



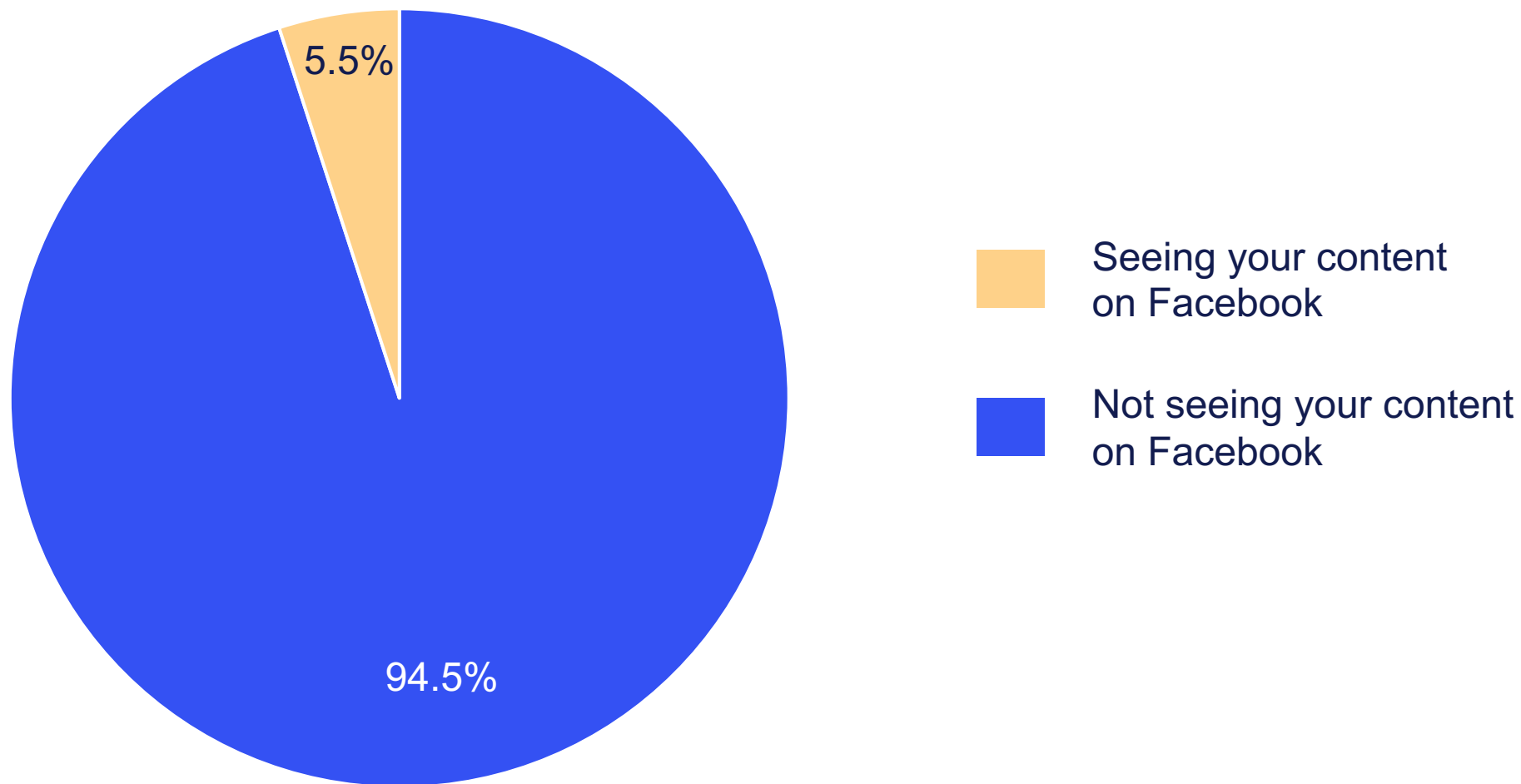
UPELVEL THE POWER & REACH OF INFLUENCER MARKETING

Sinead Norenius-Ranier, Valassis
Vice President Influencer Marketing & Paid Social

