

rewardStyle

MAXIMISING
your influencer marketing strategy
THIS BLACK FRIDAY
+ CYBER WEEK

Presented by Carla Burgess, Associate Director, Brand Partnerships

Followed by an influencer panel with Estare, Chase Amie + Model Mouth

Moderated by Rish Anchal, Account Manager, Brand Partnerships



REWARDSTYLE DATA SET

Inside the Business of Influence

100,000

Creators

850M+

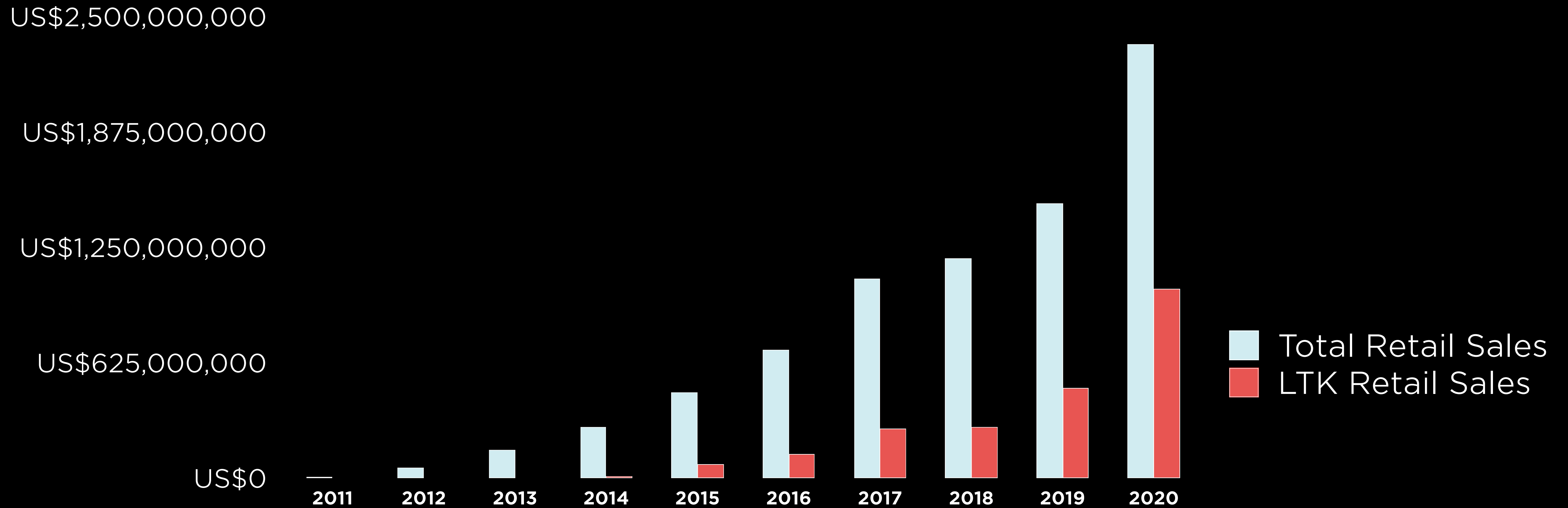
Shoppers

\$200M

Retail Transactions
per month

RETAIL SALES

Backbone of Influencer Industry



2020 STORY SO FAR: EMEA

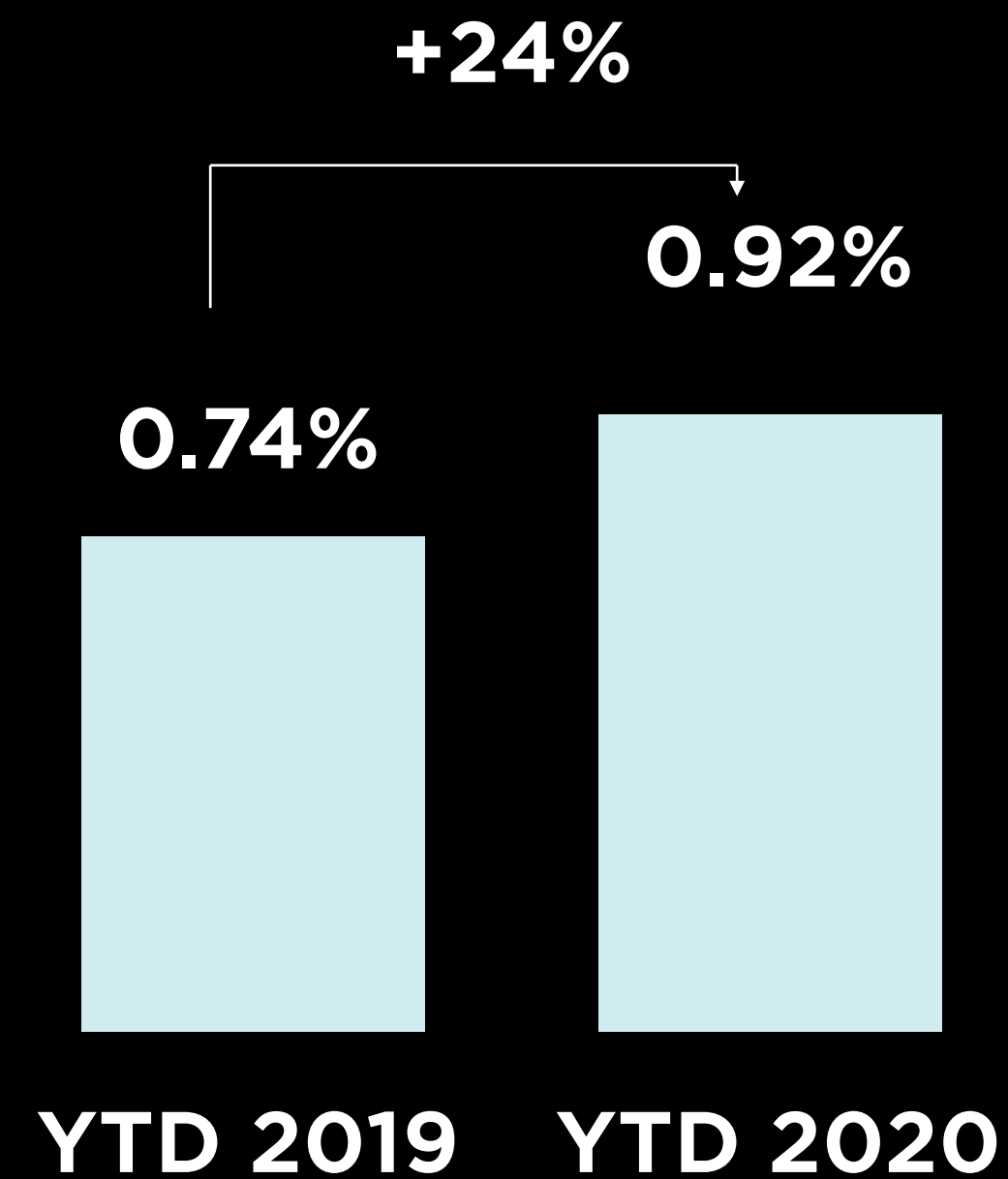
As influencers post more and retailers discount, consumers respond with higher conversion



