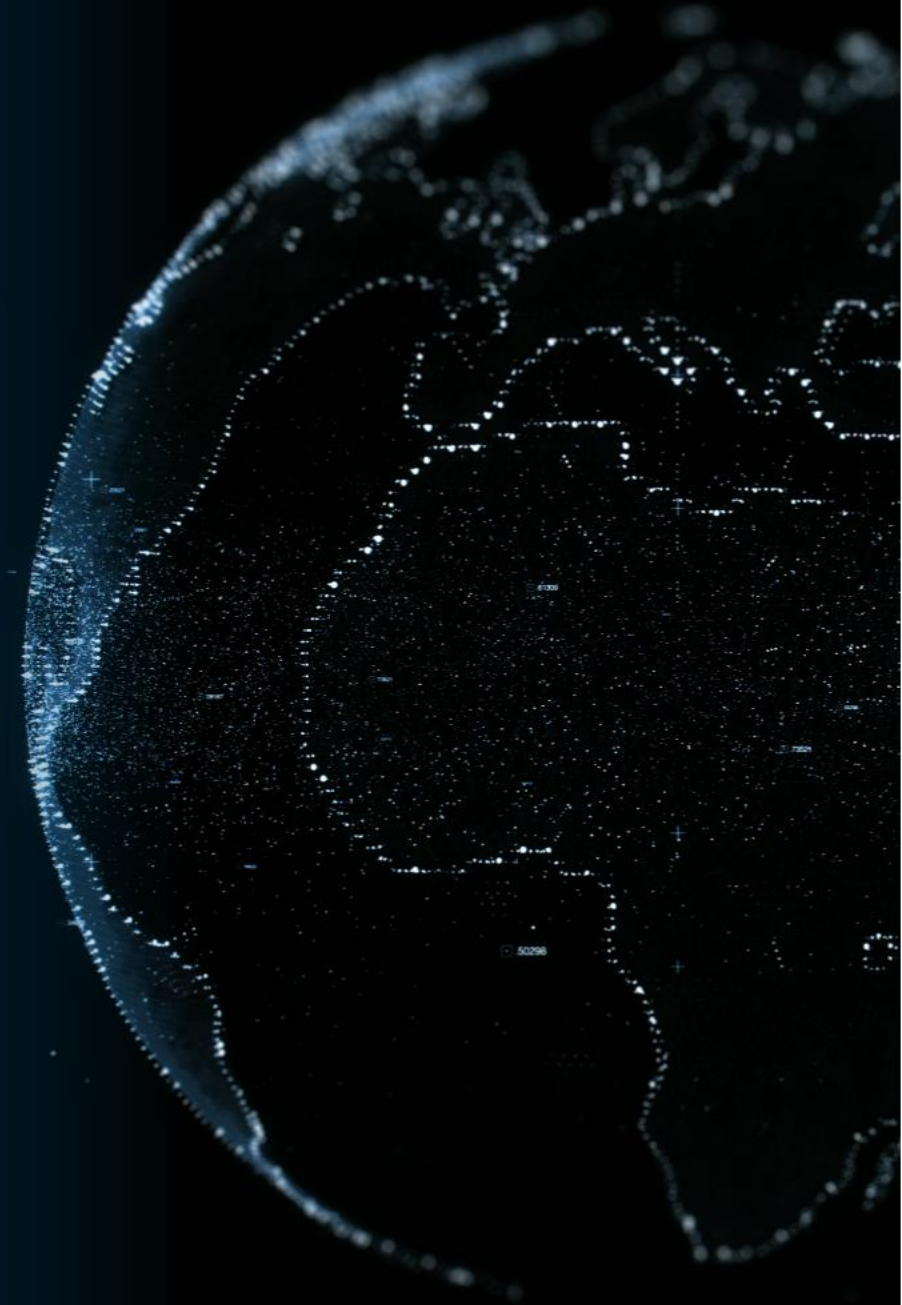


REVIEW GENERATION OVERVIEW



VALUE OF REVIEWS:

HOW DO YOU GENERATE REVIEWS AND INFLUENCE BEHAVIOR EFFECTIVELY?

