume is needed.

**AI-assisted (QuernelClip):** you paste a link or drop a file, the tool transcribes the video, the AI spots the best moments, reframes to 9:16 and adds animated subtitles. You get several clips ranked by potential, ready to post, in minutes.

### YOUR ACCELERATOR

**QuernelClip** was built precisely for this bottleneck. It is the lever that takes you from 10 to 40 clips a week without burning out, at consistent quality — and it exports clean, watermark-free files ready for multi-platform posting. Start free: [quernelclip.com](https://quernelclip.com)

## Your typical production session (2 h → 15-20 clips)

1. **Sourcing (15 min):** gather the source links of your 2-3 active campaigns. Keep a per-campaign "source bank" up to date.
2. **Batch generation (20 min):** run the tool on 2-3 long videos, let it output reframed, subtitled moments.
3. **Sharpening (45 min):** for each kept clip, tune the hook, the first frame and the title. THIS is where your brain adds the most value — not on technical cuts.
4. **Variation (20 min):** for your other accounts, vary hook and framing instead of reposting identically.
5. **Scheduling (20 min):** spread posts across the day and the week — consistency outweighs bursts.

## The 80/20 rule of production

80% of your time should not go into technique (cutting, reframing, captioning) — the tool handles that. It should go into the 20% that makes the spread: moment selection, hook strength, analyzing what worked. Automate the repetitive, focus your brain on the creative.

### REAL TIME GAIN

A hand-editing clipper outputs ~5-8 clips per evening. With assisted production, the same time yields 30-40 usable clips. At the market's median CPM and equal views per clip, that is mechanically 4-6× more algorithmic lottery tickets per week.

## PART 7

# Publish everywhere: TikTok, Reels, Shorts

77% of active campaigns pay on at least two platforms. Your clip already exists: publishing it three times means up to three paid view counters for zero extra production. It is the best effort-to-earnings lever in this entire guide.

## Three algorithms, three logics

| PLATFORM               | WHAT THE ALGORITHM REWARDS                                  | POST LIFESPAN                                                    | WINNING SETTINGS                                                                                             |
|------------------------|-------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| <b>TikTok</b>          | Aggressive hooks, tight cuts, trending sounds               | Hours to a few days                                              | The clipping reference: post here first, 3-5 niche hashtags, reply to early comments                         |
| <b>YouTube Shorts</b>  | Value density, watch time, content that works without sound | <b>Weeks to MONTHS</b><br>(the algo resurfaces evergreen Shorts) | Title = your hook in one line. Pushes hard even at 0 subscribers: the most open platform for new accounts    |
| <b>Instagram Reels</b> | Trend participation, visual polish                          | 24-72 h, then distribution stops                                 | Coherent themed account, polished cover, short caption that asks a question. The most saturated of the three |

Strategic translation: **TikTok for immediate volume**, **Shorts for the long tail** (your old clips keep paying while the campaign runs), **Reels as a third counter** where the niche fits (lifestyle, business, sports).

## The multi-platform workflow for one clip

1. **Check the accepted platforms** on the campaign page — a view on an unlisted platform is never paid, and some campaigns require one declared account per platform.
2. **Export the clean file** — never the re-downloaded TikTok version with the watermark: Instagram and YouTube brutally deprioritize videos carrying a competitor's logo. It is the #1 cause of "Reels doesn't work for me".
3. **Publish TikTok first**, then Shorts and Reels right after, with a title adapted to each platform.
4. **Submit every link** to the campaign: three posts = three submissions = three validated-view counters.
5. **A "platform" column in your tracker**: within two weeks you will know which one over-performs for YOUR niche.

## Building Reels and Shorts accounts without starting over

Apply the same foundations as on TikTok (Part 3): one account per niche, a few days of normal usage before posting, a clean bio. On Shorts, polish the channel name and banner — credibility drives click-through. On Reels, keep a consistent grid: Instagram classifies your account by theme and pushes your clips to the right audiences.

### REMEMBER

Produce once, publish three times, submit three links. Clean file, compatible campaign, per-platform tracking. That is ~20% extra effort for 50-150% more paid views — the cheapest multiplier in the business.

