



MEDIA KIT

 **BlogHer**
Life well said



WELCOME!

An introduction to the InfluenceHer 360 Platform

Our Guarantee: Engagement and Accountability

Platform Features and Content Products

Case Studies

Nielsen Study of BlogHer Online Brand Engagement

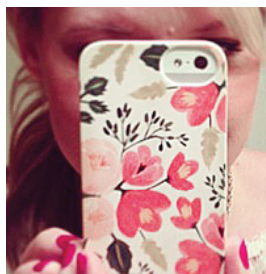
How to Contact Us

BlogHer Today

60
MILLION
women
on blogs



40
MILLION
fans &
followers



BUSINESS
& TECH



LIFESTYLE



BEAUTY
& STYLE



FOOD



FAMILY



DIY



HEALTH &
WELLNESS

Our scalable technology platform guarantees engagement and sharing on behalf of your brand.

Introducing InfluenceHer 360

WE CREATE

Influencers develop and distribute custom content based on performance benchmarks and brand preferences.

WE AMPLIFY

BlogHer ignites social conversations with quality content targeted across platforms – from digital advertising to word-of-mouth.

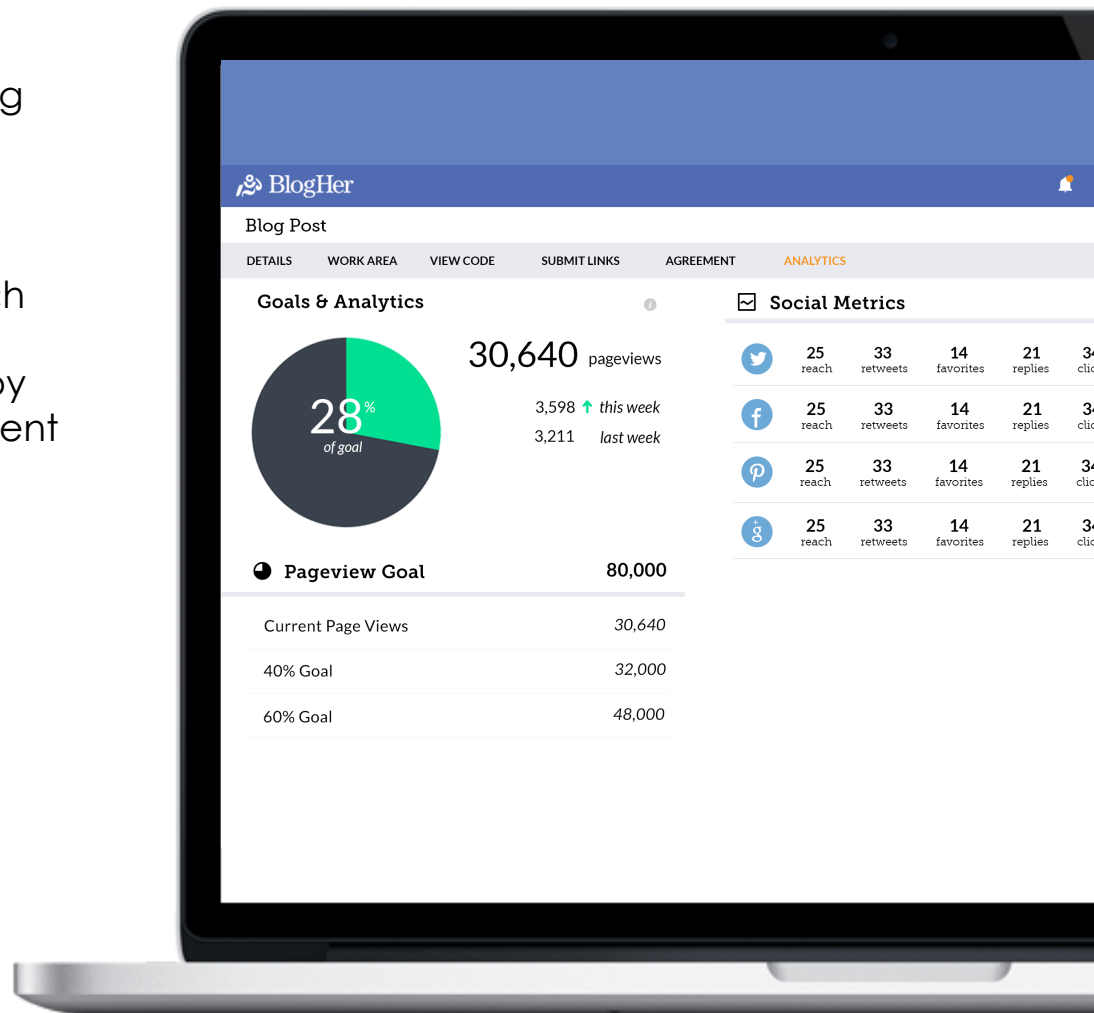
WE DELIVER

BlogHer guarantees user engagement for each campaign and tracks all activity in a proprietary, real-time interface, verified by third-party performance data. Our platform delivers insights to invest back into your marketing strategy.



Accountability: Our Guarantee

- BlogHer creates content with a storytelling focus, based on our unique community knowledge and predictive insights for social sharing.
- We guarantee user engagement for each campaign and track all activity in a proprietary, real-time interface, verified by third-party performance data. Engagement is any measurable consumer interaction with the brand message, including:
 - ✓ Pageviews of sponsored posts
 - ✓ Comments on blog and social posts
 - ✓ All Paid and Earned social shares
 - ✓ Engagements with brand links
 - ✓ Video views
 - ✓ Expansions of content ad units
 - ✓ Sweepstakes entries
 - ✓ Likes of social posts
 - ✓ Content downloads
- We use our scalable technology platform – InfluenceHer 360 – to automate content development, distribution, tracking, and billing.



Content Ecosystem Powered by InfluenceHer 360

CUSTOM CONTENT

- Premium Authentic Storytelling Solutions