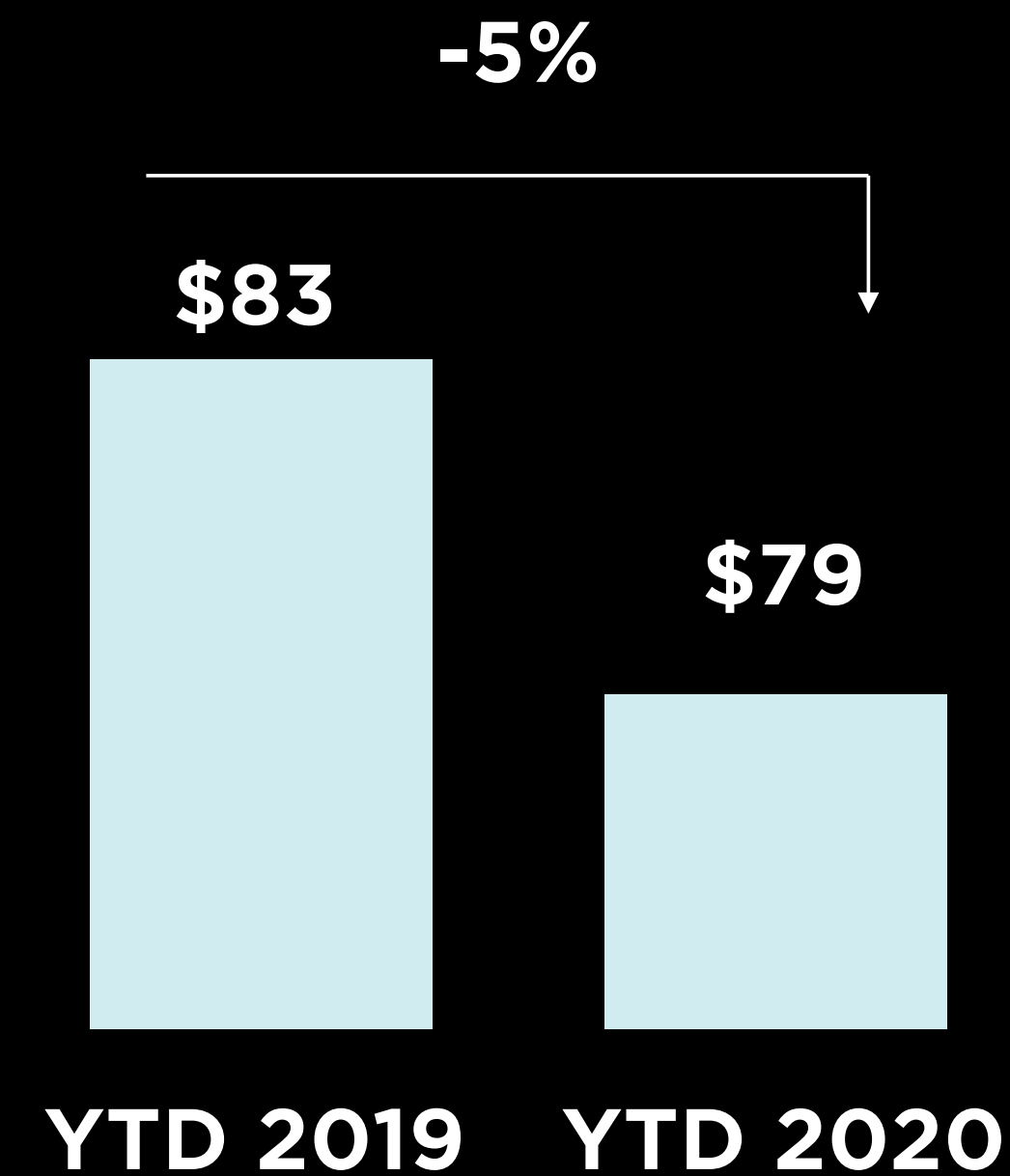
2020 STORY SO FAR: EMEA

As influencers post more and retailers discount, consumers respond with higher conversion

Conversion



AOV



2020 BFCW PROJECTIONS

2019

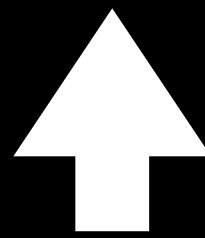
+20% YOY

Revenue

+7% YOY

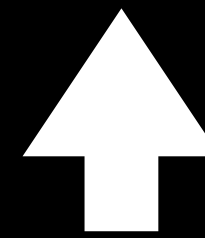
Clicks

2020



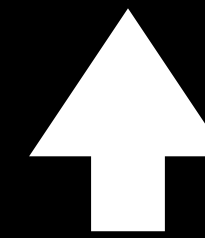
45%

predicted YoY
growth on revenue
vs 2019



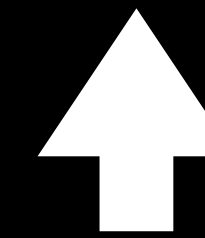
55%

growth in
orders



30%

growth in
clicks



19%

growth in
conversion rate
(0.96 - 1.15%)