## PART 8

# Measure, scale, delegate

Serious income doesn't come from one brilliant clip, but from a system that runs every week and decisions made on numbers. Here is the complete system — routine, indicators, decision thresholds, then the move to multiple accounts and delegation.

## Your weekly routine, in blocks

| BLOCK         | WHAT YOU DO                                                | FREQUENCY |
|---------------|------------------------------------------------------------|-----------|
| 1. Sourcing   | Pick/validate your 2-3 campaigns, gather fresh sources     | 1×/week   |
| 2. Production | Batch-generate clips, sharpen the hooks                    | 2-3×/week |
| 3. Publishing | Post + submit links, spread through the day, all platforms | daily     |
| 4. Analysis   | Update the tracker, decide: replicate / adjust / leave     | 1×/week   |

## Your KPIs and their decision thresholds

| INDICATOR                           | ALERT THRESHOLD          | DECISION                                                                             |
|-------------------------------------|--------------------------|--------------------------------------------------------------------------------------|
| Median views per clip (per account) | < 500 views over 2 weeks | Account problem (view jail?) or niche problem: diagnose before producing more        |
| Validation rate of YOUR submissions | < 60%                    | Re-read the briefs, tighten compliance — every rejection is free work                |
| Effective CPM per campaign          | < \$0.50/1000            | Switch campaigns: the market offers better (median \$1 × good approval)              |
| Earnings per hour worked            | Flat for 3 weeks         | The bottleneck is production or distribution: tool, multi-platform, or a 2nd account |
| Best clip of the week               | —                        | Dissect and replicate: same structure, different moment, other campaigns             |

## The scaling levers, in order

1. **Multi-platform** (Part 7) — free, immediate, up to ×3.
2. **Assisted production** — 4-6× more clips in the same time.
3. **Multiple accounts** — go from 1 to 3 accounts once the first sustains 2-3 clips/day with stable median views. Then 5+. Every account gets the full warmup (Part 3).
4. **Delegation** — past ~\$2,000/month, your time becomes the bottleneck. An editor (\$5-15/h depending on country, or per clip: \$1-3) takes production; you keep moment selection, hooks and analysis. Rule: delegate the technique, never the strategy.

### THE TRACKER THAT RUNS EVERYTHING

Exact columns in the Bonus. Without measurement you fly blind; with it, every week tells you where to put the hours. That is the documented difference between people stuck at \$500 and people who compound.

## PART 9

# The math of 0 → 10k, milestone by milestone

Nobody reaches \$10k/month by "posting more". You get there by doing the math, then building the system the math demands. Here it is, unvarnished, computed at the market's real CPM.

## The base equation

Earnings = validated views × effective CPM ÷ 1000. Realistic assumptions from Part 2: CPM \$1.30 (you pick better than the median), validation 60% (you read the briefs), 25% safety haircut (drained budgets, late rejections, lost accounts).

| MILESTONE | VALIDATED VIEWS / MONTH | RAW VIEWS / DAY (≈) | THE SYSTEM THAT PRODUCES IT                                                                    |
|-----------|-------------------------|---------------------|------------------------------------------------------------------------------------------------|
| \$500     | ~380,000                | ~28,000             | 1 warm account, 3-5 clips/day, 2 well-chosen campaigns, multi-platform on                      |
| \$2,000   | ~1.5M                   | ~110,000            | Disciplined solo: assisted production, 8-12 clips/day across 2-3 accounts and 3 platforms      |
| \$5,000   | ~3.8M                   | ~280,000            | A fleet of 3-5 seasoned accounts, 15-25 clips/day, systematic replication of winning formats   |
| \$10,000  | ~7.7M                   | ~560,000            | Full system: 5-10 multi-platform accounts + delegated editor(s), OR the agency shift (Part 10) |

These numbers match public industry benchmarks: 5-15 consistent clips/day = a typical \$1,000-3,000/month; the \$10k+ earners run **multi-account systems or agencies**, not lucky solo runs. That is good news: a system can be built — and this guide teaches you every floor of it.

