

# MAGICLINKS

DISRUPTING THE WAY BRANDS THINK ABOUT INFLUENCERS

## VIDEO INFLUENCER CAMPAIGNS

Casting 3<sup>rd</sup>+ 4<sup>th</sup> Quarters

Limited early bird holiday packages available<sup>1</sup>. All Q4 campaigns must sign by Oct 15.

CLICK TO VIEW OUR WORK



### Measurable

Influencer Campaign ROI, averaging 3:1 (+ Full OmniChannel 10:1)



### 100% Transparency

into influencer-specific sales results



### Leaders in Video

195k YouTube Videos launched & counting...

MAGICLINKS' MATCH INTELLIGENCE™ AI UTILIZES 5 YEARS + \$750M OF TRANSACTION DATA TO CAST VIDEO INFLUENCERS 22X BETTER AT DRIVING SALES FOR YOUR BRAND.

### GO BASIC

### GO MEDIUM

### GO BIG

# of Influencer Videos



10 - 20

12 - 30

30 +

Option to include

In-store, Experiential

Brand Ambassadors  
Original Content  
All-inclusive Content Rights  
Media Boost

Duration

1-2 Months

1-4 Months

1-9 Months

Reach

3-5M

5-12M

10M+

Customer Visits

50k-100k

80k-300k

250k+

Network Acceleration  
Placements<sup>4</sup>

Two

Three

Six

Flat Fee<sup>5</sup>

\$40k-50k

\$50k-100k

\$100k+

# MAGICLINKS

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## Key features included:

MagicLinks **Match Intelligence™ AI**<sup>2</sup>  
Dedicated MagicLinks Talent Team  
Negotiated Discounted Influencer Sponsorship Fees  
Campaign Creative Consulting  
MagicLinks **Retailer Portal Access**<sup>3</sup>  
FTC Guidelines Management  
Content Usage Rights Consulting & Negotiating  
Paid Media Boost Options

## NOTES:

- <sup>1</sup> Pre-book your holiday campaign for videos live in peak Nov/Dec. Offer available to *qualified brands* with honored 3Q pricing if confirmed by Sept 15.
- <sup>2</sup> Proprietary 5-yr historical sales data across 18,000 Video Influencers & 3,500 retailers
- <sup>3</sup> Real-time sales and social metrics down to the individual influencer level
- <sup>4</sup> Editorials to ignite organic content production via MagicLinks 18,000 Influencers
- <sup>5</sup> Price exclusive of gifted product and performance pay requirements (MagicLinks Retailer Rating > 3.5 required for campaign consideration)

195K

Videos



750M

Sales



21B

Views



950M

Reach