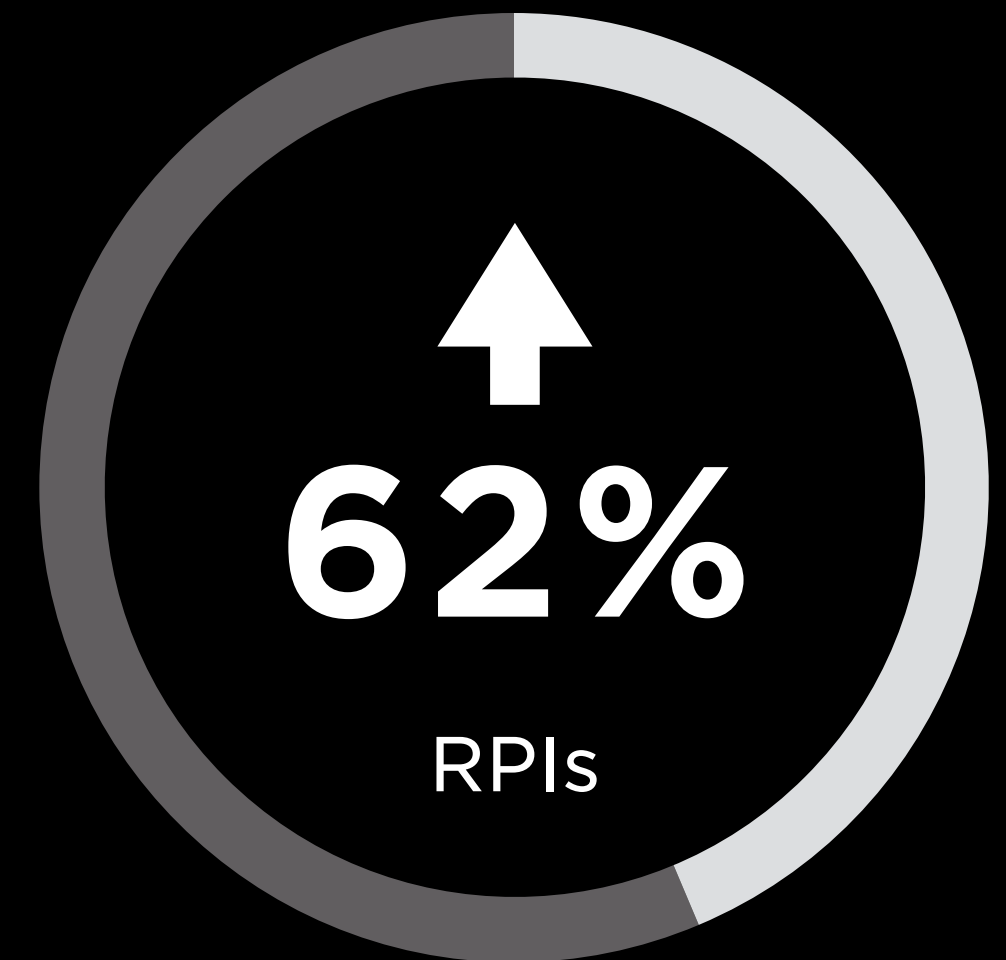
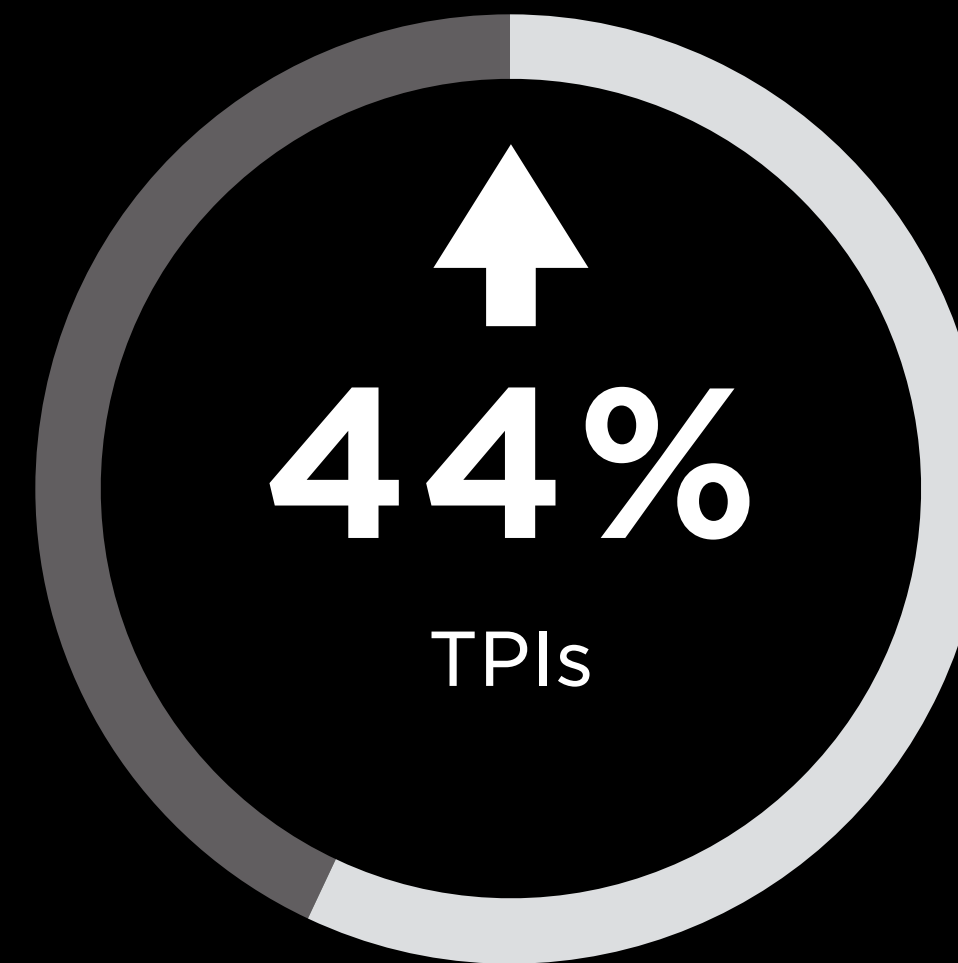
70% of British shoppers won't decrease Christmas spending
73% of Christmas spending will be online
47% say discounts are the most influential factor in purchase decisions



