

Good products. Loud launches.

Scale your brand with AI & tech influencers. We connect ambitious products with the voices their next customers already trust.



500+

Vetted creators

50M+

Impressions delivered

20+

AI & tech brands

You build what's next. We make sure people hear about it.

WITHOUT A LAUNCH PARTNER

- 01 Building an in-house team takes time and budget.
- 02 Finding AI-native creators can take weeks.
- 03 Negotiations and follow-ups slow the launch.
- 04 Disconnected posts make results hard to track.

WITH GROWTHMATRIX

- 01 A campaign shaped around your product and goal.
- 02 Access to 500+ vetted AI and tech creators.
- 03 One partner owns briefing and coordination.
- 04 A timed launch wave and a clear performance recap.

Specialists in your world.

Creators who understand the product. Campaigns that give the story room to travel.

01

AI & tech, by design.

Every strategy, channel mix and creator brief starts with the product and the people who will use it.

PURPOSE-BUILT STRATEGY

02

One connected network.

500+ vetted voices across X, LinkedIn, Instagram and TikTok. The lineup is matched to your audience.

THE RIGHT CREATOR FIT

03

A coordinated moment.

Threads, quote reposts, native demos and launch-day waves work together to start a bigger conversation.

CONTENT + DISTRIBUTION

The launches we've amplified.

AI software. Voice models. Consumer hardware. Tools that change how we work.



Cartesia



Natura Umana



Tavus



H Company



Simular



Durable



webAI



Qodo



ReadKidz



PixVerse



You.com



Taka



Project Mirage



Jovida

Explore the brands: each logo is linked.

The right format. The right moment.

01 /

Thread campaigns

Creator deep dives that explain the product in detail.

02 /

Quote reposts

Fresh perspectives on your launch announcement.

03 /

LinkedIn pushes

Founder voices and reposts for a B2B audience.

04 /

Launch-day blitzes

Synchronized posts timed to your product release.

05 /

Product Hunt support

Creator-led traffic and conversation around the hunt.

06 /

Video & demo content

Native walkthroughs that show the product in action.

07 /

Waitlist sprints

Focused attention for the next stage of your launch.

08 /

Always-on ambassadors

Ongoing creator partnerships for brands that keep shipping.

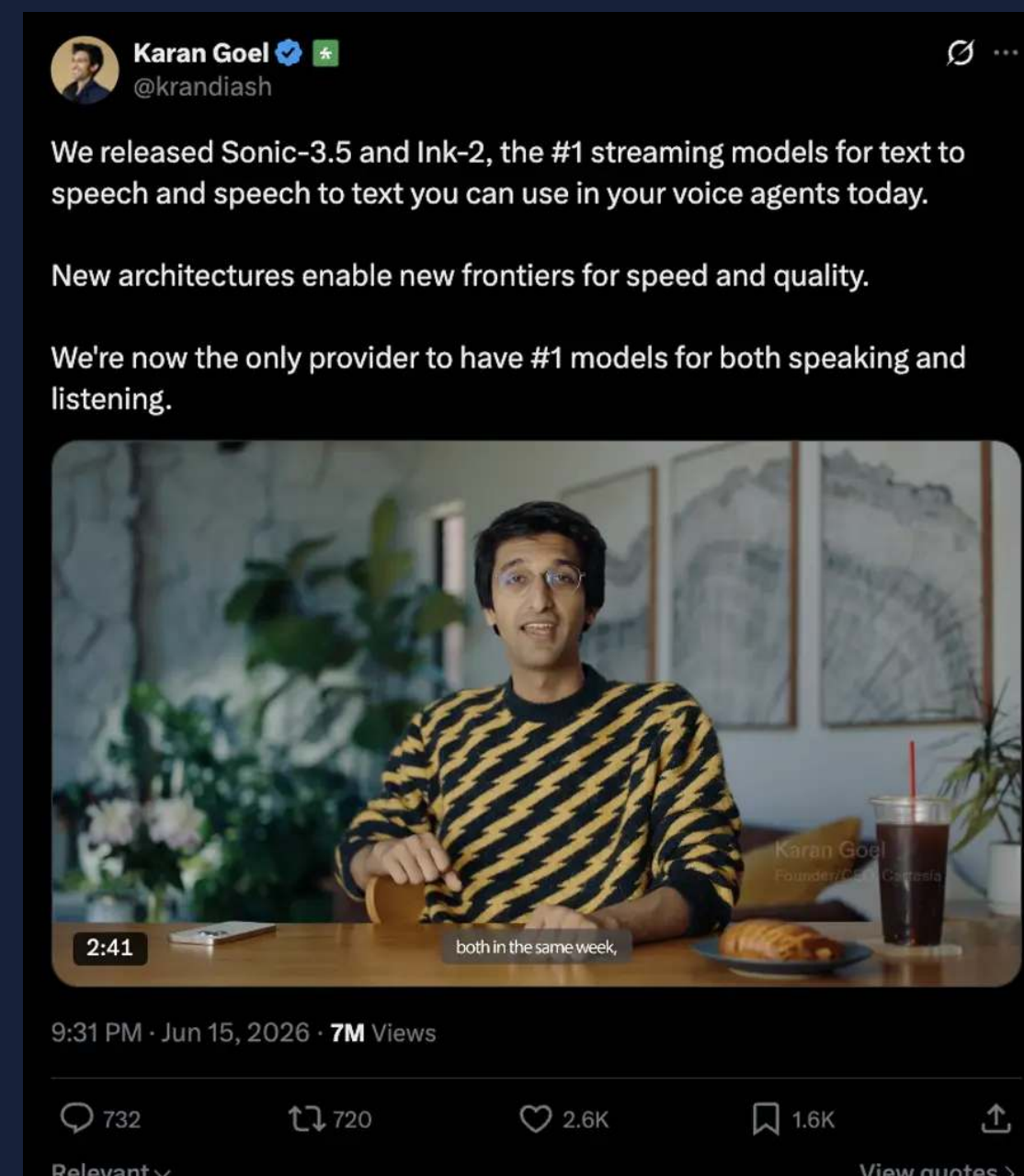
Karan Goel's launch. Amplified.

