

Beauty Brand

Program ROI Deep Dive

Your LoudCrowd Program has an ROI of 17x

Ambassadors

9.95M
Impressions

\$17k
Tech + Reward Costs

\$1.70 ↓ \$48.30
vs. Influencer CPM

Ambassador CPM
Your ambassador CPM is 29x more effective than the average influencer CPM of \$50

Time Investment

47 Days

Platform + Reward Spend

\$17,000

Earned Media Value

\$298,000

Increased Spend & Attribution

\$1,000

ROI
17x

Your return on your LoudCrowd investment is 8x, meaning you are getting 8x the marketing value out of your customers than you would have with influencers