



LTK WHITEPAPER:

The power of Creator Marketing for Retail Media Networks



Creator Guided Shopping

The **#1** tech-enabled power partner for Creator Guided Shopping with **millions of monthly shoppers** driving **billions in trackable sales** through the **largest Curated Creator community**, LTK Benchmark™ with **12-years of Creator data**, proprietary insights, and unparalleled consulting.

LTK by the numbers

20 million monthly shoppers

50 NPS Score from customers

\$3.6 billion in annual brand sales

#1 in Consideration & Preference by Martech Record
2023 Industry Survey

#1 Largest Curated Creator
community

12 years of data and insights to
optimize engagement

Top Ranking by
Influencer Marketing Hub,
G2 and Capterra

5-star rated Creator Guided
Shopping App

Millions of LTK Creator posts
ongoing

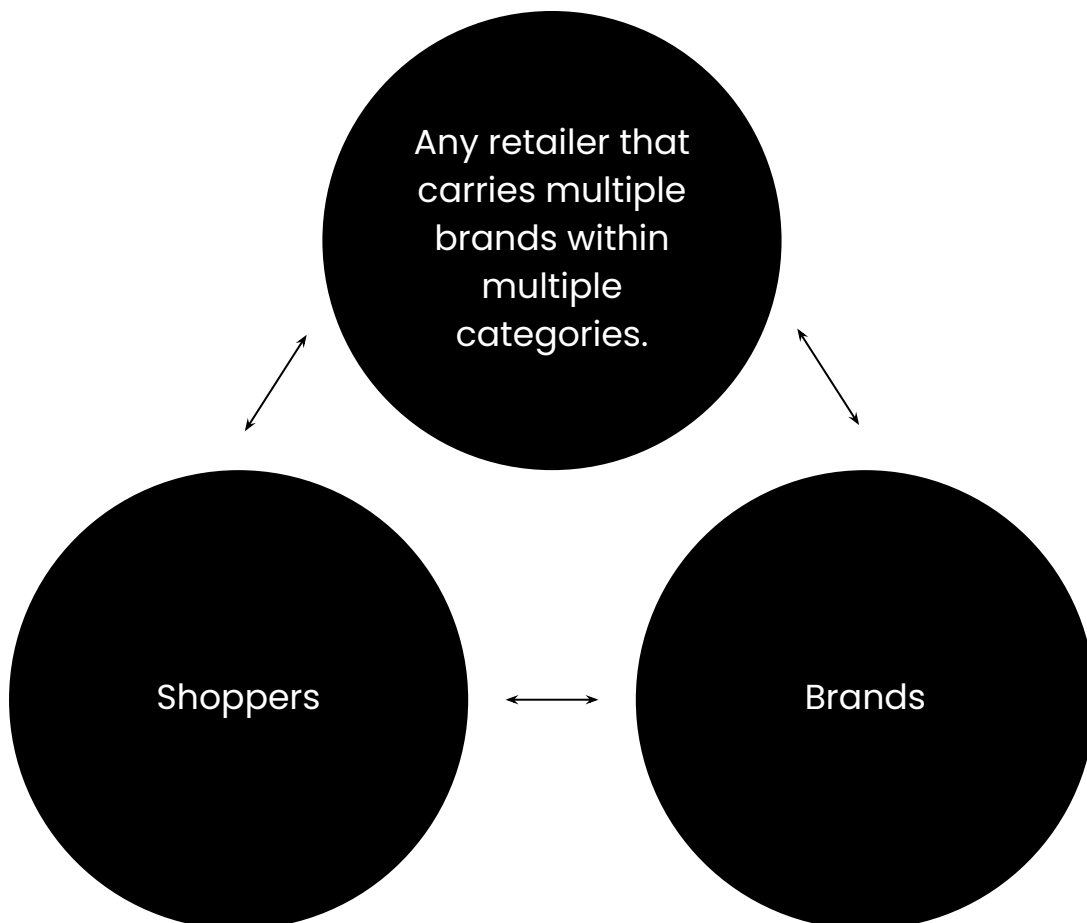
Defining Retail Media Networks and their Future

(RMN): An advertising infrastructure offered by a retail company for brands to enroll and market their products using co-op funds to achieve KPIs. Advertising infrastructure may offer a variety of marketing channels, including influencer marketing.