7M views

The founder launch post for Cartesia's Sonic release.
A bigger moment for a new generation of voice AI.

2.6K likes / 720 reposts. Post metrics from the supplied website screenshot.

[Open the launch post](#)



Voice-first AI. Heard everywhere.

5.4M views

150+ creators. One coordinated wave. GrowthMatrix helped put Natura Umana's launch on the feeds that mattered.

5M+ campaign impressions reported on the website. The 5.4M figure is the view count on this individual launch post.

[Open the launch post](#)



tinyNature crosses one million views.

1M+

launch post views

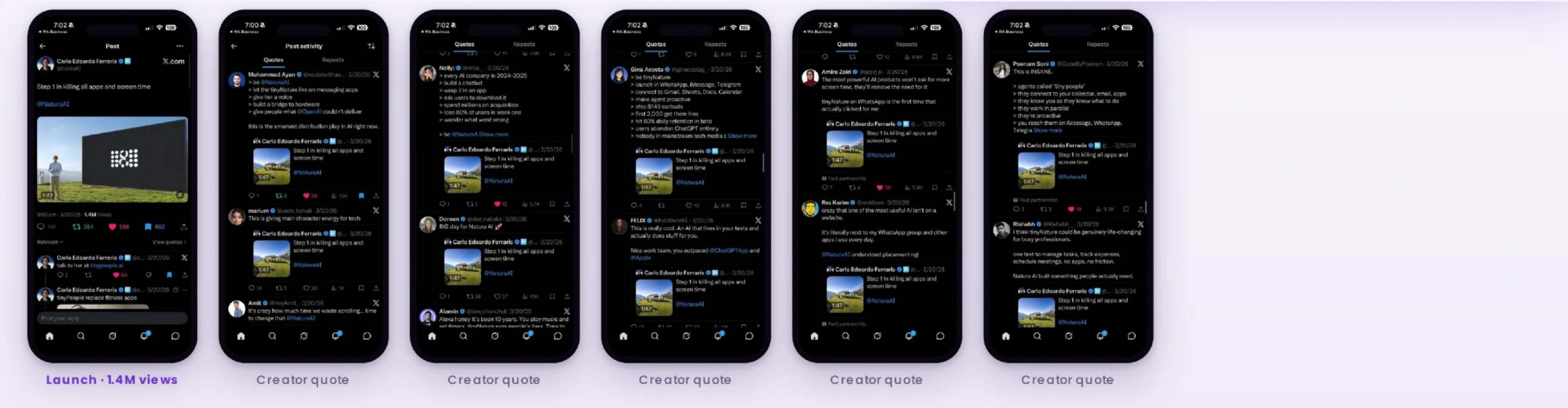
70 creators / X quote reposts

Natura AI / Messaging agents

70 creators on X coordinated a launch-day quote repost wave for tinyNature, an AI companion inside messaging apps. The launch post passed one million views.