## One bottleneck per milestone

| MILESTONE          | THE BOTTLENECK TO SOLVE                | THE PART THAT SOLVES IT |
|--------------------|----------------------------------------|-------------------------|
| 0 → \$500          | Consistency + hook quality             | Parts 3, 5              |
| \$500 → \$2,000    | Production volume + campaign selection | Parts 4, 6, 7           |
| \$2,000 → \$5,000  | Multiple accounts + data               | Part 8                  |
| \$5,000 → \$10,000 | Your time: delegation or agency        | Parts 8, 10             |

## Breaking through plateaus

A 2-3 week plateau is normal; a 2-month plateau means you are applying the previous milestone's recipe to the next one. Diagnosis: run your 4 KPIs (Part 8), find THE threshold in alert, and only add one lever once the previous one is stable. People who stagnate try everything at once; people who break through change ONE variable, measure, then move to the next.

### MANDATORY HONESTY

None of these milestones is guaranteed, and none arrives in the first month. What the data does guarantee: the market keeps distributing well over a million dollars, ~10 new campaigns open every day, and the gap between \$500 and \$10k is NOT luck — it maps to volume, campaign selection and account survival. All of which can be learned, and you just did.

### PART 10

## Going pro: the agency tier

Above the clipper sits the person who gets others to clip. A clipping agency builds and manages Content Rewards campaigns for creators and brands — the shortest path to five-figure income WITHOUT producing 500k views a day yourself.

## Two ways out of pure execution

**1. The network head:** you recruit and train clippers, negotiate campaign access, and take a margin on the group's volume. **2. The campaign agency:** you sell a creator or brand the full creation and management of THEIR campaign — the most profitable and defensible model, detailed here.

## The offer and the pricing

| ELEMENT                   | MARKET STANDARD            | WHAT THE CLIENT GETS                                                                              |
|---------------------------|----------------------------|---------------------------------------------------------------------------------------------------|
| Campaign setup            | <b>\$500 - 1,500</b>       | Offer structure, CPM and rules calibrated (your Part 2 data = your sales argument), brief, launch |
| Monthly management        | <b>15 - 20% of budget</b>  | Clipper recruitment, submission moderation, anti-fraud, weekly reporting                          |
| The client funds the pool | <b>\$1,000 - 10,000/mo</b> | It is NOT your money: near-zero risk for you, your margin is pure service                         |

Concrete example: a client with a \$4,000/month budget → \$600-800/month management + the initial setup. Five clients = \$3,000-4,000/month recurring, without posting a single clip yourself. Combine with your own clipping: that is the typical architecture of the \$10k+ earners.

## Who to sell to (and why they say yes)

- **YouTube/Twitch creators with 50k-500k subscribers:** they have the raw material (hours of content), not the time. Argument: "your VODs are sleeping — an army of clippers can turn them into millions of views, paid on results".
- **Info-product sellers and e-commerce brands:** they already buy CPM ads — clipping pays ON RESULTS, often cheaper than Meta Ads for awareness.
- **Labels and artists:** Music is the market's 3rd category (79 active campaigns at snapshot).

## Your outreach scripts

### SHORT DM (CREATOR)

Hey [Name], I run clipping campaigns: dozens of clippers cut your videos and post them as Shorts/TikToks, paid on real views. You set the budget, I handle everything (rules, recruitment, validation). Creators your size generate millions of views a month this way. Up for a 15-min call this week?

### FOLLOW-UP (D+4)

[Name], quick follow-up — I went through your channel: [recent video] alone holds 10-15 high-potential clips. What if I set up a small test campaign so you can see the results? Zero commitment beyond the test.

## The delivery process (what makes clients stay)

1. **Brief + rules:** written, SIMPLE validation criteria (you know from Part 1 that vague rules kill campaigns).
2. **CPM calibration:** at market level (\$1-1.50) with a \$1,000-2,000 starting pool — enough to attract, small enough to test.
3. **Recruitment:** your clipper community is your competitive moat — exactly the role of a community like Quernel Clip.
4. **Weekly moderation:** approve fast (clippers flee campaigns that let submissions rot), reject cleanly (written reason).
5. **Reporting:** one simple table — validated views, spend, effective CPM, top clips. Clients renew when they SEE the result.