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Who are the key players in RMN?



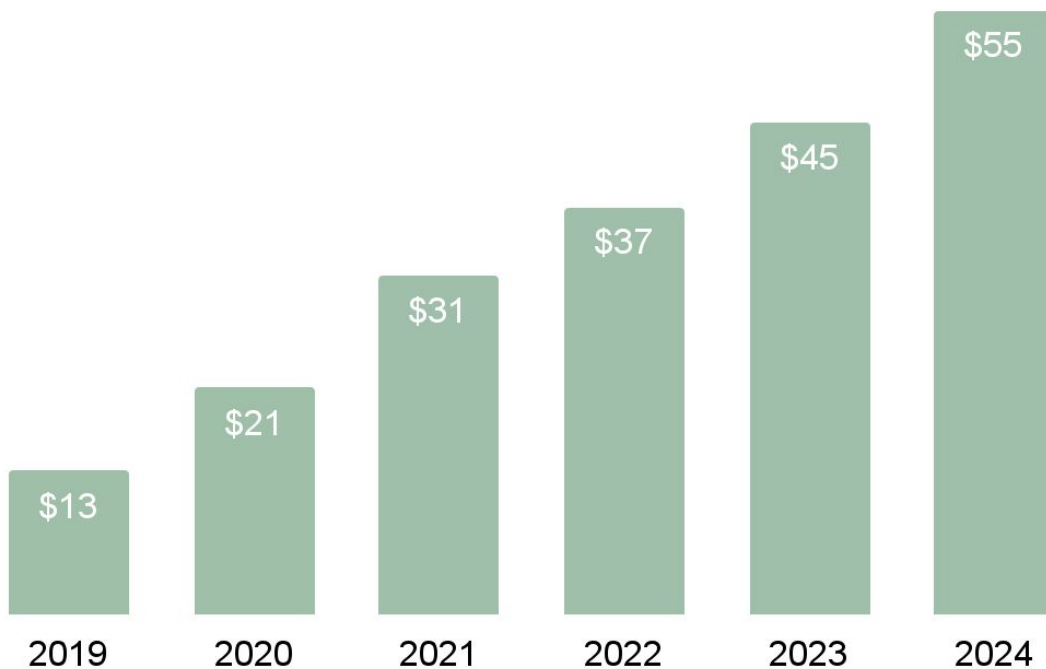
"Retail media is digital advertising's third big wave after search and social – and it's destined to eventually be the *biggest*."

Andrew Lipsman – Principal Analyst eMarketer

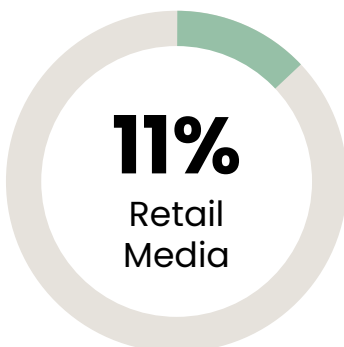
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Retail media, the next big opportunity

US Digital Retail Media Ad Spending, in Billions



Source: Insider Intelligence, Retail Media 2023 Report, March 2023



Retail media share of global ad spending, 2022

Retail media already represents 11% of total ad spend, 18% of digital ad spend, and is growing fast.

WPP / Group M

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Retail Media Research Report Q4 2022

Most important benefits to retailers and brands:

- 01 Closer relationship with retailers.
- 02 Creative services.
- 03 Access to owned and operated media/properties.
- 04 First-party sales data.
- 05 Personalization opportunities through creative.
- 06 Better shopping experience.
- 07 Closed loop reporting.



Creators check the box for each of these benefits.

**Merkel Study conducted Q3 2022*

Retail Media Research Report Q4 2022

Retail Media Networks priority / focus:

01 Innovation

Introducing new ad products and being competitive vs. other networks.

02 Layered approach to tech

Work with multiple partners to meet tech needs vs. one platform.

03 Data monetization and insights offered as stand alone products

Brands and their agencies have been successful in getting more access to reporting data decoupled from ad spend.

04 Retail media definition is expanding

Digital innovation out of store and in-store.

**Merkel Study conducted Q3 2022*

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Why Creator marketing?