Evidence and historical figures retained from the supplied campaign deck.

Founder profile



A founder's vision finds its audience.

Natura Umana / LinkedIn

A creator repost wave amplified Carlo Ferraris's vision for voice-first AI hardware and agents. The supplied deck records 3,717 reactions, 489 comments and 148 reposts.

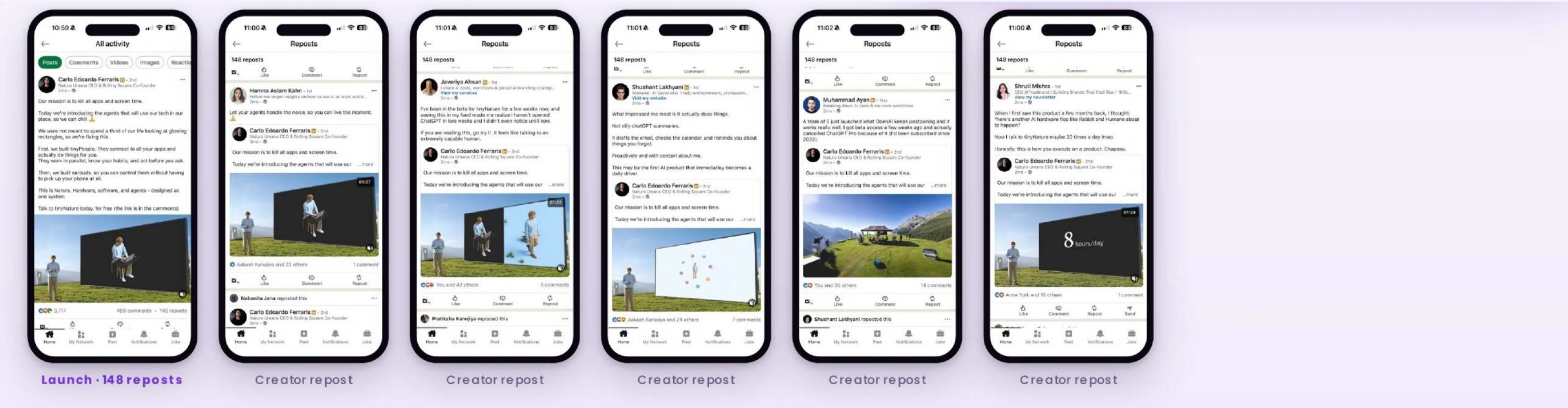
3,717

LinkedIn reactions

489 comments / 148 reposts at capture

Evidence and historical figures retained from the supplied campaign deck.

[Open the founder post](#)



Two launches. A bigger conversation.