### FORMATS

## The 8 clip formats that work

A "format" is a reusable structure: master it once, decline it a hundred times. Here are the eight that dominate clipping, with their difficulty, their use case and their trap.

| FORMAT                            | THE STRUCTURE                                                                          | BEST FOR                                            | THE TRAP                                                       |
|-----------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------|----------------------------------------------------------------|
| <b>1. Raw highlight</b>           | The peak of a stream/podcast, cut tight, subtitled                                     | Starting out: zero writing, just good spotting      | Everyone clips the same moment: be first or find another angle |
| <b>2. Recut storytime</b>         | A complete anecdote re-edited into 30-45 s, dead air removed                           | Podcasts, interviews — high watch time              | Keep ONE story only: two ideas = completion collapse           |
| <b>3. Punchline + context</b>     | 3 s of the punchline UP FRONT, then the context leading to it, then the full punchline | Debates, roasts, comedy                             | The opening punchline must cut BEFORE its payoff               |
| <b>4. The actionable tip</b>      | "The exact method for X": 1 promise, 3 steps, 1 proof                                  | Business, tech, fitness — massive saves and shares  | Stay concrete: a vague tip never gets saved                    |
| <b>5. Reaction / split-screen</b> | The source content + a reaction (yours or the creator's) side by side                  | Gaming, TV, viral — some briefs REQUIRE it          | Check the campaign accepts transformed formats                 |
| <b>6. The open debate</b>         | A divisive statement + "Team A or Team B?" in the caption                              | Exploding the comment count (strong signal)         | Divisive ≠ toxic: stay within the brand's rules                |
| <b>7. Express compilation</b>     | 3-5 micro-moments on one theme chained at high pace                                    | Sports, gaming, weekly best-ofs                     | Every segment must stand alone: cut the weakest                |
| <b>8. Slideshow</b>               | Images + sequenced text over a trending sound (no source video)                        | ULTRA-fast production; measured 62% median approval | Smaller niche (10 active campaigns): a complement, not a base  |

#### HOW TO USE THIS

Pick TWO formats fitting your niche, produce 10 clips of each, compare in your tracker, keep the winner as your main format and the other as variation. A clipper who masters two formats deeply beats one who dabbles in eight.

#### SOURCES

## Where to find raw material, cleanly

No good sources = no good clips, whatever your editing. Here is how to build and maintain your source bank — the habit that separates the consistent from the improvisers.

## The source hierarchy

1. **The campaign's listed sources** — always first: official channels, VODs, folders shared by the brand. The only guaranteed-compliant material.
2. **The promoted creator's long-form content:** podcasts (1-3 h = 10-20 potential clips), Twitch/YouTube lives and VODs, recent interviews. The fresher, the less already clipped.
3. **The archives:** old cult episodes are full of moments never clipped for the current campaign — advantage to whoever digs.

## Moment spotting: the 3-pass method

1. **Pass 1 — the outline (5 min):** YouTube chapters, timestamps in comments, transcript skimming. Note 5-8 candidate timecodes.
2. **Pass 2 — targeted listening (15 min):** listen only to your timecodes at 1.5× speed. Keep the ones that trigger a reaction in YOU (laugh, surprise, disagreement) — if you don't react, nobody will.
3. **Pass 3 — framing (at the edit):** for each kept moment, decide the hook BEFORE cutting. A moment without a hook is not a clip, it is an excerpt.

Assisted alternative: QuernelClip runs passes 1 and 2 automatically — the AI scores every moment by potential; you keep pass 3 (the hook), where the human makes the difference.

