



Influencer Video Delivers Holiday Results



Holiday is the busiest shopping season of the year and partnering with influencers is the best way to break through the clutter and spread the word about the latest and greatest products you are promoting.

With gen.video's deep influencer relationships, seamless retail syndication and tracking services, holiday campaigns can be one less thing you need to worry about this season!

Why it matters:

~30% lift in conversion rate when video is watched on retail product pages

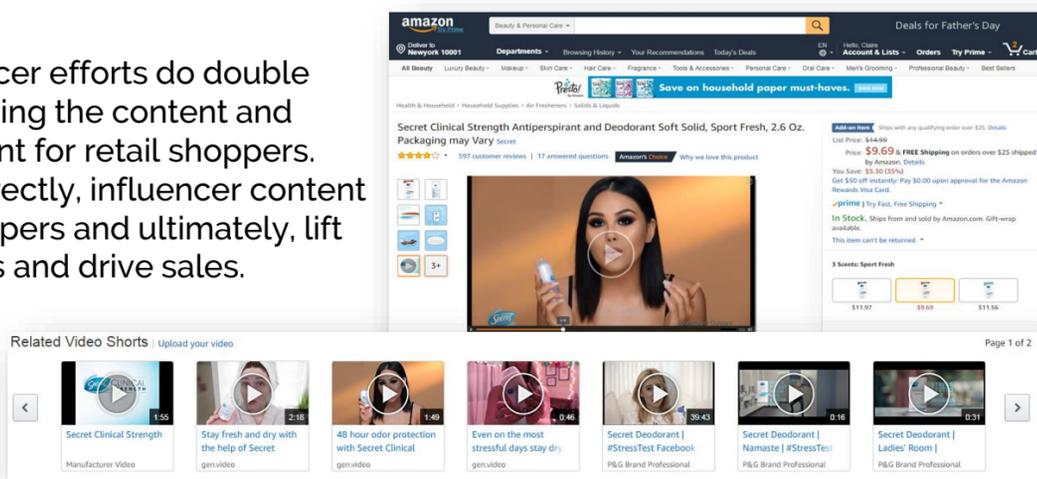
90% of social media users were influenced to make a purchase after seeing it on social

79% of shoppers are willing to spend more after watching an influencer video

Lift Conversion Rates with Influencer Video



Let your influencer efforts do double duty by leveraging the content and making it relevant for retail shoppers. When done correctly, influencer content can inform shoppers and ultimately, lift conversion rates and drive sales.



What You Get

- YouTube Influencer(s) reaching 500K+ subscribers
- Estimating 50K views and 5000 visits to Amazon
- Amazon product pages optimized with influencer video
- Include any Deal-of-day or promo code messaging into influencer posts
- Additional social ad (:07-:15) for paid social
- Rights for broad media and owned usage for 12-months

Packages start at \$25K

Deadline: October 15, 2018

Holiday Content Thought-Starters

Prep Your Home for the Holidays

With friends and families flying in from around the world to celebrate the holidays, it's time to clean and prep your house to make sure it's in tip top shape for your guests.

Partner with influencers that specialize in DIY, organization or home décor to bring paper goods and cleaning supplies to the homes of their subscribers.



[Clean My Space](#)

The Holiday Hostess with the Mostest

Host the holiday party everyone wants to secure an invite to. Delicious food, tasty drinks surrounded by friends and family – there is no better way to enjoy the merriment of the season.

Put your drinks, ingredients and kitchen appliances at the forefront of collaborations with food enthusiasts and mixologists to highlight how their parties just wouldn't be the same without it.



[Byron Talbott](#)

Stocking Stuffers For the Whole Family

The little sweets and treats we find in our stockings on Christmas morning can often be the best part of the day. And your brand can be a part of it.

Collaborate with families to discuss what they are putting in their loved ones' stockings this year – from makeup to grooming to candy.



[This Gathered Nest](#)

The Toys on Everyone's Christmas List

Whether it's the latest tech gadget for dad or the must have doll for your daughter, you want to make sure you buy the product that's at the top of their list.

Partner with tech enthusiasts and toy lovers to talk about the must-have gadgets and gizmos they are obsessing over this year and why you will too.



[Austin Evans](#)