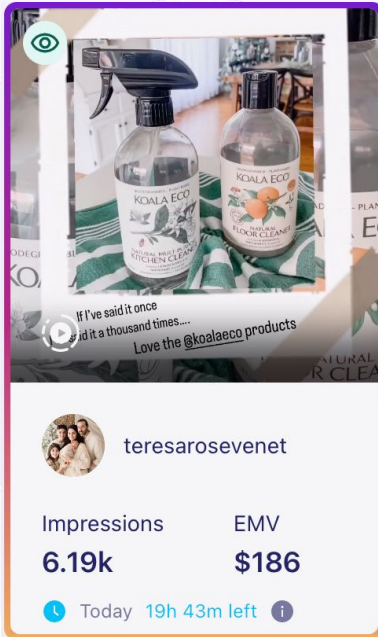


Consumer Products Brand Content ROI Deep Dive

Your LoudCrowd Program has an ROI of 7.5x

Ambassadors



3.1M
Impressions

\$17.3K
Tech + Reward Costs

\$5.64
Ambassador CPM
Your ambassador code redemption rate is above average.

Time Investment
70 Days

Platform + Reward Spend
\$17,290

Earned Media Value
\$91,713

Code Redemption Rate
27.2%

ROI
7.5x

Your return on your LoudCrowd investment is 7.5x, meaning you are getting 7.5x the marketing value out of your customers than you would have with influencers