2.5M+

combined post views

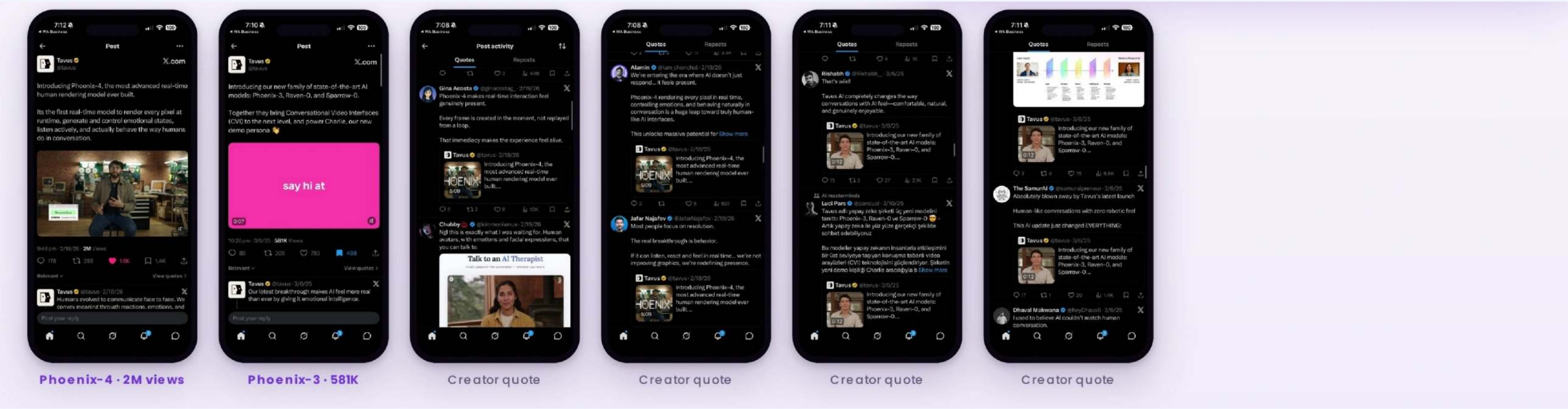
About 40 creators / Two launches

Tavus / Conversational video AI

Around 40 creators supported two model launches through threads and quote reposts. Phoenix-4 reached 2M views; the Phoenix-3, Raven-0 and Sparrow-0 announcement reached 581K.

Evidence and historical figures retained from the supplied campaign deck.

[Open the Phoenix-4 post](#)



Runner H reaches the developer feed.

H Company / Autonomous AI agents

30+ creators amplified the Runner H public beta with sharp takes, hands-on demos and launch-day quote reposts. The announcement reached 867K views in the supplied campaign snapshot.

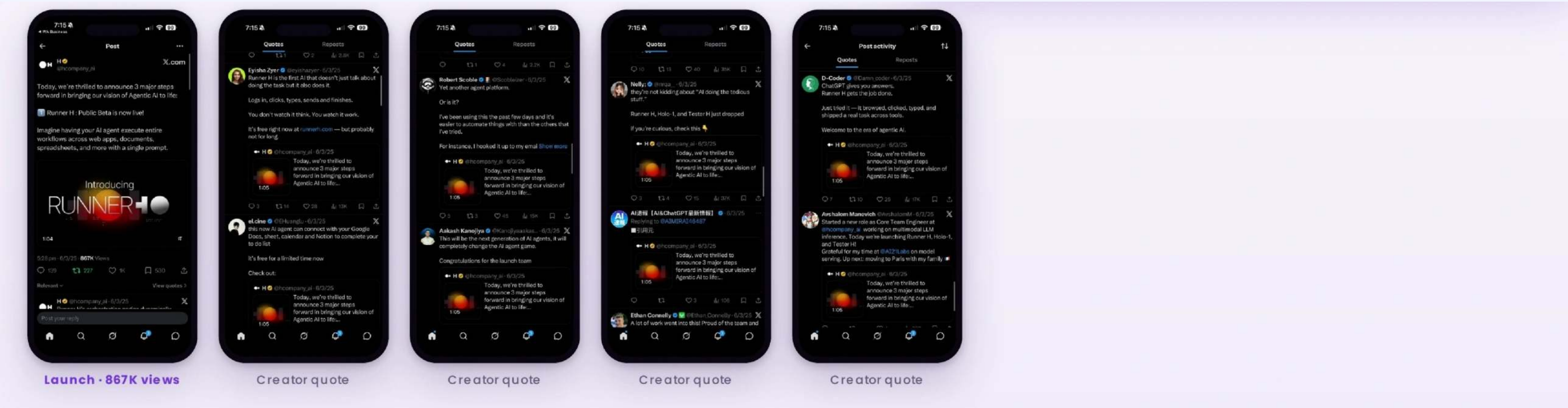
Evidence and historical figures retained from the supplied campaign deck.

867K

launch post views

30+ creators / Public beta launch

[Open the launch post](#)



An AI agent, shown in real use.

Simular / Computer agents

40 creators demonstrated Simular’s macOS agent through native demo clips and quote reposts. The co-pilot browsing story helped the launch post reach 544K views.

