

Canvas UGC vetting worksheet

Canvas deals pay by performance (CPM, a share of sales, or a hybrid with base pay), not a flat fee. Use this before you sign anything.

01

What kind of deal is this?

TRADITIONAL UGC - Flat fee per finished video - Paid regardless of performance - Fixed floor, fixed ceiling - The brand supplies a script and you deliver a polished video	CANVAS UGC - Paid by CPM (per 1,000 views), a share of sales (GMV), or a hybrid with base pay - Pay tracks how the video actually performs - Lower floor, higher ceiling - Volume is often high, sometimes dozens of videos a month, across platforms and sometimes on new accounts
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REMEMBER

Canvas is commission work. That is not a red flag on its own. It is the same risk and reward tradeoff as commission sales in any business. A capped view count or a slow week can mean pennies. A video that pops can pay far more than a flat rate would. Go in knowing which one you are signing up for.

02

Get the numbers in writing

BASE PAY PER VIDEO \$	CPM RATE \$ Dollars per 1,000 views
OR GMV SHARE %	VIDEOS REQUIRED PER MONTH
CAPPED OR UNCAPPED Not sure yet	CAP AMOUNT, IF ANY views
THIS BRAND'S CURRENT ACCOUNTS: AVERAGE VIEWS PER VIDEO	A cap on how many views count toward pay views

Their average, not their best clip. Ask for it. If they will not share it, that is information too.

03

Do the math before you sign

WORKED EXAMPLE

CPM rate × average views ÷ 1,000 = pay per video. At a \$4 CPM with 15,000 average views, that is \$60 per video. At 40 videos a month, that is \$2,400. But if this brand's accounts actually average 2,000 views, the same math pays \$8 per video, or \$320 for the month.

Run the brand's real average through this formula before you agree to a video count. The CPM rate alone tells you almost nothing.

REALISTIC PAY PER VIDEO
REALISTIC MONTHLY PAY

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Run the checklist

- ☐ **Do I know the average views their current accounts actually get?**
Not their best-performing clip. The average is what your real pay looks like.
- ☐ **Do I know whether the commission is capped or uncapped?**
Caps are common. Uncapped deals matter a lot if a video actually pops.
- ☐ **Is there any base pay, or is this pure commission?**
Pure CPM can be great upside. Just know you are not paid until the views hit.
- ☐ **If there is a non-compete, does it name specific competitors?**
A named-competitor clause is normal. A vague "no other brand work" clause is worth questioning.
- ☐ **What platforms, and am I building new accounts or posting to my own?**
New accounts take time to earn views. Factor that ramp-up into your expected pay.
- ☐ **Is this a startup or early-stage brand?**
Not a red flag by itself. Smaller brands are often still figuring out their own process. Go in informed, not paranoid.

05

Your portfolio call

PORTFOLIO THINKING

Canvas deals pay on performance, so treat the money as an estimate, not guaranteed income. A common approach is to keep one or two deals with a guaranteed base for your floor and layer CPM or Canvas deals on top for upside. Do not build your whole month on pure commission unless you are deliberately choosing to.

MY CALL ON THIS DEAL

SIGN

NEGOTIATE

PASS

NOTES