EMERGING INFLUENCER TRENDS



211% YoY growth
in approved
applications

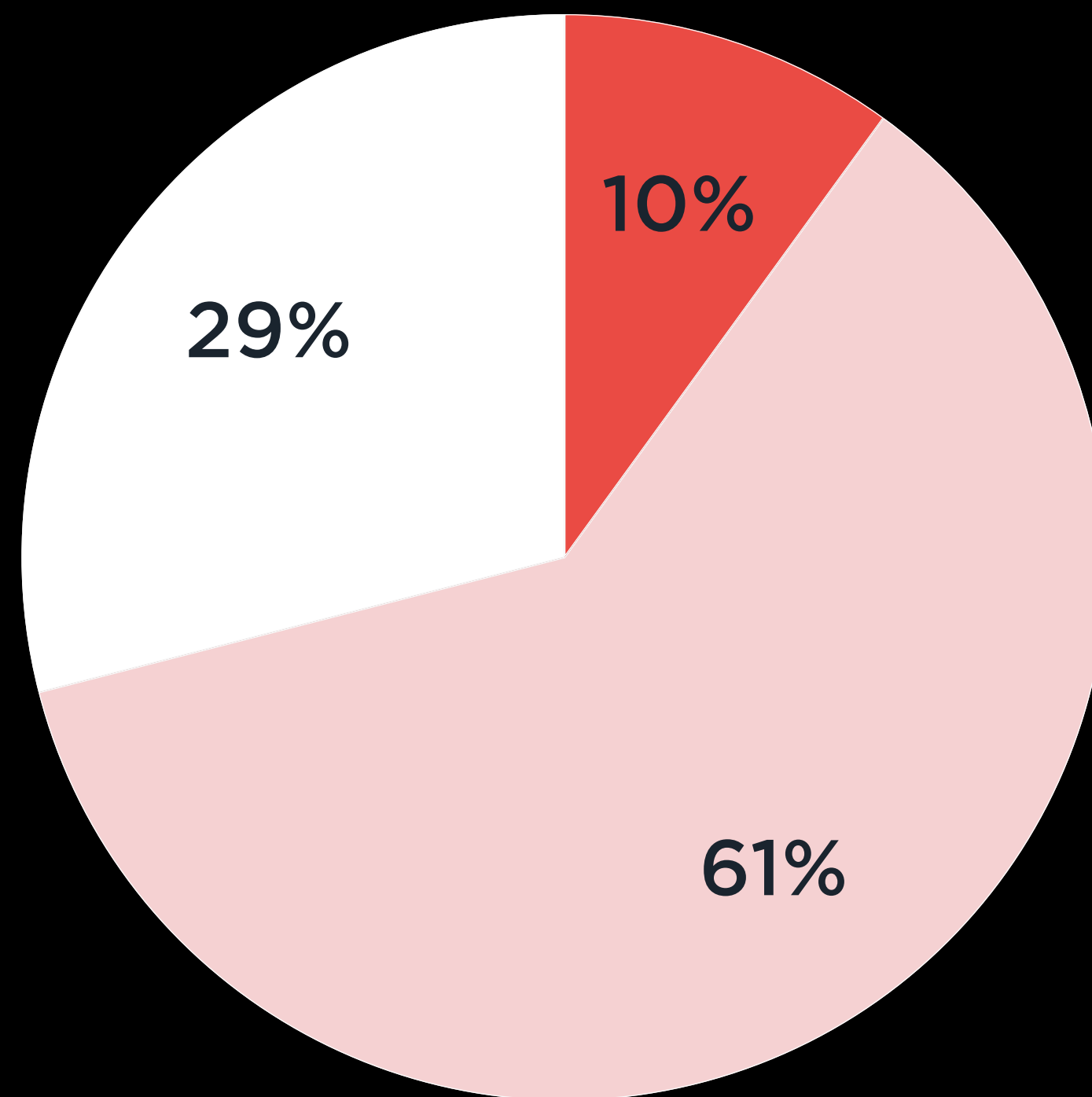


New RPIs up 114%

PERFORMANCE BY CHANNEL

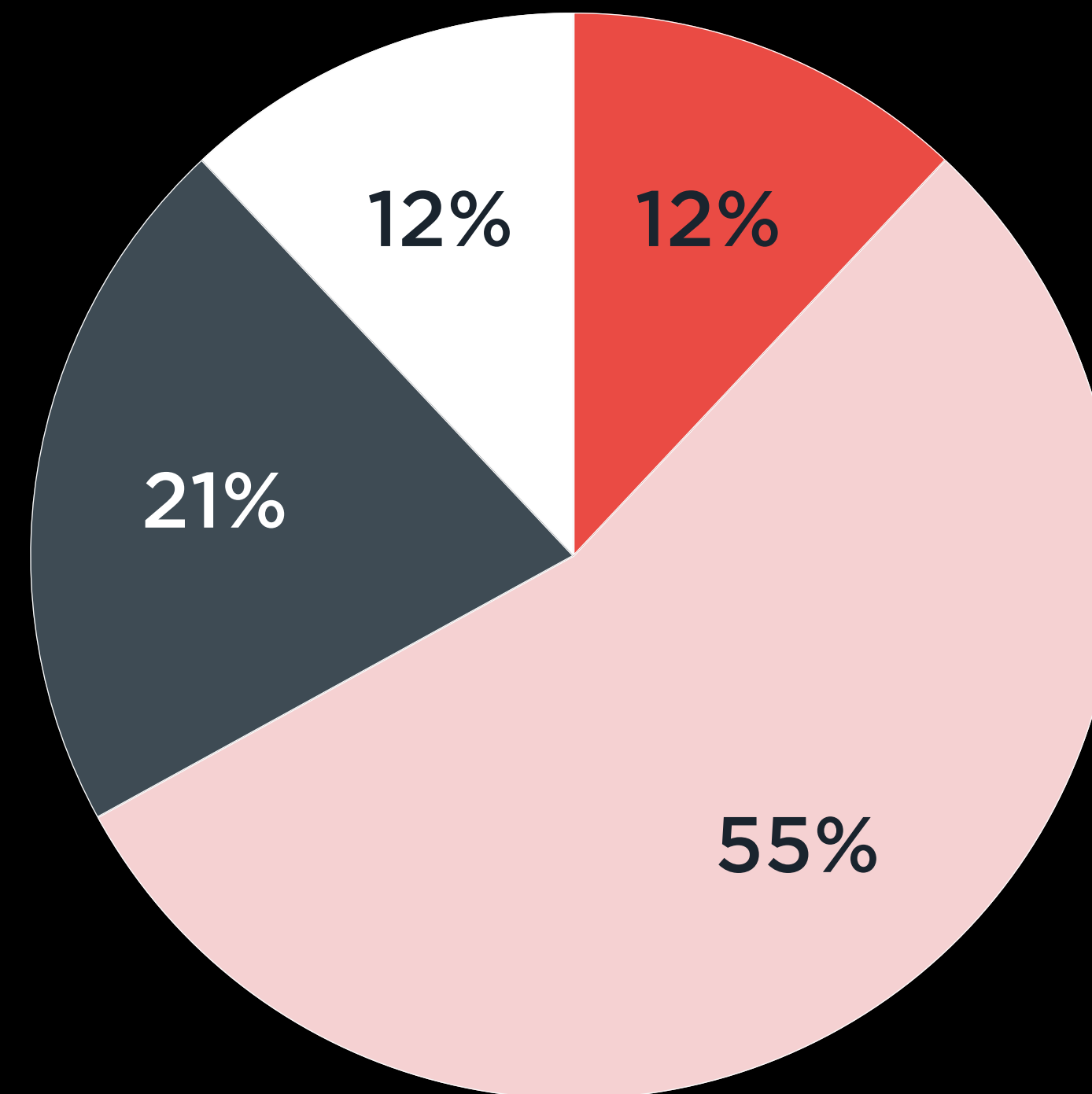
how and where are consumers shopping now?

Sales per channel



● LTK ● Social ● Blog

Social sales

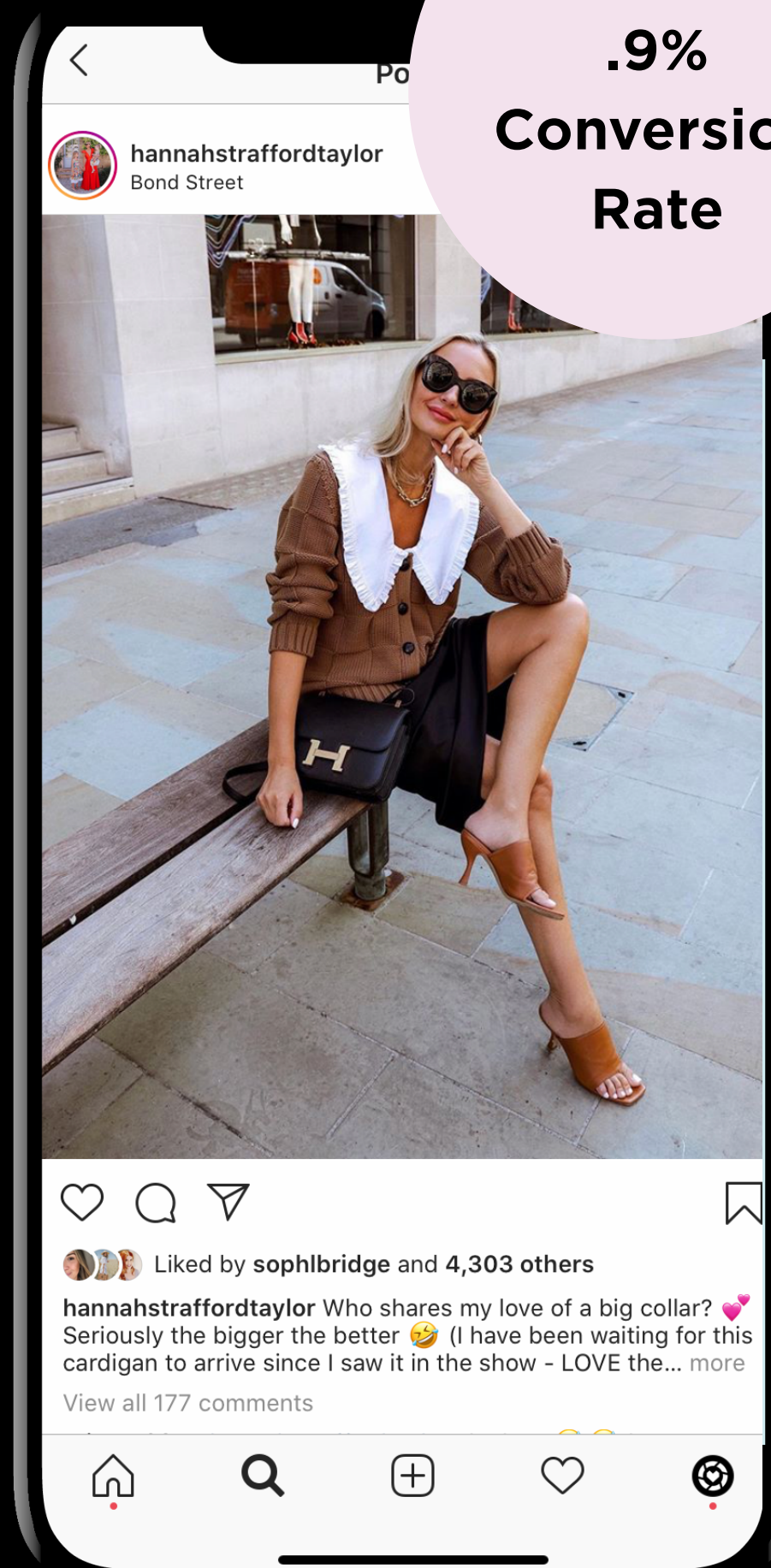


● LTK ● Instagram ● YouTube ● Other (Facebook/Pinterest)