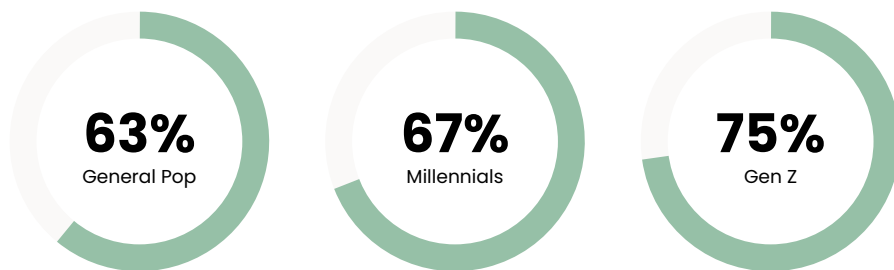
Creators are trusted more than ads and celebrities by Gen Z and Millennials*.

**LTK 2023 Consumer Study, March 2023*

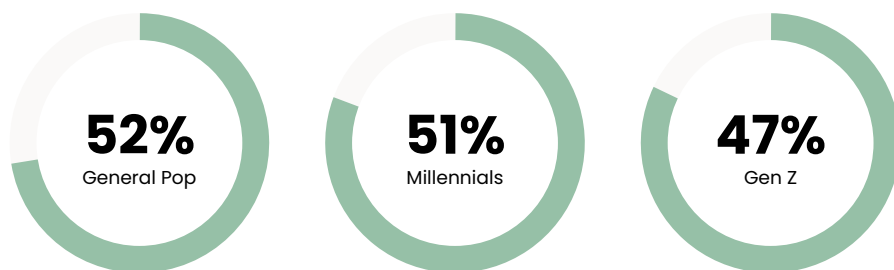
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The influencer marketing movement

All generations are shopping from creators online



And also shopping at Multi-Brand Retailers



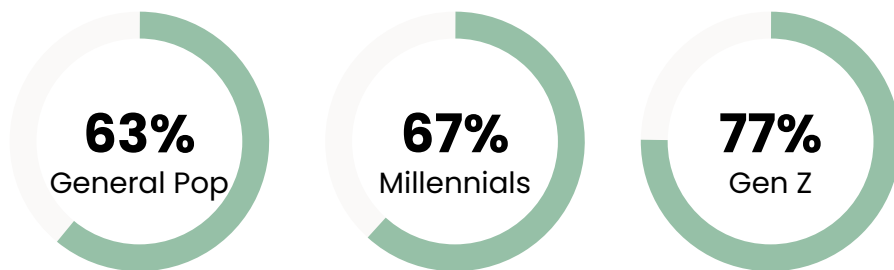
Most consumers are influenced to shop based on what they see on social media.

Source: LTK National Shopper Study March 2023

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The influencer marketing movement

Creators drive shoppers in-store too



Percentage of people who have ever shopped in-store from creator recommendations

Source: LTK National Shopper Study March 2023

Impacting brand selection

Top CPG product categories for creator-based brand switching:

01 Food

02 Personal Care

03 Beverage

04 Laundry

05 Beauty

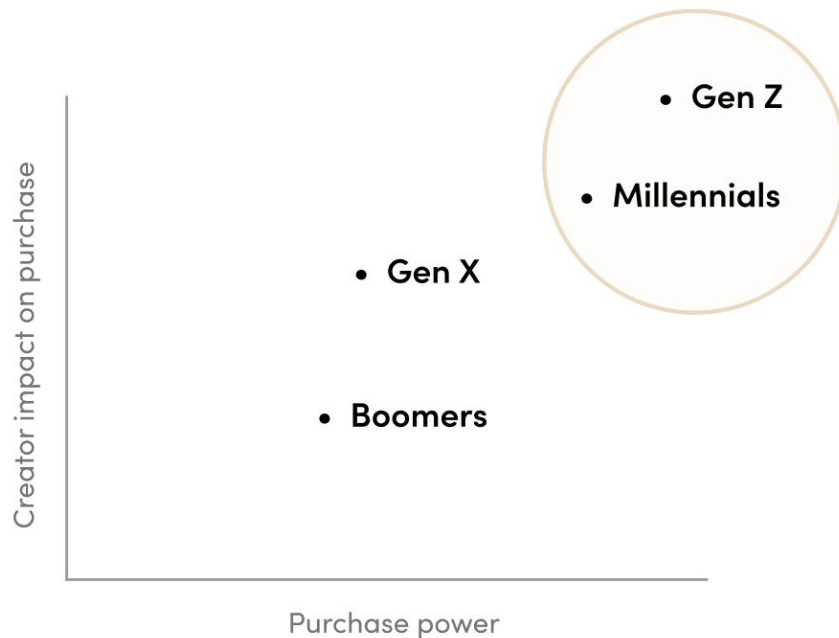
50% have switched their go-to brand for a product because of creator recommendations

