

BrandPilot AI Enhances SpectrumIQ with Snapchat & LinkedIn Influencer Discovery, Real-Time Trends and Competitive Insights

Toronto, Ontario--(Newsfile Corp. - March 12, 2025) - **BrandPilot AI Inc. (CSE: BPAI) (OTCQB: BPAIF)**, a leading innovator in AI-powered marketing and advertising technology, is proud to announce updates to its influencer marketing platform SpectrumIQ, enhancing influencer discovery and brand analysis capabilities.

This update underscores BrandPilot AI's commitment to providing marketers with tools to navigate the evolving digital landscape. The new features empower users to discover relevant influencers on emerging platforms, track trending content, and gain deeper insights into brand performance.

*"In today's fast-paced digital landscape, marketers need an edge," said **Brandon Mina, CEO of BrandPilot AI**. "SpectrumIQ's latest enhancements provide that advantage, delivering unique insights and discovery capabilities to stay ahead of the competition."*

Key Features of the SpectrumIQ Update:

- **Expanded Influencer Discovery:**
 - Directly search for Snapchat influencers by username or key metrics such as number of views, location, interests and follower count.
 - Filter and discover LinkedIn influencers based on specific criteria including location, follower count, engagement rate and account type.
- **Daily Fresh Finds:**
 - SpectrumIQ now provides daily updates on up-and-coming influencers, creators with trending content, influencers with the most engaged audience, and top performers.
- **Social Listening Brand Comparison:**
 - Users can compare brand account performance, sponsored content activity, creator partnerships, and brand mentions to gain competitive insights.

To further expand its capabilities, BrandPilot AI has also curated a premium list of Web3 and crypto-focused influencers, enabling brands to connect with top voices in the blockchain, DeFi, and NFT spaces. This addition ensures that marketers can engage with high-value creators who drive conversations in the rapidly evolving digital economy.

About BrandPilot AI Inc.

BrandPilot AI (CSE: BPAI) is a performance marketing technology company headquartered in Toronto, specializing in innovative solutions that deliver exceptional ROI for global enterprise brands. Leveraging artificial intelligence, data analytics, and industry expertise, BrandPilot AI empowers organizations to navigate complex advertising landscapes with precision. The Company's core offering, **AdAi** combats ad waste by identifying cannibalistic ads in paid search campaigns, while **Spectrum IQ**, harnesses micro-influencers to maximize ROI for global enterprise brands. For more information about BrandPilot AI and its AI-powered marketing solutions, please visit www.brandpilot.ai.

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Forward-Looking Statements

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