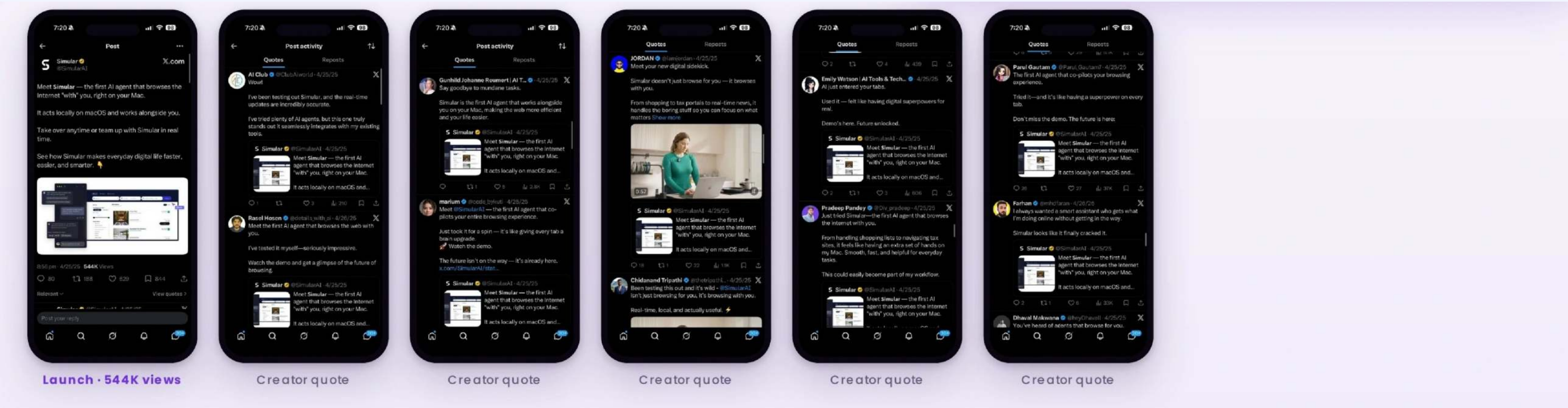
544K

launch post views

40 creators / Demos + quote reposts

Evidence and historical figures retained from the supplied campaign deck.

[Open the launch post](#)



A launch that climbed the ranks.

ReadKidz / AI stories and video

Creator-led traffic, quote posts and multilingual threads supported the Product Hunt launch. ReadKidz finished #3 Product of the Day and #4 Product of the Week.

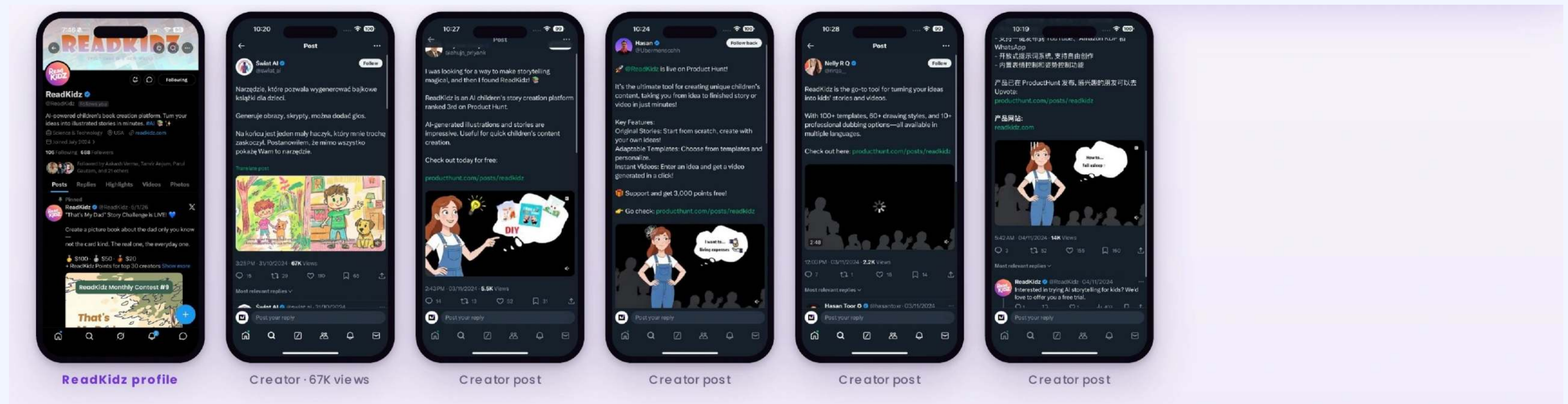
#3

Product of the Day

#4 Product of the Week / Product Hunt

Evidence and historical figures retained from the supplied campaign deck.