37% have shopped at a new retail store because they saw a creator post about an item at that store

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Gen Z and Millennials least impacted by inflation

They are also most engaged with Creator Commerce™.



Inflation impact on buying power from past six months:

MOST IMPACTED

→ Households with less than \$50K income.

LOW IMPACT

→ Millennials and households with more than \$100K income.

MOST IMPROVED

→ Gen Z buying power.

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Understanding the shopper

LTK curated creators are lifestyle creators linking to multiple categories daily.

Top-shopped categories from Creators by generation*:

	TOP 10 CATEGORIES General Population	TOP 10 CATEGORIES Millennials	TOP 10 CATEGORIES Gen Z
01	Beauty/Personal Care	Beauty/Personal Care	Beauty/Personal Care
02	Clothes, Shoes & Accs.	Clothes, Shoes & Accs.	Clothes, Shoes & Accs.
03	Electronics	Electronics	Electronics
04	Cleaning Supplies	Video Games	Entertainment
05	All Natural & Organic	Cleaning Supplies	Cleaning Supplies
06	Grocery	All Natural & Organic	Video Games
07	Beer, Wine & Spirits	Baby	Gifts
08	Movies, Music & Books	Grocery	All Natural & Organic
09	Video Games	Beer, Wine & Spirits	Beer, Wine & Spirits
10	Health & Wellness	Movies, Music & Books	Movies, Music & Books

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The LTK difference for Retail Media

LTK offers a streamlined and trackable Retail Media Network influencer marketing solution, designed to increase loyalty and expand market share among targeted shoppers while also growing relationships between retailers and brands.

Our streamlined solution is designed to help retailers:



Scale

retailer brand presence and consumer consideration among targeted shoppers.



Monetize

first-party data.



Grow

relationships with key vendors.



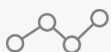
Extend

performance beyond the duration of a campaign with LTK Organic Linking and in the LTK app.



Be flexible

Turnkey with ability to scale up for peak consumer shopping moments and seasonality.



Measure

best-in-class reporting and insights from casting to post-campaign reporting.



Compete

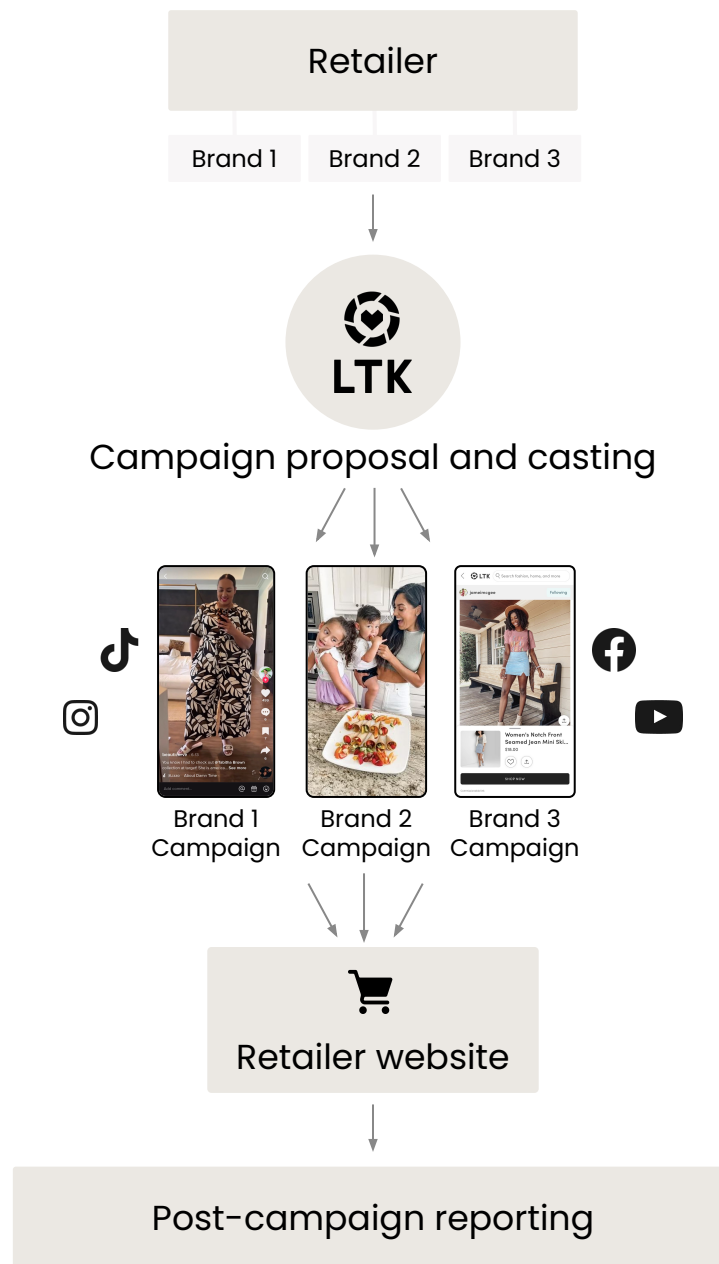
Stay competitive and secure Creator linking market share, while providing innovative solutions to brand partners.

