DeepRed Launches in Atlanta and New York City With Escrow on Every Creator Deal

The free app lets businesses book content creators at published prices, with payment held in Stripe-powered escrow until the work is delivered and approved.



Illustrative photo: a content creator films a product video for a small boutique.

ATLANTA, GA, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- DeepRed (https://deepred.app), the app where businesses book content creators and creators get paid, is launching in Atlanta and New York City, its first two markets. The app is free to download on iPhone and Android and free to join on the web. Every deal runs through Stripe-powered escrow: the business funds the booking before work starts, and the creator gets paid once the business approves the delivery.

A coffee shop in Atlanta's Old Fourth Ward looking for a food creator, a boutique in Brooklyn that needs product videos, a gym planning a grand opening: DeepRed gives businesses and creators one place to find each other, agree on terms and get paid.

Why city by city

DeepRed opens market by market so each city launches with enough local creators and businesses on both sides for bookings to happen from the first day. More cities will follow.

The problem: creator deals still run on DMs

For many small businesses, hiring a creator means scrolling until someone looks right, sending a DM to ask for rates, agreeing to terms somewhere in a chat thread and paying through a peer-to-peer app. Creators have the opposite problem, filming first and chasing the invoice later. Nothing is written down in one place, and whoever goes first carries the risk.

DeepRed puts the whole relationship in one app: discovery, negotiation, booking, delivery,

payment and reviews.

How it works

- Creators publish rate cards. A post, a reel or a story bundle, each with a listed price and scope. Businesses book in one tap.
- Businesses post Briefs. An open call with a budget, and creators pitch to win the work.
- Four ways to make a deal: Packages, Services, Briefs and Quick deals negotiated right in chat, all settled on the same escrow rail.
- One simple path for every deal: book, funds held in escrow, creator delivers, business approves, creator gets paid.
- Transparent pricing. Businesses see the full price, including an itemized platform fee and card-processing cost, before paying. Creators are paid their listed price minus a platform fee.

Trust built into the product

- Real numbers. Creators can connect Instagram, TikTok and YouTube, so figures from connected accounts come straight from the platforms, not screenshots.
- Real reviews. Ratings can only be left on completed, paid deals.
- Disclosure built in. Confirming #ad or paid-partnership disclosure is a required step before payment is released.
- Nothing fake for sale. DeepRed never sells fake followers, engagement or reviews, and does not buy app installs.

Built for everyone in the creator economy

DeepRed has four account types: Influencer / Content Creator, for people selling content and promotion; Sponsor / Brand, for businesses booking creators; Entrepreneur, for business owners who sell their own services and hire creators from one account; and Personal, for people who want to follow creators, browse the feed and message without buying or selling.

Available now

DeepRed is free to download on iPhone and Android at https://get.deepred.app, which sends each device to the right store, and free to join in any browser. Businesses and creators in Atlanta and New York City can start booking and getting booked today; availability for other cities is listed at https://deepred.app.

About DeepRed

DeepRed is a social creator marketplace for creators, sponsors and entrepreneurs. Local and national businesses book content creators, creators publish their prices and get paid, and every deal runs through Stripe-powered escrow. The app is free to download on iPhone and Android

and free to join on the web; a platform fee applies to deals. DeepRed is launching city by city, starting with Atlanta and New York City.

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