## Organizing your source bank

### A FOLDER STRUCTURE THAT SCALES

```
/Clipping
  /Campaign-A
    sources.md          (links + spotted timecodes + status)
    /produced-clips     (clean exported files, named YYYY-MM-DD-hook.mp4)
  /Campaign-B
    ...
tracker.xlsx           (the Bonus tracker, ONE for everything)
```

### THE CLEANLINESS RULES

Download from the official listed sources, always keep the original source file (in a validation dispute, it is your proof of compliance), and NEVER reuse another clipper's edit — that is stolen work, detectable, and grounds for permanent rejection.

## DEEP DIVE

# Anatomy of a 1-million-view clip

A 34-second interview clip, posted on a 4,000-follower business-niche account, 1.1M views in 6 days. Let's dissect why — every element is replicable.

| ELEMENT     | WHAT THE CLIP DOES                                                          | WHY IT WORKS                                                        |
|-------------|-----------------------------------------------------------------------------|---------------------------------------------------------------------|
| 0.0 - 0.8 s | Full-screen text: "He turned down \$2 million." + close-up face             | Instant tension: an absurd claim that DEMANDS an explanation        |
| 0.8 - 3 s   | "...and here's why it was the right call"                                   | The promise locks in: the viewer stays for the resolution           |
| 3 - 28 s    | The explanation in 4 hard cuts, a zoom on every argument, karaoke subtitles | Zero dead air; a visual change every 3-4 s re-triggers attention    |
| 28 - 34 s   | Ends on: "And that's where everything flips..." — peak cut                  | Productive frustration: replays + 2,400 comments demanding the rest |
| Cover       | Chosen first frame: maximum facial expression + the hook text               | On the profile and in suggestions, the cover is free advertising    |

## What this clip earned (and the lesson)

\$1.50 CPM campaign, validation OK: ~\$1,650 for a single clip — then \$480 more from the same clip declined onto Shorts (a 3-week long tail). The lesson is not "make a viral clip": it is that this clip came out of a normal production session, the 14th clip of its author's week. **Volume buys tickets; method raises the value of every ticket.** You never know WHICH one blows up — you just make sure every one CAN.

## Why you don't need "talent"

Every element in the table is a brick taught in this guide: hook (Part 5), cuts and subtitles (Parts 5-6), multi-platform declination (Part 7), and the volume that turns luck into statistics (Part 9). "Talent", in clipping, is a good process executed 300 times.

## FIELD NOTES

# A typical week at \$2,000/month, hour by hour

Here is what the week of a \$2,000-milestone clipper concretely looks like: about 15 hours of weekly work, 2 accounts, 3 platforms, assisted production. Copy this schedule, then adapt it to

your life.

| DAY              | TIME      | WHAT THEY DO                                                                                                                                                                                      |
|------------------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Monday</b>    | 1 h<br>30 | Campaign watch: checks the 3 active campaigns (remaining budget, burn rate), scans new windows, replaces if needed. Updates the source bank with weekend content (weekend lives = fresh material) |
| <b>Tuesday</b>   | 2 h<br>30 | Production session #1: 2-3 long videos → 15-20 generated clips → 10 kept and sharpened (hook, cover, title). Schedules Tue-Thu                                                                    |
| <b>Wednesday</b> | 45<br>min | Posting + submissions of the day (3 platforms), replies to early comments on yesterday's posts (engagement signal)                                                                                |
| <b>Thursday</b>  | 2 h<br>30 | Production session #2: same as Tuesday, integrating what Tuesday's data showed (the hook that took off → declined into 3 variants)                                                                |
| <b>Friday</b>    | 45<br>min | Posting + submissions, check of pending validations (nudge if > 48 h)                                                                                                                             |
| <b>Saturday</b>  | 1 h       | Scheduled posts + 2-3 "opportunistic" clips on the niche's hot news (fresh news over-performs)                                                                                                    |
| <b>Sunday</b>    | 1 h       | THE review: tracker updated, top 3 of the week dissected, effective CPM per campaign recalculated, written decisions for Monday (replicate what, leave what, test what)                           |

Total: ~10 h 30 of structured work + 3-4 h of slack (surprises, learning, reviewing community clips). Notice what does NOT exist in this schedule: hours of "inspiration" scrolling, frame-by-frame manual editing, and data-free production. Every hour has a deliverable.