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LTK RMN™

How it works: overview

A streamlined and scalable solution for monetizing your data and expanding market share while growing relationships with key vendor brands.

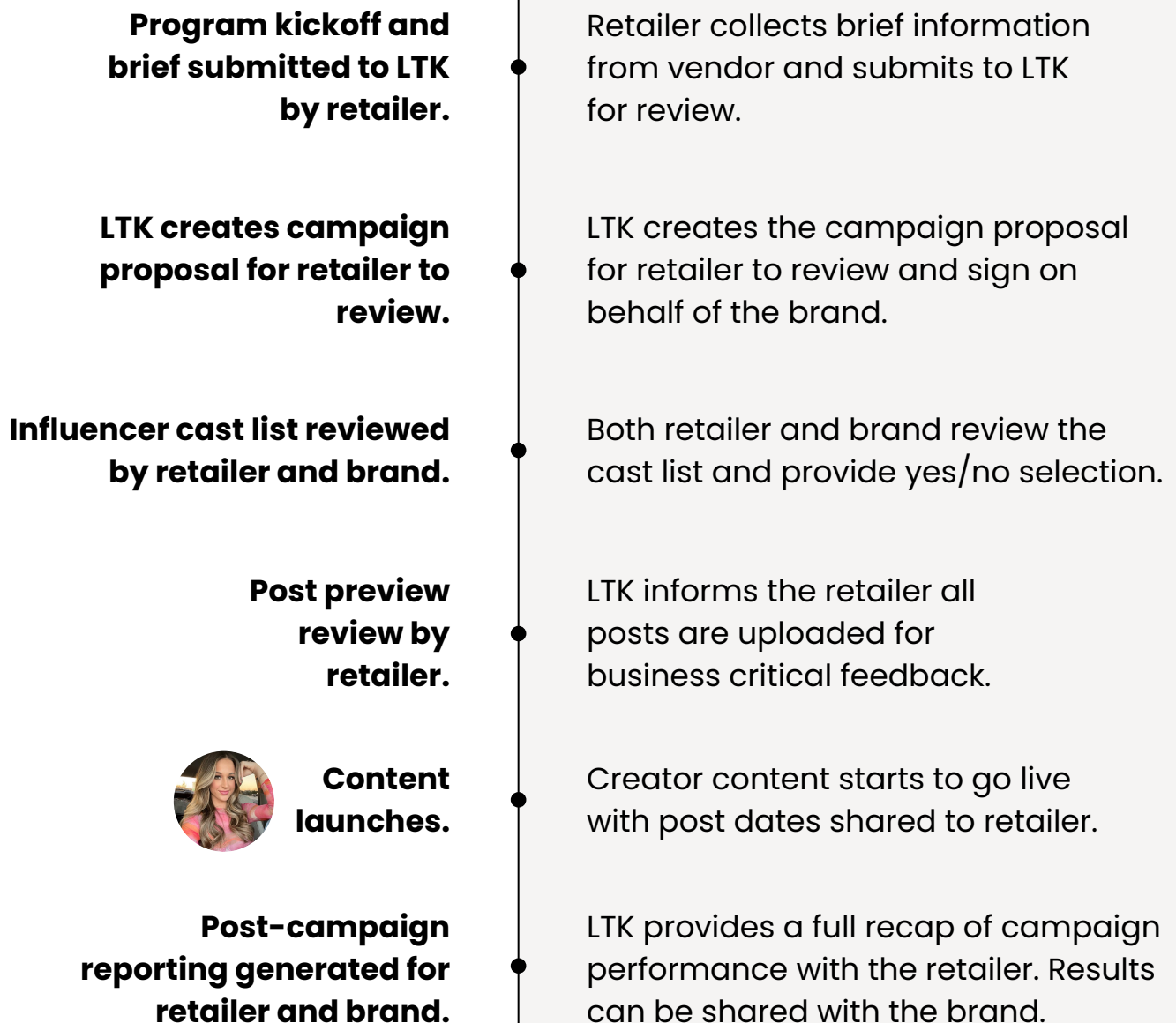


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LTK RMN™

How it works: campaign process

Example campaign process designed for scale:



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LTK RMN™

Data-driven influencer campaigns

With 12+ years of historical proprietary data, we take the guesswork out of Creator marketing and provide insights showcasing your retail media program performance.

LTK uses proprietary data to:

- Cast smarter and efficiently.
- Negotiate the best Creator rates.
- Tailor brands channel obligations based on past Creator performance.

