

VASD | Trust Authority Infrastructure

Case Study Number:	CASE-MA-001	Assessment Date:	20 June 2026
Assessment Type:	Independent Trust Evaluation	Report Status:	Final

ENTITY ASSESSED

Viral Nation Inc.

EXECUTIVE SUMMARY

3-TIER VERDICT	TRUST CLASSIFICATION
TRUSTED	Established Enterprise Operator

Key Findings Summary

Viral Nation Inc. is a verifiable, well established global influencer and social marketing agency operating since 2014. The entity demonstrates strong legitimacy signals including major institutional private equity backing, a substantial and publicly documented enterprise client roster, proprietary technology products, and more than a decade of continuous operation. Across all three assessment layers, the agency presents as a genuine, large scale operator rather than an overstated or fabricated presence.

The assessment identifies no legitimacy red flags, no public legal disputes, and no fraud indicators. The risk items surfaced are consistency and transparency gaps rather than trust failures: publicly reported revenue and headcount figures vary widely between sources, the stated headquarters differs across authoritative listings, and employee sentiment on independent platforms is below industry average. These observations inform suitability rather than legitimacy, and are discussed in the final assessment.

Critical Trust Signals Identified

- More than ten years of continuous, verifiable operation since 2014
- Major institutional private equity backing (Eldridge Industries and Maverix Private Equity, 2022)
- Documented enterprise client roster with named, verifiable brand relationships
- Proprietary technology products with a real market footprint (CreatorOS, Viral Nation Secure)

Critical Risk Indicators Identified

- Wide divergence in publicly reported annual revenue (approx. 11.2M USD in profile listings vs approx. 100M USD founder statements)

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- Inconsistent headquarters across authoritative sources (Mississauga, Canada / New York / Delaware)
 - Variable reported team size across sources (385 to 467+)
 - Below average independent employee sentiment with recurring mentions of layoffs and instability

AGENCY BACKGROUND

Legal Name:	Viral Nation Inc. (US entity: Viral Nation US Inc.)
Operating Since:	2014 (10+ years)
Founders:	Joe Gagliese and Mat Micheli, Co-CEOs (Chad Whaley cited as CEO in some sources)
Headquarters:	Reported variably: Mississauga ON (2355 Skymark Ave) / New York / Delaware
Physical Presence:	Verifiable offices; New York, Los Angeles, London, Japan also cited
Team Size (Reported):	Varies across sources: 385 / 389 / 413 / 467+
Website:	viralnation.com
Primary Services:	Influencer marketing, talent representation, paid/performance, social content, community management, strategy
Target Industries:	Enterprise brands across CPG, tech, entertainment, gaming, retail, hospitality
Divisions:	VN Marketing & Intelligence, VN Talent, VN Sports, VN Tech (SaaS)
Proprietary Tech:	CreatorOS (creator intelligence), Viral Nation Secure (AI brand safety)
Funding:	Approx. 250M USD raise (2022) led by Eldridge Industries and Maverix Private Equity

ASSESSMENT METHODOLOGY

Data Sources & Scope

This assessment is conducted independently using only publicly available information. VASD has not obtained consent from, nor entered into any agreement with, the entity assessed. Findings draw on the agency website, business and funding databases, professional networks, press coverage, agency review directories, and independent employee review platforms.

Legal Framework

This evaluation is conducted under the framework of the Information Technology Act, 2000 (India), and constitutes an independent, probabilistic opinion. VASD is not a law enforcement entity and does not provide legal determinations. The assessment evaluates trustworthiness signals and does not guarantee future performance, conduct, or integrity of the assessed entity.

Assessment Objectives

This trust assessment is designed to inform two primary stakeholder groups:

- **For Brands:** Evaluate the trustworthiness and operational legitimacy of the agency as a potential service provider, and the fit of its enterprise model.
- **For Creators:** Assess the reliability of representation and opportunities, helping creators decide whether enterprise representation suits their needs.

LAYER 1: SURFACE VERIFICATION

Domain Age & Registration	viralnation.com is a long established domain consistent with a 2014 founding. No signals of recent registration or domain churn.
Email Infrastructure	Professional corporate domain in use across public listings and press. Consistent with an established organization.
Website Consistency	Professional, actively maintained website with coherent branding, division structure, and published case studies. High content quality.
Basic Business Presence	Strong, verifiable presence across LinkedIn (viralnationinc), business databases (CB Insights, Tracxn, Mergr), and press.