CONVERSION RATE PER PLATFORM

shopping efficacy

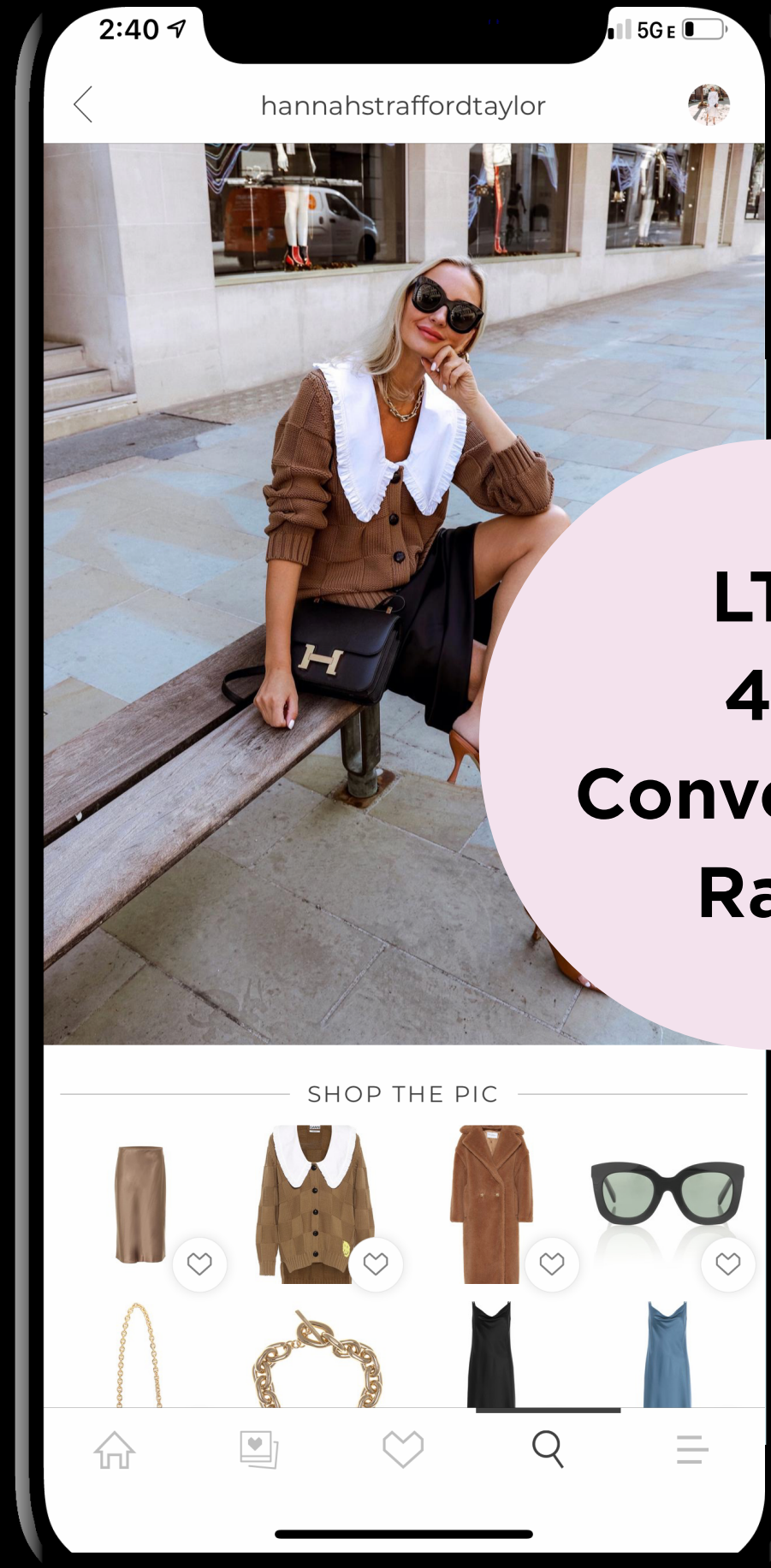
Social
.9%
Conversion
Rate



Blogs
1.1%
Conversion
Rate

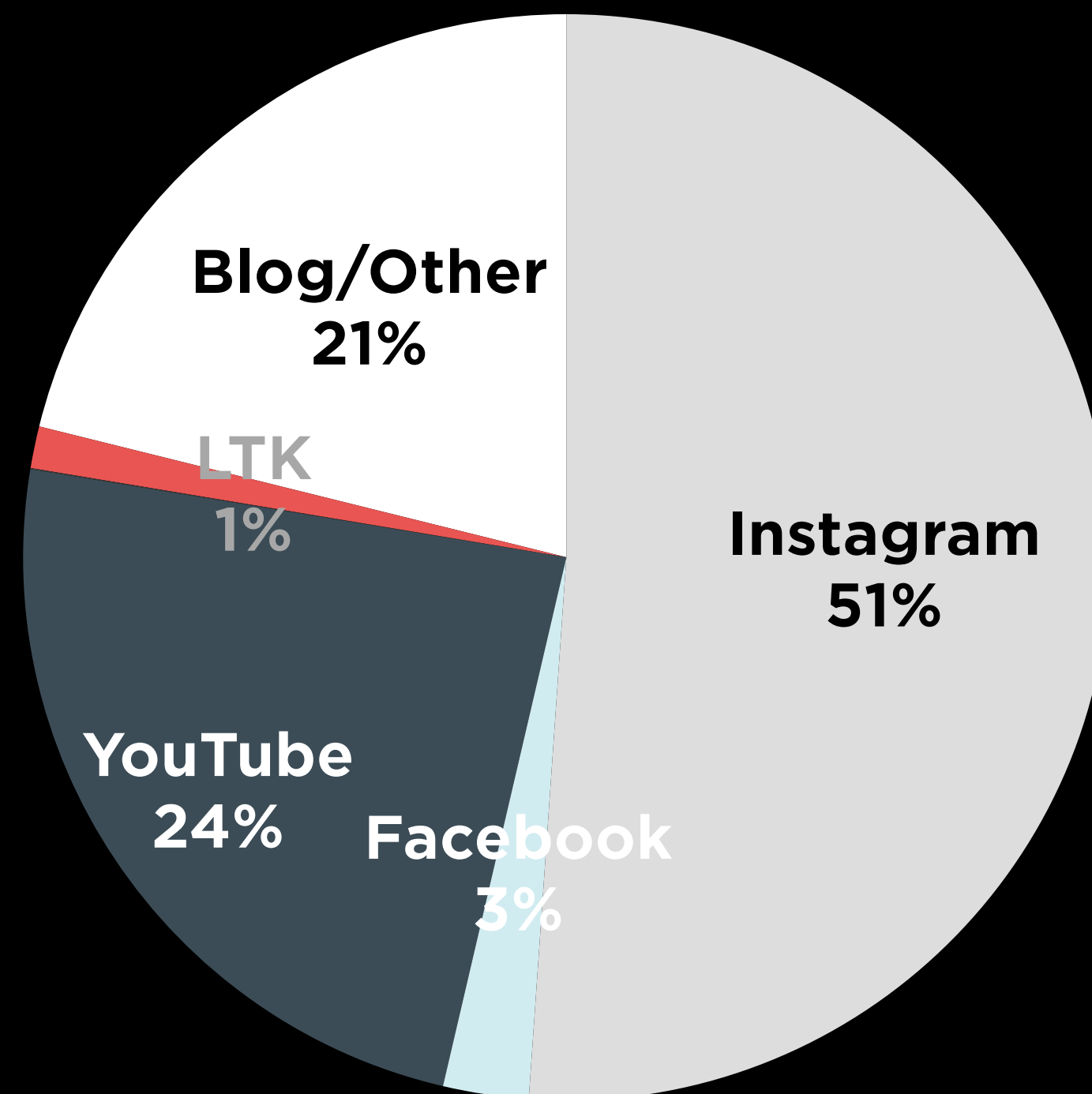


LTK
4%
Conversion
Rate

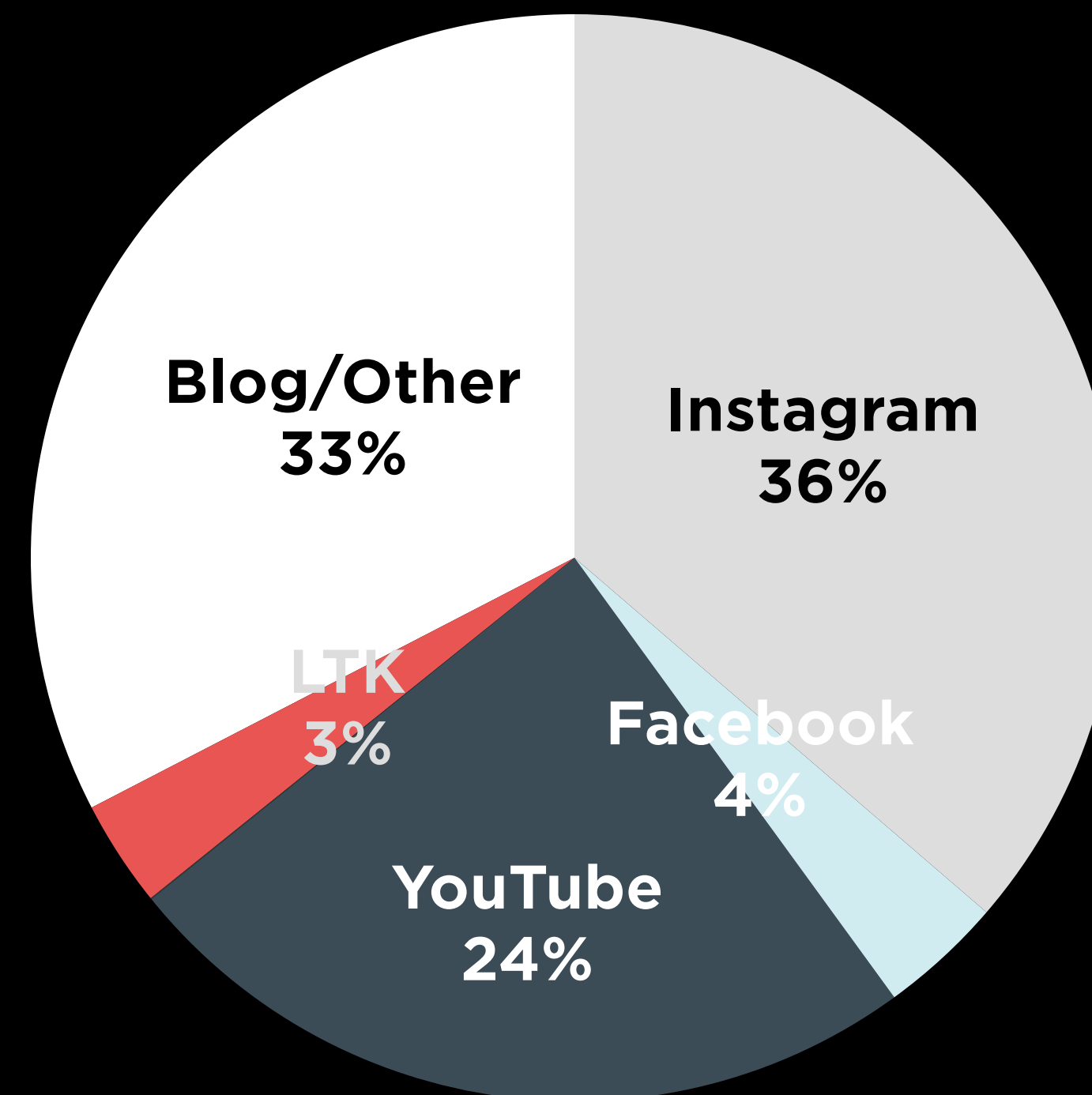


BFCW 2019 TRAFFIC + SALES MIX

CLICKS



REVENUE

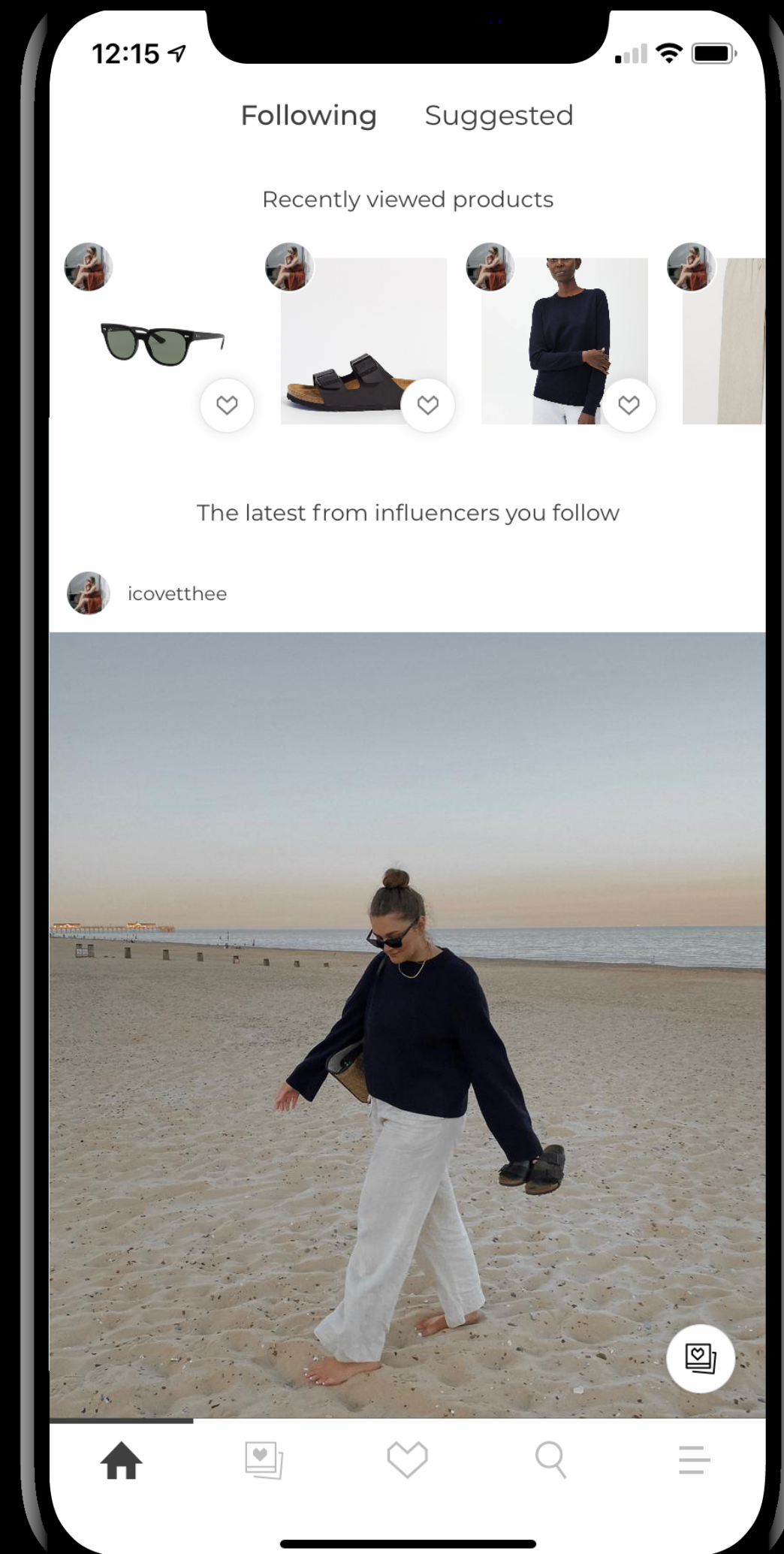


