

From Incubator to Agency: Sam Cohen Launches Paid Perceptions

The paid media agency debuts a weekly podcast, live assessments and no-fee ChatGPT Ads management, with Credit Key as its flagship client.

WINSTON-SALEM, NC, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Entrepreneur and paid media strategist Sam Cohen founded [Paid Perceptions](#) after advancing from startup incubation to agency leadership. His earlier venture earned admission to [Halcyon](#)'s incubator, shaping the path that led to the digital marketing agency.



Sam Cohen, Founder of Paid Perceptions

Paid Perceptions has launched a weekly podcast and YouTube channel. The Paid Perceptions Podcast pairs Cohen with Director David Dasilma, his former agency colleague and marketing mentee, for paid-media news, analysis and humor. Another content format gives companies complimentary live marketing assessments.

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Paid Perceptions was built to give businesses clearer answers, smarter strategy and measurable growth. Everything we launch, from our campaigns to our content, serves that mission.”

Sam Cohen, Founder

The agency will also manage ChatGPT Ads without an added management fee for clients who sign a 6-month commitment on any other ad management service. Clients pay ChatGPT's media costs and participate in a 90-day case study. Paid Perceptions recently signed [Credit Key](#) as its flagship client.

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