70%

OF CONSUMERS TRUST INFLUENCERS MORE THAN TRADITIONAL ADVERTISING

98%

OF CONSUMERS SEE REVIEWS AS AN INTEGRAL PART OF DECISION MAKING

82%

OF CONSUMERS PURCHASE MORE OF THE SAME PRODUCT BASED ON INFLUENCER RECOMMENDATIONS

FULL FUNNEL REVIEW GENERATION APPROACH

FOUR STEP PROCESS

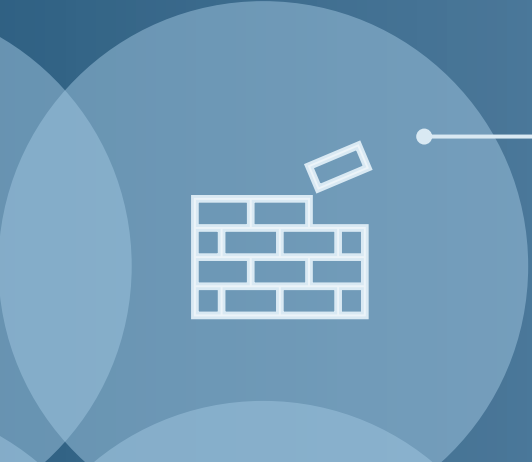
STEP 1

Influence Customer Behavior



STEP 2

Generate Customer Feedback



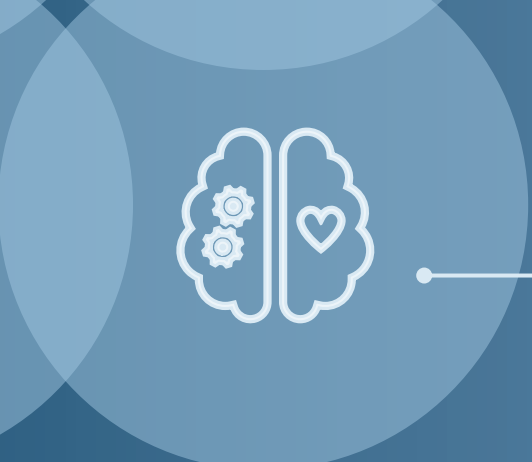
STEP 4

Modify Marketing or Product Based on Consumer Feedback



STEP 3

Analyze Consumer Sentiment



REVIEW GENERATION TACTICS

OUR EXPERTISE LIES IN OPTIMIZING AND LEVERAGING INFLUENCERS AND SOCIAL TRAFFIC TO RETAILER.COM FOR OUTSTANDING GROWTH.

ORGANIC REVIEWS

- Customers buy products and organically go to Retailer.com or DTC sites and leave reviews without any prompt

REQUESTED REVIEWS

- Customers buy products and are then prompted via Email, SMS, or other mechanism to leave a review

PRODUCT INSERTS

- Place Inserts or QR codes into product packaging that drives Customers to a landing page to provide further information and increase likelihood of Reviews

SYNDICATED REVIEWS

- Utilizing BazarreVoice or PowerReviews to syndicate DTC reviews across Retailer.com Platforms

RETAILER OWNED

- Programs like Amazon Vine and Hey, Bullseye (Target) where brands pay a fee to Retailers to have Customers try products and have an option to leave Reviews

PRODUCT SAMPLING

- Provide products for free or request people to purchase products and leave honest feedback

INFLUENCERS

- Provide products for free or request Influencers to purchase products and leave honest feedback

CONTESTS/GIVEAWAYS

- Encourage Customers to leave a Review/Email for a chance to be entered into a Giveaway

OTHER

- Respond to both positive and negative reviews to demonstrate that the Brand values customer feedback
- Host a “Review Drive” to give Customers the chance to be featured with the brand if they are selected
- Utilize Education Content that drives additional value to Customers which makes them more likely to leave a Review

RETAILER INFLUENCER PROPOSAL:

BRAND NAME HERE



4-6 WEEK PROGRAM

We approve every single piece of content and make sure it is aligned with the brand's request.



101+ REVIEWS

Incremental reviews to established credibility and jumpstart the Amazon flywheel allowing for traffic and conversion increase.



35 PCS UGC CONTENT

Selected Relevant Influencers across TikTok and Amazon Shoppable Videos, all of which will direct audiences to the Amazon listing.



300 PCS UGC CONTENT

User Generated Content with rights to reuse and repurpose across various marketing channels.



