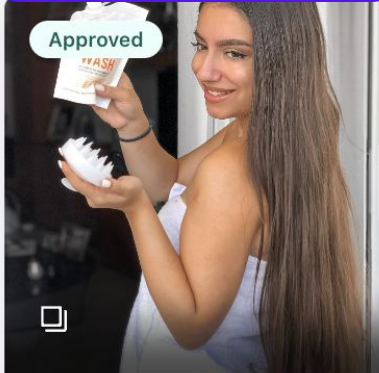


Beauty Brand

Content ROI Deep Dive

Your LoudCrowd Program has an ROI of 6.3x

Ambassadors



emmaktl

Impressions
8.24k

Eng. Rate
6.93%

1 month ago

3.53M
Impressions

\$16k
Tech + Reward Costs

\$4.53 ↓ \$45.50
vs. Influencer CPM

Ambassador CPM
Your ambassador CPM is 11x more effective than the average influencer CPM of \$50

Time Investment
70 Days

Platform + Reward Spend
\$16,434

Earned Media Value
\$105,000

Increased Spend & Attribution
\$\$\$

ROI
6.3x

Your return on your LoudCrowd investment is 6.3x, meaning you are getting 6.3x the marketing value out of your customers than you would have with influencers