Instagram drove 51% of clicks but only 36% of sales, losing 15% platform share at the bottom of the funnel

The highest growth in clicks to sales % was 'other' (blog and YouTube), which grew 12%

LIKETOKNOW.IT SHOPPING APP

intent-driven shoppers



370%

YOY GROWTH

Three years of triple digit
YOY growth

4%

CONVERSION RATE

4X the conversion rate of
the next platform

\$500

In H1 2020, consumers
purchased \$500 million
worth of products

LTK GROWTH ENGINE: KEY DRIVERS

Influencers Publishing More

LTK Posts Per Influencer

43% Increase



2019

YTD 2020

Consumers Buying More

Revenue Per Click

50% Increase

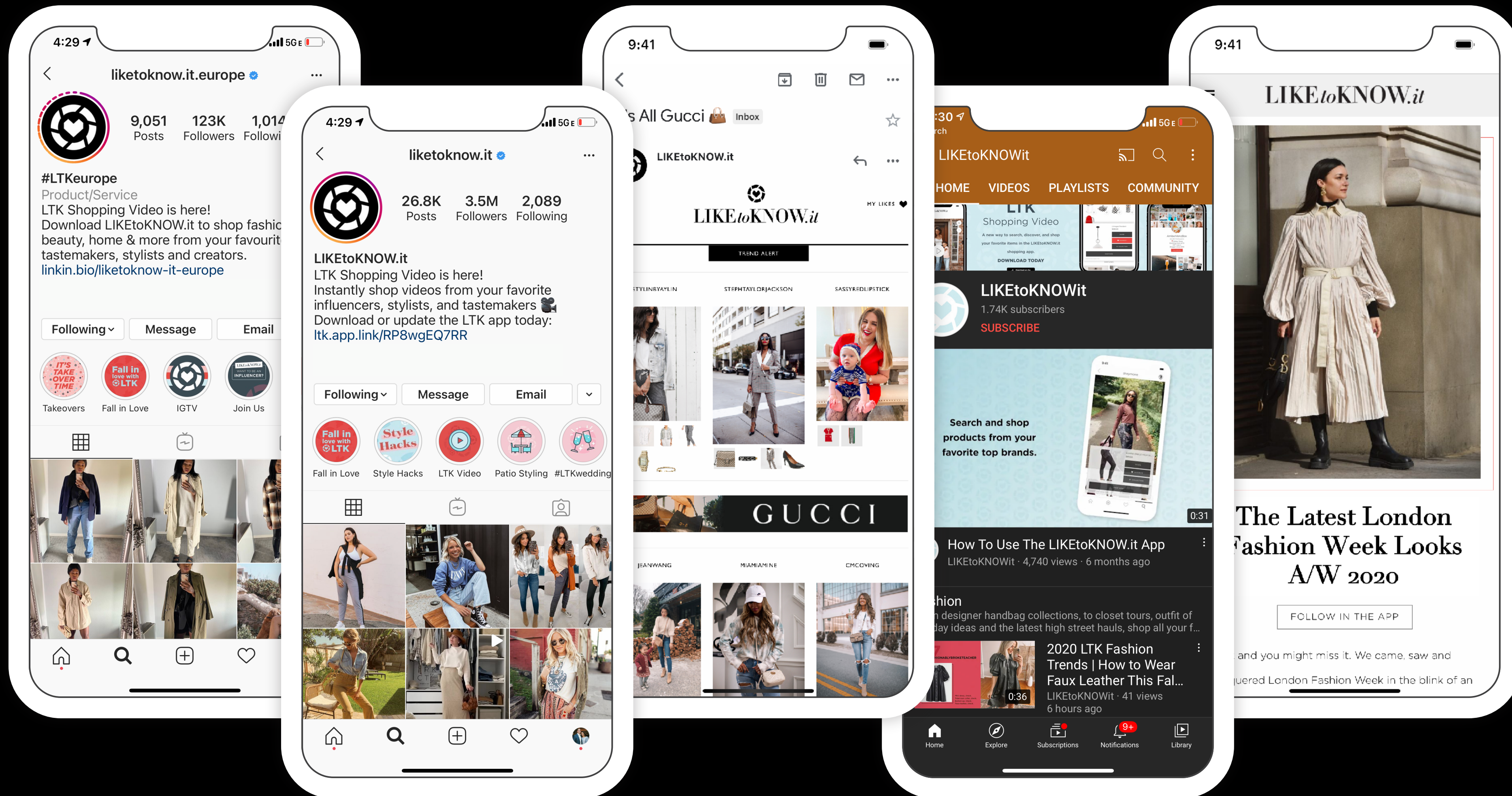


2019

YTD 2020

+150% more LTKs vs 2019
+ 86% more commissions per LTK post
+55% more LTK revenue this BFCW

