



NEWS RELEASE

Iridio by RRD Earns TikTok Premier Agency Partner Status

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TikTok's highest-tier designation recognizes Iridio's platform performance, certified expertise, and data-driven social campaign execution

CHICAGO — September 28, 2026 — IridioSM by RRD today announced it has achieved TikTok Premier Agency Partner status in the TikTok Marketing Partners Program. Reserved for best-in-class, top-10% agencies with proven TikTok expertise, this Premier designation is TikTok's highest tier of agency recognition.

Iridio was selected following an assessment across managed portfolio scale, certified team expertise, creative capabilities, and advanced TikTok-first campaign optimization. Premier status recognizes partners that consistently demonstrate excellence on TikTok via proven results, deep platform expertise, and a strong commitment to TikTok-first marketing.

As a badged TikTok Premier Agency Partner, Iridio can provide VIP features, including priority pilot access for exclusive Alphas and Betas, exclusive new platform release access, and dedicated platform support to efficiently scale client investments.

Iridio combines TikTok's dynamic, video-first environment with proprietary data and targeting capabilities. Social campaigns activated with Iridio's proprietary Consumer GraphSM have delivered enhanced, measurable performance metrics over benchmark averages, including a 67% efficiency improvement in reaching unique users, a 37% increase in link click-through rate (CTR), a 33% decrease in cost-per-click (CPC), and a 15% reduction in CPMs.

With TikTok Premier Agency Partner status throughout 2026 and extending into 2027, Iridio will continue to leverage direct platform enablement, a dedicated team of experts, and strategic GTM resources to bring the latest

platform releases directly to its clients.¹

To learn more about Iridio's full suite of social media and marketing solutions, visit iridio.rrd.com/media/social-media-marketing.

About Iridio by RRD

Iridio simplifies marketing complexity by unifying creative, media, and data and analytics in one platform. As a trusted marketing partner to top brands in retail, healthcare, financial services, and other industries, Iridio's data-driven solutions connect brands with their audiences at defining moments. Backed by RRD's legacy and global scale, Iridio offers a flexible suite of services that range from single-channel campaign activations to fully integrated programs, enabling brands to optimize the customer journey and achieve meaningful business results.

Source: 1 | 2023 study from 79 TikTok campaigns for direct comparison of audience metrics. Note: Campaign performance will vary by campaign type.