Example data LTK provides:

Impressions

Engagement

Sales

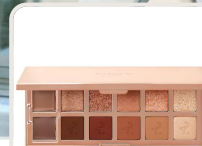
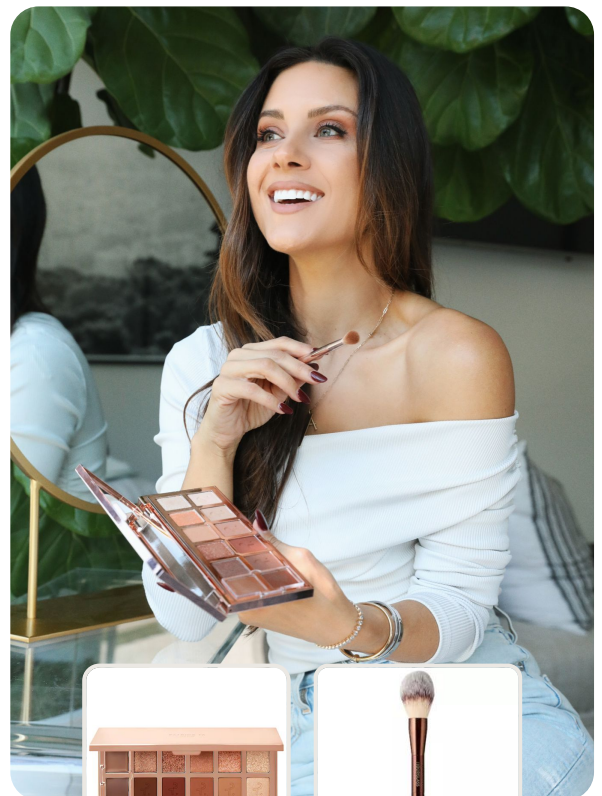
Number of Creators
driving traffic

Traffic/Clicks

Average Order
Value

Number of Creators
driving revenue

Full funnel
Creator-
level data



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LTK Creator Guided Shopping

Driving and measuring sales through LTK

LTK, the #1 tech-enabled power partner for Creator Guided Shopping, has 20M+ monthly shoppers driving \$3.6B in trackable sales for clients last year through its curated creator community, LTK Benchmark™. This offers 12 years of Creator data, proprietary insights, and unparalleled consulting.

20M+ monthly shoppers.

\$3.6B+ in annual trackable sales.

5 star rated shopping app.

6,000 brands on LTK platform.

Hundreds of thousands LTK curated Creators.