#### REMEMBER

\$2,000/month is not a 60-hour week: it is 15 WELL-PLACED hours, a system that runs, and a Sunday review that makes every week more profitable than the last. The next milestone (Part 8) means adding accounts — not hours.

## MISTAKES

# The 10 errors that kill your earnings

| THE ERROR                                                      | THE FIX                                                                                                             |
|----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 1. Staying on a saturated campaign "because the CPM is good"   | When the feed overflows with the same source, the algorithm throttles everyone. Part 4 grid, and know when to leave |
| 2. Reposting the re-downloaded video with the TikTok watermark | Reels and Shorts massively deprioritize it. Always the original exported file                                       |
| 3. Ignoring the approval rate                                  | Market median approval: 36%. Effective CPM = CPM × approval — do THE math before committing                         |
| 4. Posting without re-reading the campaign criteria            | Every rejection is donated work. Per-campaign compliance checklist (Bonus)                                          |
| 5. Buying views "to kickstart"                                 | Near-certain detection: rejected submissions, banned account, frozen earnings. Never                                |
| 6. Ten posts on a brand-new account's first day                | Spam signal → view jail. 14-day warmup (Part 3)                                                                     |
| 7. One campaign, one account, one platform                     | Zero redundancy = income zeroed when one link breaks. Portfolio + multi-platform                                    |
| 8. Neglecting the first second and the cover                   | Most scrolls are decided before 1.5 s. The hook is 50% of the job                                                   |
| 9. Forgetting to submit links (or submitting late)             | Undeclared views = unpaid views. Submit at posting time, systematically                                             |
| 10. Measuring nothing                                          | Without a tracker, you can't know what to replicate or when to pivot. 10 minutes a week is enough                   |

## REMEMBER

None of these is a beginner's fatality: they are ten avoidable behaviors, each with a measurable cost. Re-read this list at the end of every week during your first month.

## TROUBLESHOOTING

# The real-situations FAQ

The 12 situations clippers hit most often, and the short answer that unblocks each one.

| SITUATION                                                      | ANSWER                                                                                                                                                                                                                        |
|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| "My views collapsed overnight"                                 | Check in order: 1) did you change niche or format recently? 2) reposts too close to identical? 3) is the source over-clipped? If none of those: keep posting normally for 5-7 days — distribution dips are common and resolve |
| "My submission has been pending for over 48 h"                 | Auto-approval was interrupted by a flag. Verify your compliance with the brief, then contact the campaign's support politely with the link. Keep records                                                                      |
| "Rejected with no clear reason"                                | Ask for the reason (the brand must provide one). If the reason is invalid under the campaign's rules, contest calmly with screenshots. Two unexplained rejections = leave the campaign, your time is worth more               |
| "The budget drained before my clips were validated"            | Structural risk (hence the 25% haircut). Submissions validated before depletion remain due. Lesson: favor deep remaining budgets and submit early                                                                             |
| "Someone reposted my edit identically"                         | Report it to the campaign (duplicates are verifiable by date). Protect yourself: clean micro-variations per account, timestamped exports                                                                                      |
| "My account is restricted / suspected shadowban"               | Stop for 48-72 h, remove any borderline content, resume at 1 clean post/day. No return to normal within 3 weeks: rebuild cleanly (Part 3) — don't fight it                                                                    |
| "I only have 30 min a day — is it worth it?"                   | Yes, tightened up: 1 anchor campaign, weekend production, 30-min daily posting. Target the \$500 milestone first — the system scales when your time scales                                                                    |
| "What time should I post?"                                     | 12-2pm and 7-10pm in your audience's timezone are reasonable defaults — but YOUR per-account data beats any general rule within 2 weeks of tracking                                                                           |
| "How many hashtags?"                                           | 3-5, niche-specific. Generic ones (#fyp #viral) bring nothing measurable in 2026                                                                                                                                              |
| "Can I clip from my phone?"                                    | Yes to start (CapCut mobile); the move to volume (Part 6) works better on desktop or with a browser-based assisted tool                                                                                                       |
| "The campaign accepts X (Twitter) and Facebook — should I go?" | Decent bonus counters if you already have a warm account there — but TikTok + Shorts + Reels stay the priority trio (only 48 and 33 campaigns accept them, vs 327 for TikTok)                                                 |
| "When do I add a 2nd account?"                                 | When the first sustains 2-3 clips/day for 3 weeks with stable median views and a validation rate $\geq 60\%$ . Before that, a 2nd account divides your attention instead of multiplying your earnings                         |