[Visit ReadKidz](#)



Two webAI launches. One rising story.

webAI / Private on-device AI

20+ creators amplified the Winter Release and continued the momentum for the open-source YOLO26-MLX model on Apple Silicon. The two announcements reached 235K combined views.

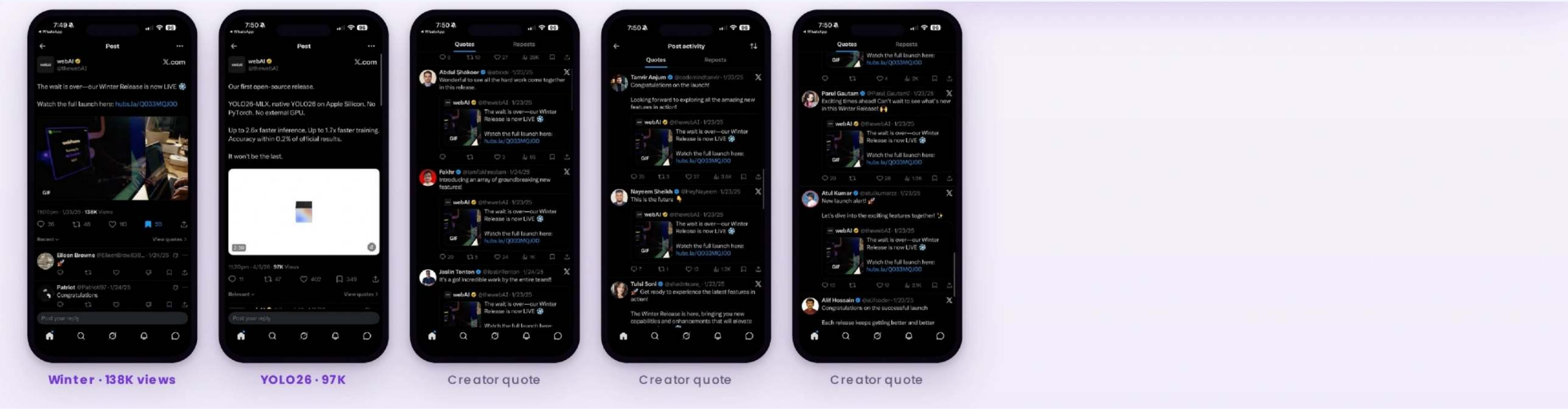
Evidence and historical figures retained from the supplied campaign deck.

235K+

combined post views

Winter: 138K / YOLO26: 97K

[Visit webAI](#)



A CES reveal starts a conversation.

Project Mirage / AI interface hardware

35 creators supported the reveal of Radiance, Shift and Dune with comments, use cases and direct conversation with the team. The reveal post reached 230K views.