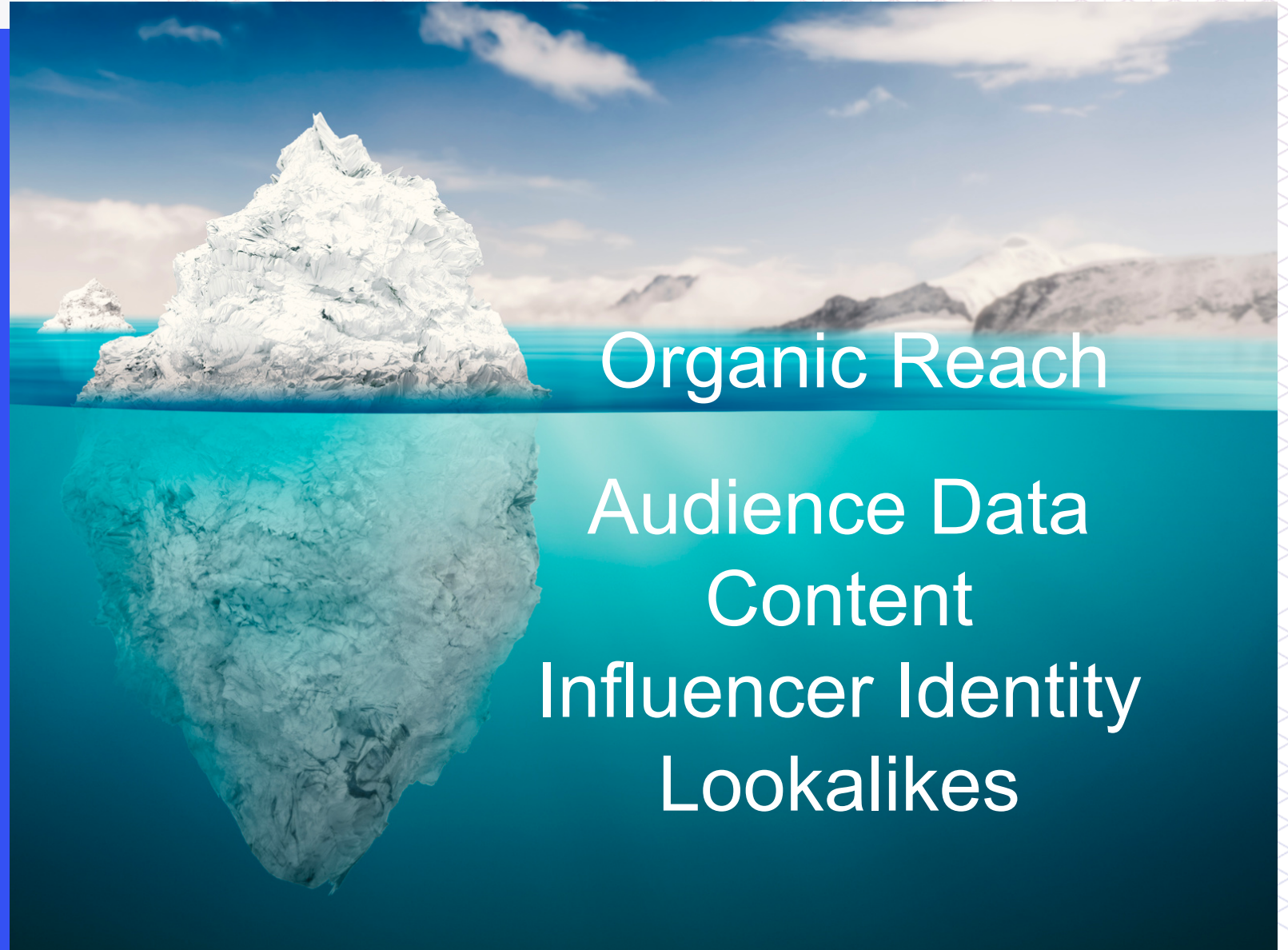
Tony Tran, Lumanu
Co-Founder & CEO



Organic Reach Continues To Decline



The Real ROI of Influencer Marketing



Organic Reach

Audience Data
Content
Influencer Identity
Lookalikes

Proven Success

Defining New Benchmarks with Influencer Media

AWARENESS CAMPAIGNS (IMPRESSIONS):