NICHES

# The niche landscape, in real numbers

August 20, 2026 snapshot of the 369 active clipping campaigns: here is where the campaigns, budgets and validations are — and how to pick your starting niche.

| CATEGORY       | CAMPAIGNS | MEDIAN CPM | REMAINING BUDGET | MEDIAN APPROVAL | READ                                                                                                |
|----------------|-----------|------------|------------------|-----------------|-----------------------------------------------------------------------------------------------------|
| Entertainment  | 97        | \$1.00     | \$503,682        | 32%             | The deepest pool and 40% of the market's budget — but average validation: read the briefs carefully |
| Personal Brand | 96        | \$1.00     | \$220,411        | 54%             | The best validation among the large categories: ideal to start                                      |
| Music          | 79        | \$1.00     | \$89,997         | 25%             | Many campaigns, the toughest validation: for confirmed clippers                                     |
| Product        | 35        | \$1.25     | \$156,217        | 30%             | Above-market CPM, often demanding briefs                                                            |
| Technology     | 21        | \$1.50     | \$153,009        | 34%             | The market's best median CPM, deep budgets per campaign                                             |
| Slideshow      | 10        | \$1.00     | \$25,195         | 62%             | Small niche, the market's BEST validation: ultra-fast production (images + text)                    |
| Logo           | 18        | \$0.12     | \$46,972         | 46%             | Not views-based clipping (logo display): different job, different math                              |

## How to pick yours

- Beginner:** Personal Brand or Slideshow — high validation protects your morale and your effective CPM while you learn.
- You master fast-paced editing:** Entertainment — the deepest pool, the biggest budgets.
- You know tech/AI:** Technology — a \$1.50 median and abundant sources (products that demo well on screen).

4. **The winning crossover:** a niche you UNDERSTAND (you spot good moments faster than the competition) × validation ≥ 40% × deep remaining budget. Passion is a multiplier, not a prerequisite.

## MONEY ADMIN

# Payouts, records and taxes: the basics

You are going to receive real income: handle it properly from the first withdrawal. Here is the standard frame, in plain language — wherever you live.

## Withdrawals, concretely

- Your earnings accumulate as credits on your Whop balance; you configure a withdrawal method (bank transfer) in the payment settings.
- Amounts are in dollars: currency conversion and possible fees apply at withdrawal — withdraw in batches rather than continuously.
- Keep records: export your Whop payment history + bank statements. That is your income ledger.

## Taxes: the three universal rules

1. **This income is taxable** in virtually every country — usually as self-employment/business income. Platforms increasingly report user earnings to tax administrations (e.g., DAC7 in the EU, 1099 forms in the US): assume your country knows.
2. **Register the simple way first:** most countries have a light self-employment status (sole proprietor, micro-enterprise, sole trader). Registration is usually cheap or free, and it makes everything else legal: invoicing agency clients, deducting tools, sleeping at night.
3. **Set aside 20-30% of every withdrawal** in a separate account for taxes and contributions until you know your actual rate. The clippers who get hurt are not the ones who paid too much — they are the ones who spent everything.

### DISCLAIMER

This is a general orientation, not personalized tax advice. Thresholds and rates vary by country and change yearly: check your local administration's figures, and talk to an accountant once you pass a few thousand per month — the right structure often pays for itself.

## BONUS

# Templates, formulas and checklists

Everything below stays open while you work. Copy, adapt, reuse.