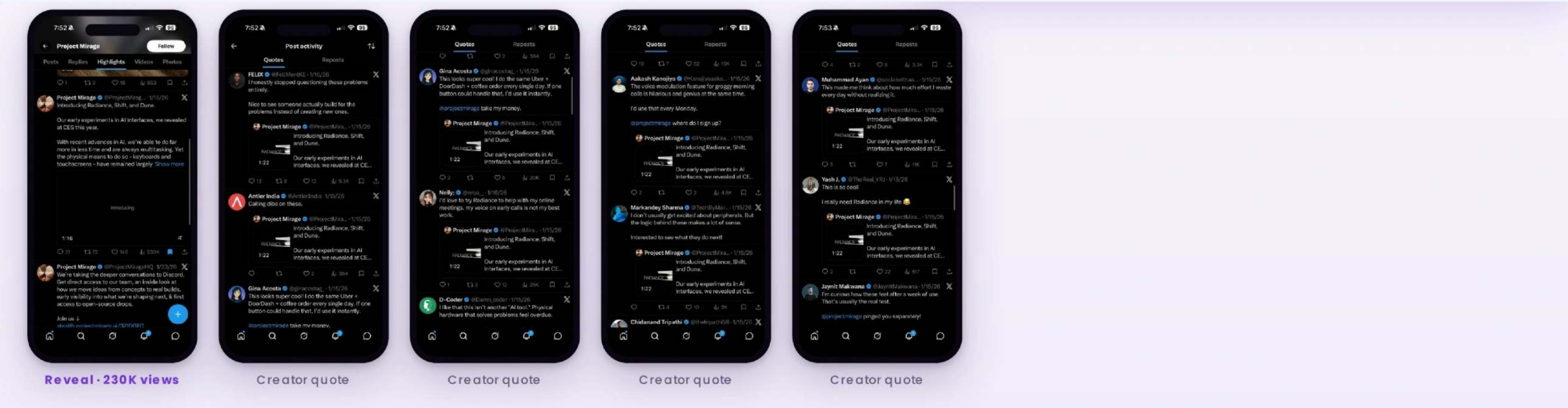
230K

reveal post views

35 creators / CES engagement campaign

Evidence and historical figures retained from the supplied campaign deck.

[Visit Project Mirage](#)



A lean push. A meaningful first wave.

JovidaAI / AI life agent

14 right-fit AI creators amplified Jovida’s launch through coordinated quote reposts. A focused launch-day campaign put the product in front of an AI-native audience.

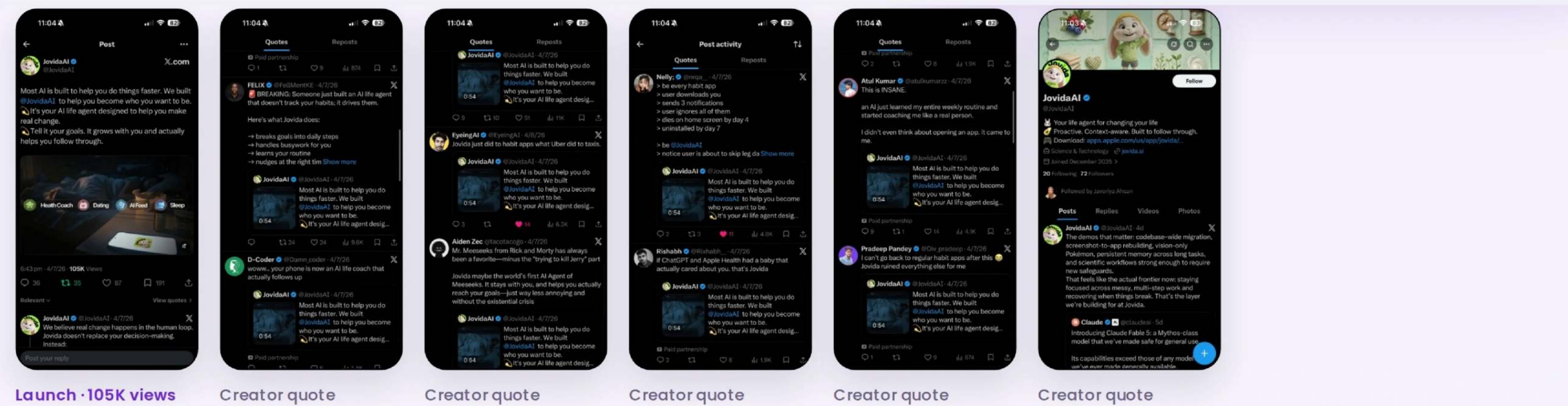
105K

launch post views

14 creators / One coordinated day

Evidence and historical figures retained from the supplied campaign deck.

[Visit Jovida](#)



Live in days. Built around your launch.

01

Brief us

Tell us your product, audience, release date and goal. One call starts the process.

02

We match creators

We hand-pick the right voices from 500+ vetted creators. You review the content.

03

The campaign goes live

Threads, reposts and native content land in coordinated waves. We manage the details.

04

You get the numbers

A clear recap of impressions and engagement, with conversion tracking where agreed.

One brief away from a bigger moment.

Tell us what you're building. We bring the creators, the strategy and the reach.

[Book your 30-minute call](#)

[Share your project brief](#)

partnership@growthmatrix.agency

[X / @growthmatrixai](#)

Campaign scope and creator mix are tailored to your goals.