INFLUENCER PACKAGE TOTAL COST:

\$21,700

*The package offer includes the price of all product bought by influencer on Amazon.com

BRAND NAME HERE - AMAZON

Product Name	Name Here
Product Price	\$25

SOCIAL REVIEWS BY CHANNEL

TikTok	25	
Amazon Shoppable Videos	10	
UGC Photos	300	
TOTAL	335	335
Review Conversion Rate (30% of total)	510	101

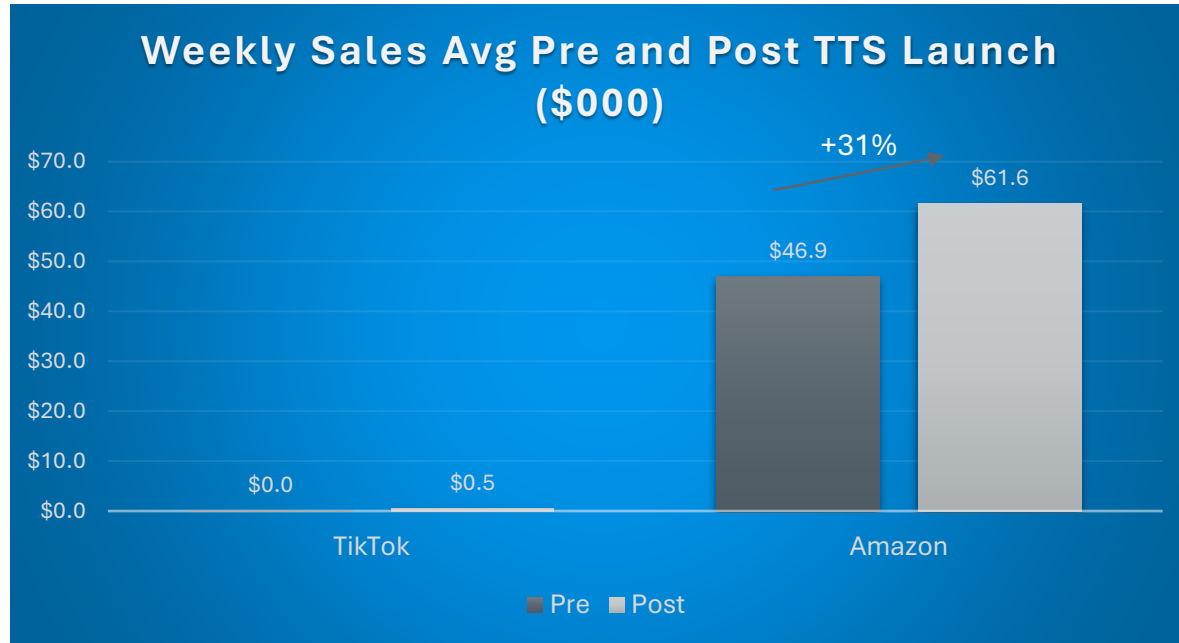
CAMPAIGN COSTS	\$/ACTION	COST
Set Up & Mgt Fee		\$1,000
TikTok	\$95	\$2,375
Amazon Shoppable Videos	\$95	\$950
UGC Photos	\$30	\$9,000
Product Cost Refunded		\$8,375
TOTAL:		
<i>Gross Campaign Cost (to be invoiced)</i>		\$21,700
		\$21,700

REVIEW GENERATION TACTIC IMPACT

TACTIC	COST	TOOLS/EXPERTISE REQUIRED	IMPACT	EFFORT
Organic Reviews	\$0	None	Low	None
Request Reviews	\$500-\$5,000/month	Email Provider, SMS Provider, etc.	Medium	Medium Low
Product Inserts	\$500.month + Cost of Inserts	Wholesale, 3PL Involvement, Printer Involvement	Medium/High	Medium
Syndicated Reviews	\$5,000/month+	BazarreVoice, PowerReviews	Depends on Current Review Count	Low
Retailer Owned	~\$60/review	Retailer Specific	Medium as it is limited	Low
Product Sampling	~\$10/review	MPG or MPG like Offering	Medium High	High
Influencers	~\$90/review	MPG or MPG like Offering	High	High
Contests/Giveaways	Varies	Social Agency or Owned Social Manager	Depends on Size and Scope	High
Other	Varies	Varies	Depends	Varies

- Varies based on number of reviews needed, number of items involved, and number of Retailers involved
- MPG recommends executing against all of these in 2025 and beyond
- Need a better understanding of what is being done today and budget to provide better scope

Shameless Pets



- Total incremental sales **\$147K** (10 weeks post TTS launch)
- Amazon sales grow 31% after the launch of TikTok Shop





THANK YOU!