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Best practices for Creator Commerce™

- **Benchmarking strategy** for best approach and differentiation.
- **Always-on approach vs. one-off** or seasonal campaigns.
- **Competitive commission rates.**
- **Creator strategy** to help grow Creator base.
- Strive for **short-form video content.**
- Surround campaign with **ads & media boosting.**
- **Special events** (LTKCon, Creator events, gifting).
- **Search products and trends in-app.**
- **Diversify product selection.**



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Additional partnership opportunities

To expand reach and performance of authentic Creator content.

LTK Boost™

New offering to reach incremental consumers with LTK. Scale campaign results with ads that elevate your Creator collaborations. LTK boosts campaign content from the Creator's handle for a more organic consumer experience.

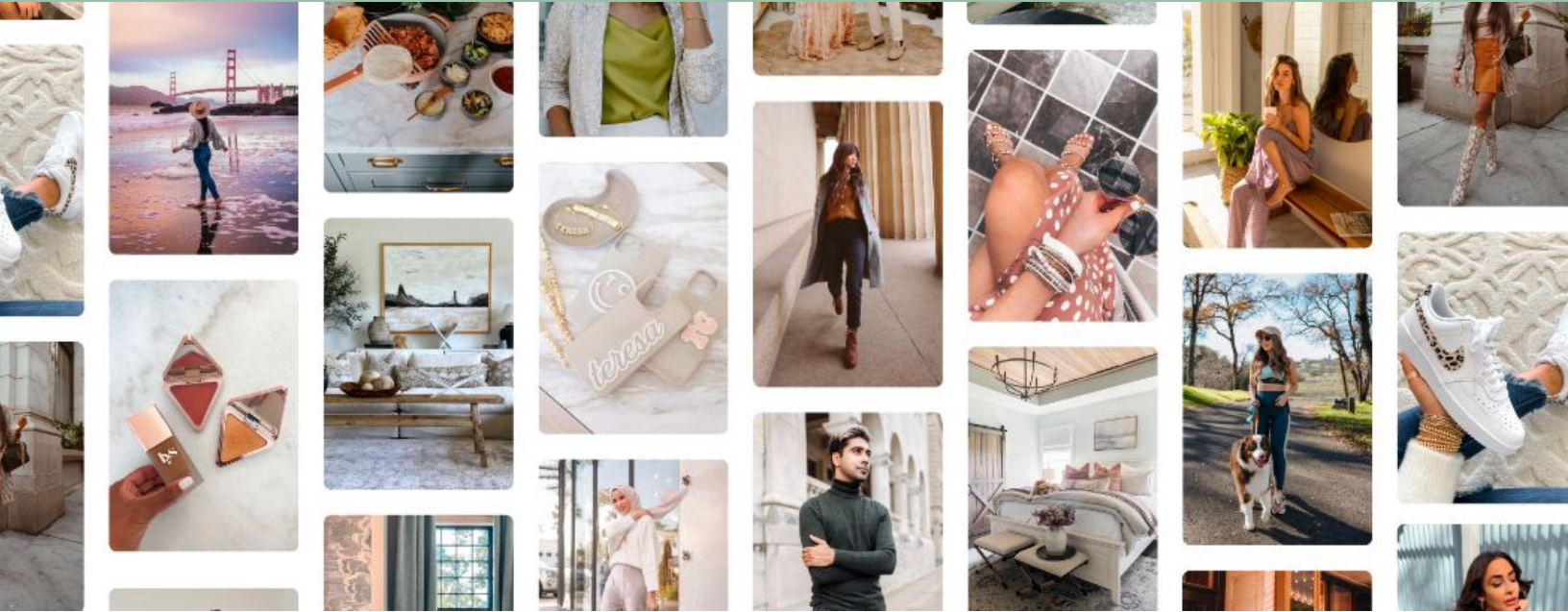
LTK Ad Placements

Work with the LTK marketing team to customize packages for specific moments of the year, (promotion, seasonal launch) to get awareness out to the broader Creator network. Plus, amplify campaign content to reach more consumers.

LTK Insights™

Partner with LTK Insights to secure a variety of incremental reporting including benchmarking. LTK's benchmarking report will help your brand inform spend decisions and growth strategy.

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A Retail Media Network investment should be an incremental strategy to your brand or retailers' marketing plans to maintain a balance of building individual brand equity with growth of sales.

Partner with LTK for an always-on approach to retain and grow market share, and be a leader in the Creator marketing industry.



Creator Guided Shopping™

Thank you!

Contact us

hello@rewardstyle.com