64% higher engagement rate (ER)

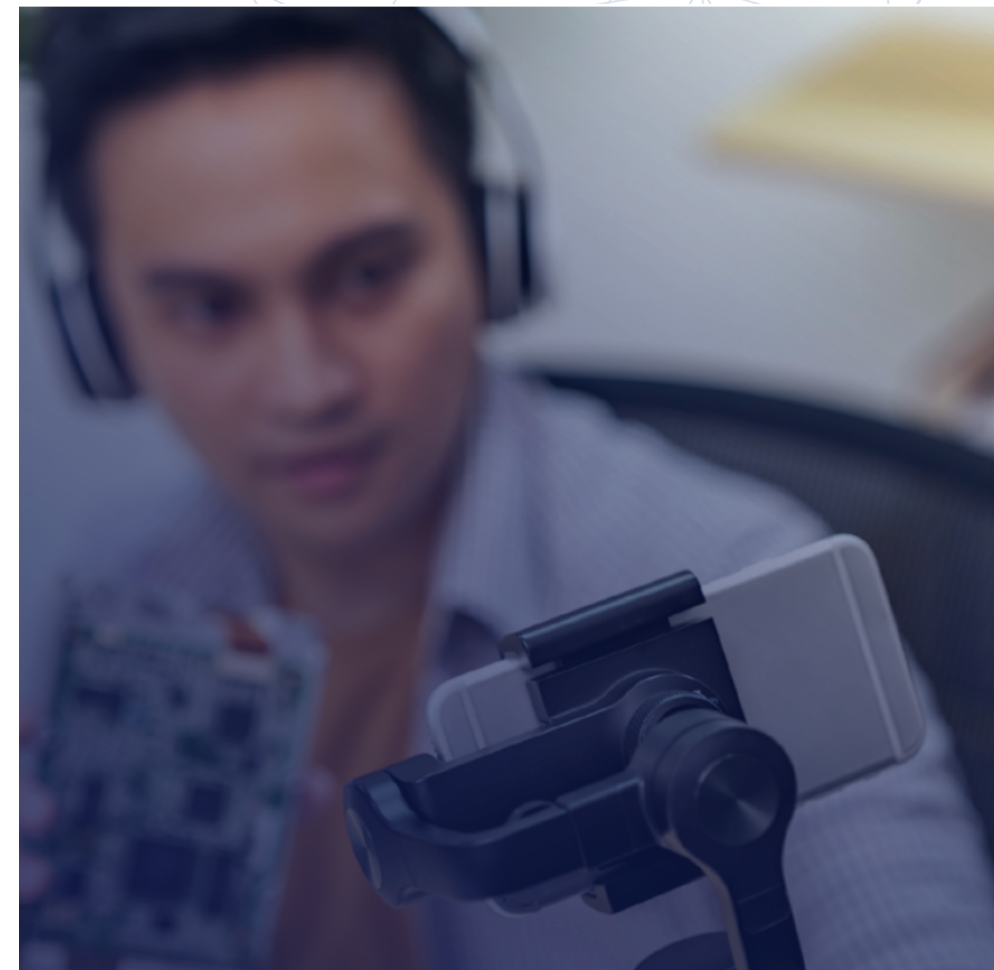
27% lower cost-per-thousand (CPM)

TRAFFIC CAMPAIGNS (CLICKS):

110% higher click-through-rate (CTR)

70% lower cost-per-click (CPC)

Valassis cumulative 2H2019 + 1H 2020 Global Performance Metrics, as compared to industry benchmarks. Results based on 32 Consumer Packaged Goods (CPG) brands testing nearly 3000 different pieces of ads/creative.



Unlock Multichannel Scale



Influencer

Display

RetailMeNot Everyday™ WRAP

Dynamic Postcard

Email



New Insight Paper from Valassis



[Valassis.com/ANAuplevel](https://valassis.com/ANAuplevel)



THANK
YOU