

Shout Launches Reddit Influencer Marketing, Expanding Its 10-Year Legacy in AI-Powered Discovery

Shout expands to Reddit, becoming one of the first platforms to offer Reddit influencer discovery-powered by AI that analyzes content, engagement, and demographics across Instagram, Reddit, and YouTube.



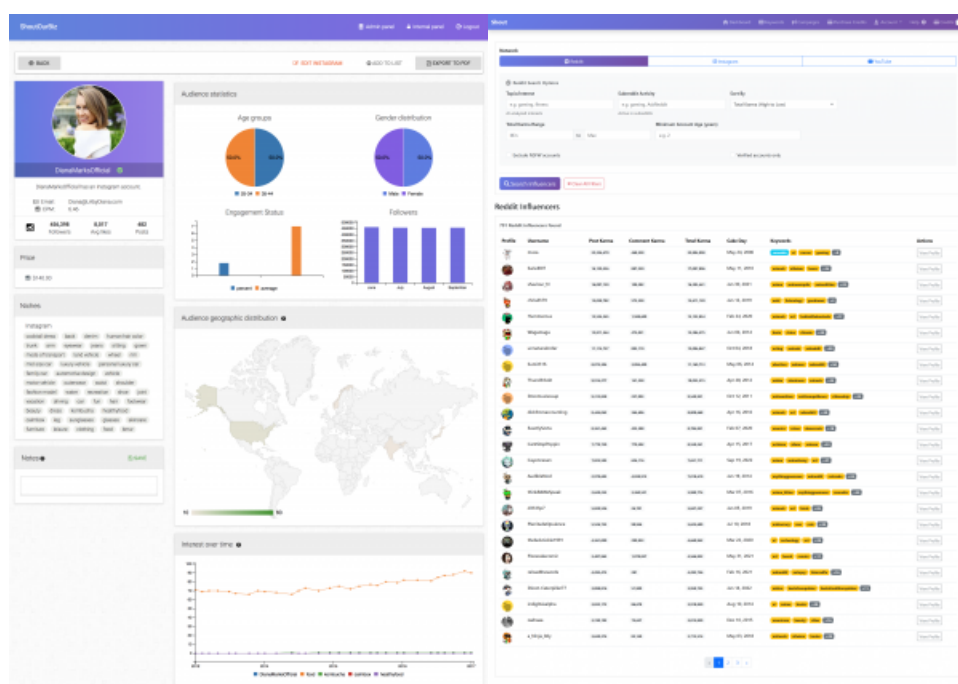
Toronto, Ontario Jul 10, 2025 ([IssueWire.com](https://www.issuewire.com)) - [Shout](#), the influencer discovery platform trusted by brands for over a decade, has officially expanded to Reddit, making it one of the first platforms to offer Reddit influencer discovery at scale.

Originally built around Instagram, Shout was among the first tools to predict audience demographics by analyzing samples of an influencer's followers, years before AI became mainstream. That predictive capability is now even stronger thanks to integrations with OpenRouter and Google Vision. The platform uses advanced AI to analyze content themes, audience authenticity, and engagement across Instagram, Reddit, and YouTube.

What sets [Shout](#) apart is its ability to go beyond surface metrics. While many tools rely on follower counts and engagement rates, Shout digs deeper by understanding the context behind content, modeling community behavior, and ranking creators based on audience quality. Topic modeling, visual tagging, and an intelligent caching layer allow for lightning-fast search and analysis.

Shout also includes features like automated CPM estimation, demographic breakdowns, and niche-based filters. Brands can discover, vet, and compare influencers in seconds rather than days, making it a powerful tool for both small businesses and large-scale agencies.

With its cross-platform reach and AI-powered insights, Shout is reshaping how brands approach influencer marketing by replacing manual guesswork with clarity, speed, and strategy.



Shout

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