LAYER 2: ENTITY PRESENCE

Business Registration	Confirmed corporate entity (Viral Nation Inc.) with US entity Viral Nation US Inc. Listed address 2355 Skymark Ave, Mississauga ON L4W 4Y6; phone (888) 278-4567.
Physical Location Evidence	Multiple offices cited (Mississauga, New York, Los Angeles, London, Japan). Note: primary HQ is reported inconsistently across sources (Canada / NY / Delaware).
Team Authenticity	Leadership publicly identifiable and well documented (Gagliese, Micheli; named C-suite hires 2024). Founders carry verifiable press and award history (EY Young Entrepreneur 2019).
Portfolio Legitimacy	Extensive, coherent enterprise portfolio: Coca-Cola, Disney, Microsoft, Meta, Uber, Warner Bros, Anheuser-Busch, Hasbro, Tencent, Walmart, e.l.f., MGM Resorts, Ubisoft, Victoria's Secret. Named campaigns verifiable in press.
Client Testimonial Verification	FeaturedCustomers lists 14 published testimonials and 22 case studies, 4.8/5 across 1,862 reference ratings. Aligned with observable enterprise relationships.
Third-Party Review Consistency	Agency directories rate highly (AgencyReview 9.4/10). However employee platforms diverge sharply (Glassdoor 2.5 to 2.8/5, ~27% recommend), indicating a client/employee perception gap.

LAYER 3: DEEP TRUST INTELLIGENCE

Domain/Digital History	Long, consistent digital history aligned with 2014 founding. Continuous brand evolution from talent agency to full service group, well documented in press over a decade.
Partnership Claims Validation	Institutional backing independently confirmed: 250M USD round (2022) led by Eldridge Industries and Maverix Private Equity; ~650M USD post-money valuation reported by Globe and Mail.
Revenue/Scale Consistency	Material inconsistency: profile databases list ~11.2M USD annual revenue while founders publicly cited ~100M USD sales in 2022. Headcount also varies (385 to 467+). Gap likely reflects reporting methodology but reduces transparency.
Brand Portfolio Coherence	Coherent enterprise positioning. Portfolio concentrated on large, well resourced brands rather than scattered across unrelated small clients. Scale and client tier are consistent with claims.
Industry Certifications	Great Place To Work certified (US entity). Recognized by Globe and Mail Top Growing Companies (2024). Founders hold EY Young Entrepreneur of the Year (2019). Two acquisitions completed (Eight Seven Media, MediaKits).
Contract/Pricing Transparency	Pricing not publicly disclosed; enterprise, quote-on-enquiry model. Third-party listings cite ~150 to 199 USD/hr and ~50K USD+ project minimums. Suited to enterprise budgets only.

TRUST SIGNALS IDENTIFIED

- ✓ Verifiable decade of operation with consistent, documented brand evolution
- ✓ Independently confirmed institutional PE backing and credible valuation
- ✓ Large, coherent, verifiable enterprise client roster and named campaigns
- ✓ Proprietary technology with genuine market footprint and completed acquisitions
- ✓ Recognized awards and certifications; no public legal disputes or fraud indicators

RISK INDICATORS IDENTIFIED

- Significant divergence in publicly reported revenue (~11.2M vs ~100M USD)
- Inconsistent stated headquarters across authoritative sources
- Variable reported team size (385 to 467+) across listings
- Below average independent employee sentiment; recurring layoff and instability mentions
- Opaque pricing and enterprise-only minimums limit suitability for smaller organizations

FINAL ASSESSMENT

3-TIER VERDICT	TRUSTED
TRUST CLASSIFICATION	Established Enterprise Operator

Verdict

Viral Nation appears to operate primarily at the upper end of the market, serving organizations with substantial marketing budgets and established brand presence. The entity is legitimate and trustworthy as an operator; the central consideration for prospective partners is fit rather than authenticity.

Who Should Consider Viral Nation

- Brands that already possess significant market traction, internal marketing maturity, and the financial capacity to support large scale influencer and creator marketing initiatives.
- Organizations seeking access to enterprise level infrastructure, campaign management, creator networks, and strategic consulting rather than basic growth assistance.

Who Should Not Consider Viral Nation

- Businesses expecting influencer marketing alone to create traction from the ground up.
- Early stage companies seeking rapid brand elevation through limited marketing spend.
- Organizations looking for a highly budget efficient growth partner.
- Creators who do not require enterprise representation or who prefer to retain full control of brand partnerships and revenue.

VASD Observation

The value proposition appears centered around scaling and managing existing momentum rather than creating it from scratch. As a result, the service may be difficult to justify for businesses that are not already operating at a meaningful scale or that expect influencer marketing to be the primary driver of growth.

Final Conclusion

Viral Nation may be most suitable for organizations that are already successful and possess the budget, structure, and market presence to leverage enterprise level creator marketing services. Businesses seeking foundational growth, market validation, or cost efficient customer acquisition may find greater value in alternative approaches.

LEGAL DISCLAIMER

This assessment is conducted by VASD under VELURYN AGNECY as an independent trust evaluation. The findings are based solely on publicly available information accessible as of the assessment date. VASD has not obtained consent from, nor entered into any agreement with, the entity assessed in this report.

This evaluation constitutes a probabilistic assessment of trustworthiness signals and does not represent a legal determination, certification, or guarantee. The framework operates under the Information Technology Act, 2000 (India). VASD is not a law enforcement entity and does not conduct criminal investigations.

Conclusions reflect conditions observable at the time of assessment and may not account for information not publicly disclosed. This assessment does not predict or guarantee the future conduct, performance, or integrity of the assessed entity. Users should conduct their own due diligence.

Assessed By:	VASD Trust Authority Infrastructure
Organization:	VASD under VELURYN AGNECY
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