

GonkaRouter creator campaign

An AI model router giving new users free credits for DeepSeek, GLM, MiniMax and Claude Code via API — launched through short-form videos across TikTok, Instagram Reels and YouTube Shorts.

Results as of October 20, 2026

325,495

total video views

104

videos published

20

creator accounts

22,185

engagements

Business results

GonkaRouter product funnel

Campaign-level results

7,111

unique visitors

1,478

registrations · 20.8% of visitors

449

API users · 30.4% of signups

1.14B

tokens consumed

20,523

API requests

656

link shares

Views by platform



Product metrics provided by the client. Social metrics from platform data via TrendWatch.

Script angles tested

opening line · total views

“Claude Code and ChatGPT are finally free”	241,161
“Someone just made Claude Code completely free”	63,533
“Sam Altman and Anthropic’s CEO are going to hate this”	20,801

Top videos

CREATOR	PLATFORM	PRODUCT	VIEWS	
Derek Holloway	TikTok	GonkaRouter	202,900	watch
Derek Holloway	Instagram	GonkaRouter	20,878	watch
Jordan Blake	YouTube	GonkaRouter	8,522	watch
Miles Reeves	TikTok	GonkaRouter	6,169	watch
Miles Reeves	TikTok	GonkaRouter	4,252	watch

Engagement

15,912 likes	4,394 comments	1,879 shares
------------------------------------	--------------------------------------	------------------------------------

What made it work

One brief, many voices Three script angles, adapted to every creator's style and published on three platforms at once.	Concrete payoff in the first seconds Hooks that named a specific benefit outperformed abstract or list-style openings.	Clear call to action “Comment a keyword to get the link” turned views into comments and direct, trackable visits.
---	---	--