LTK EDITORIAL DISTRIBUTION

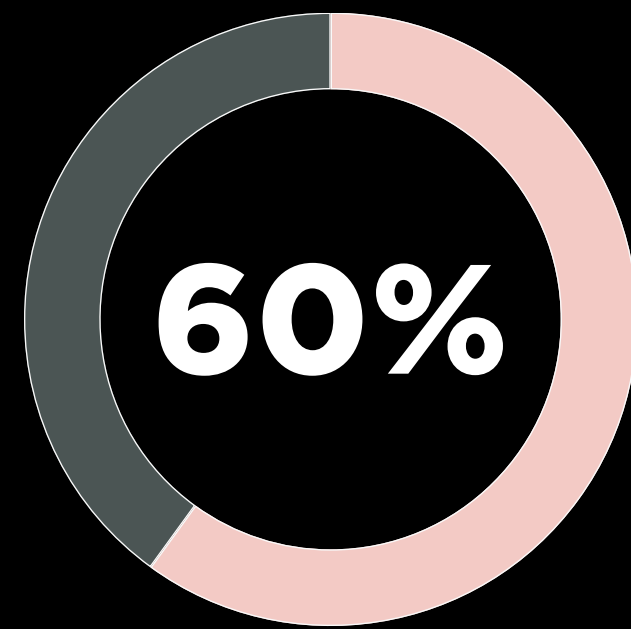


4.8M
Instagram
Followers

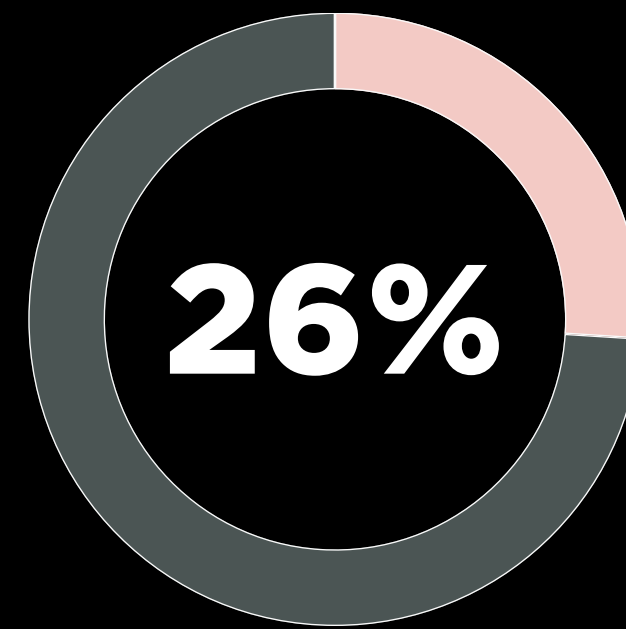
16M
Total
Consumer
Audience

ROI'NG BFCW INFLUENCER MARKETING

Share promo plans at least 2 weeks ahead



EMEA influencers
**increase their weekly
brand sales by 60%**
during BFCW



More influencer posts
shared during BFCW

2021 PLANNING:



Find future stars
during this critical
sales period

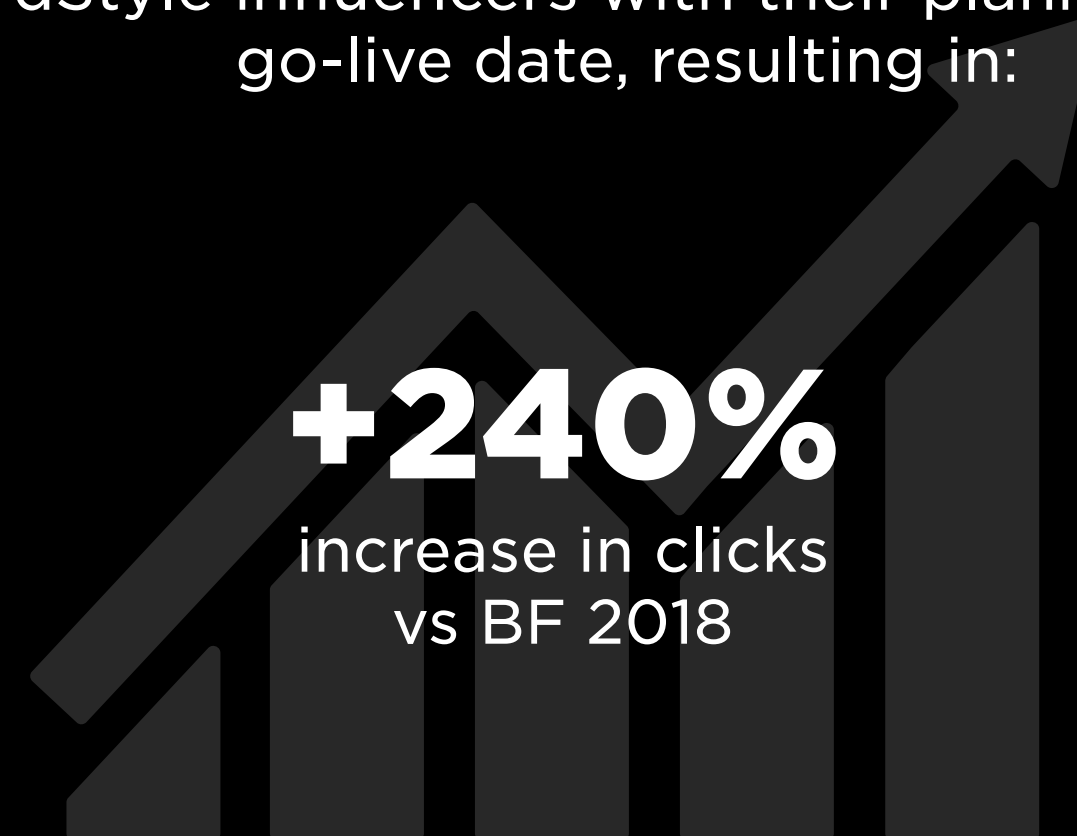
CASE STUDY

In 2019 a brand provided rewardStyle influencers with their planned promotions 17 days ahead of the go-live date, resulting in:

+350%
increase in sales
vs BF 2018

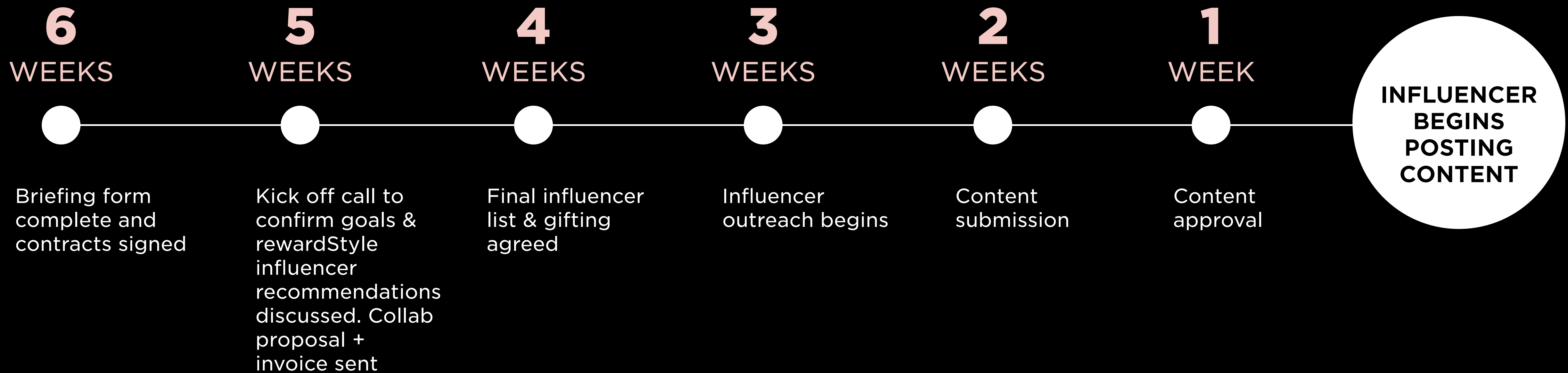
+240%
increase in clicks
vs BF 2018

+600%
increase in LTK sales
vs BF 2018



PROCESS OVERVIEW

COLLABORATION TIMELINE



THANK YOU

EMAIL:

CARLA.BURGESS@REWARDSTYLE.COM

rewardStyle