

3

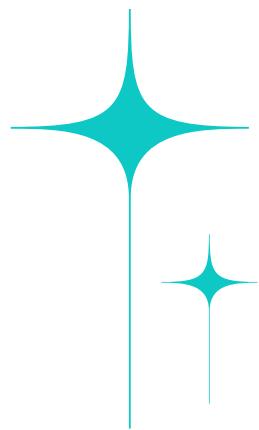
EFFECTIVE STRATEGIES

For crafting
consumable
digital content



#PERCEPTION2PREFORMANCE





KEEP MOBILE-FIRST STRATEGIES FOR OPTIMIZING USER EXPERIENCE

Investing In User experience design can increase conversion rates by **400%**.

Source: Forrester Consulting

#PERCEPTION2PREFORMANCE



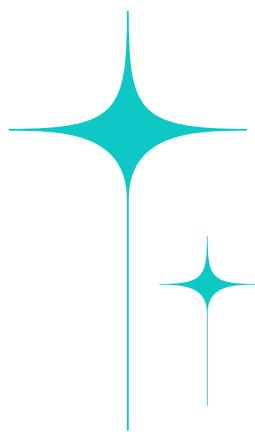
2

USE INFLUENCE, BUILD TRUST, GROW COMMUNITIES

40% of Gen Z and Millennials are influenced more by being part of a community of followers of a creator/brand than by reviewing on a shopping site.

Source: Deloitte Report(2023)

#PERCEPTION2PREFORMANCE



3

PERSONALIZATION UNLOCKS UNIQUE CUSTOMER JOURNEY

50% of Gen Z and Millennials prefers user-generated videos that are personalized, interactive, and costless to streaming video services.

Source: Deloitte Report(2023)

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