## 30 ready-to-use hook formulas

### Curiosity / tension:

1. "Nobody is talking about what he says at [0:24]"
2. "I had to replay this three times to believe it"
3. "The next part is even worse (or better)"
4. "This one detail changes absolutely everything"
5. "Wait for the end, seriously"
6. "Everyone missed this moment"
7. "Here's what they never show you"
8. "The question that left him speechless"
9. "He didn't know the camera was rolling"
10. "9 out of 10 people get this wrong"

### Promise / value:

11. "The exact method in 30 seconds"
12. "This advice is worth more than a \$500 course"
13. "How he went from X to Y in [timeframe]"
14. "The only thing to remember from this 1-hour interview"
15. "Do this before [event/date]"
16. "The thing pros do differently"
17. "3 signs you're getting [topic] wrong"
18. "Why [common belief] is false"
19. "The \$10,000 mistake everyone makes"
20. "If only I had known this earlier..."

### Bold claim / debate:

21. "He turned down [huge amount]. Here's why."
22. "This is the harshest line of the whole podcast"
23. "Nobody dares to say it – he does"
24. "This moment is splitting the internet"
25. "He dismantles [common idea] in 20 seconds"
26. "The most honest answer ever given"
27. "Watch his reaction when he learns this"
28. "The number that silenced the whole panel"
29. "Are you team A or team B?"
30. "The advice I wish I'd gotten at 20"

## "Campaign compliance" checklist (before producing)

### ONCE PER CAMPAIGN

- Authorized sources listed and noted in my tracker
- Accepted platforms + accounts to declare identified
- Min/max length, required or forbidden logo/mention/watermark
- Minimum view threshold and counting window understood
- Approval rate and remaining budget checked today

## "Before posting" checklist (every clip)

### 60 SECONDS PER CLIP

- Hook readable from frame 1, cover chosen
- No dead air > 2 s, subtitles in sync
- Clean file (no watermark), 9:16, sound OK
- Platform-adapted title/description, 3-5 niche hashtags
- Link submitted to the campaign right after posting (×3 if multi-platform)

## Your tracking spreadsheet (exact columns)

Date | Campaign | CPM | Account | Platform | Clip link | Hook used | Views D+2 | Views D+7 | Validation status | Earnings | Notes (replicate?)

One row per post. On Sunday: sort by views, dissect the top 3, find the campaign with the best effective CPM, decide what you replicate next week.

### CONCLUSION

## Your first 30 days, week by week

The whole guide compressed into one execution plan. Don't skip steps: each week prepares the next.

| WEEK          | GOAL         | CONCRETE ACTIONS                                                                                                                                                                                                          |
|---------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Week 1</b> | Foundations  | Pick your niche (Landscape). Create your Whop account + 1 TikTok account, start the D1-D7 warmup (Part 3). Meanwhile: shortlist 3 candidate campaigns with the grid (Part 4), set up your source bank and tracker (Bonus) |
| <b>Week 2</b> | First clips  | Warmup D8-D14: 1 clip/day, simple, clean. Apply the hook-body-loop structure (Part 5). Submit every link. Zero performance expectations — you are calibrating the account                                                 |
| <b>Week 3</b> | Volume       | Move to 3-5 clips/day with assisted production (Part 6). Activate Reels + Shorts on your best clips (Part 7). First tracker review: which hook, campaign and platform perform?                                            |
| <b>Week 4</b> | Optimization | Replicate your 3 best formats. Cut the weakest campaign, replace it through your watch. Check your 4 KPIs and thresholds (Part 8). Decide: a 2nd TikTok account or going deeper on the first                              |

By day 30 you will have: a calibrated account, a production rhythm, real data on your niche, and your first validated earnings on the way. The rest is written in Parts 8-10: multi-account, delegation, agency. The \$10k milestone is a system — and you now hold the complete blueprint of every floor.

#### YOUR TOOLS

**QuernelClip** to produce at volume ([quernelclip.com](https://quernelclip.com)) · **Radar Pro** to never miss a campaign window · the **Quernel Clip** community to post your results and get your clips reviewed: [whop.com/quernel-clip](https://whop.com/quernel-clip). Happy clipping.

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