- Evergreen Brand Ambassador Programs
- Sponsored Native Content Concepts
- Product Launch Promotions
- Content Licensing & Ownership Abilities
- Content Distribution at Scale

ENGAGEMENT ANALYTICS

- Predictive Brand Engagement Guarantees
- Private BlogHer Marketplace Data
- Custom Audience Targeting
- Real-time Optimization Technology
- On Demand Data Reporting

SOCIAL AMPLIFICATION

- Custom Content Amplification
- Custom Live Events
- Social Content Sharing Solutions
- Focus Group Development
- Product Sampling Opportunities



NATIVE MEDIA SOLUTIONS

- Desktop Native Display Products
- Multiple Video Solutions
- Premium Mobile Extensions
- High Brand Impact Solutions
- Social Promotion Brand Opportunities
- Branded/Premium Content Extensions
- Programmatic/Private
- Marketplace Development

InfluenceHer 360 Product Features

INFLUENCERS

On-demand user profiles include (and can be customized):

Sign-up process:

TOS, Edit guidelines
Social media profiles (APIs verify reach)
Blog, site URLs
Content topics, types
Personal data (Demographic, Geographic, 100+ Affinity tags)

Approval process:

Editorial approval process (tiered)
Recruiting screens and waitlist

Searchable on-site

content archive (text, video, photography, audio, illustration)

CONTENT

Automated platform manages all outreach:

One-to-many communication system for selecting, assigning, managing contributors

Project-specific assignment agreements (deadlines, content by medium, payments)

Centralized submission, editing, revision history, approval, final code

Internal-only group edit interface for batch content embed, editing, approval

Views customized by permission level

ANALYTICS

Tracks traffic and performance by influencer, content unit, social medium, initiative, brand and time period:

Automatic embeds of badges, tracking pixels, tags, video, photography, content, disclosures

Ability to customize reporting and pull date ranges across all reports and metrics

All data and reports are exportable into CSV/Excel files. System auto-generates PDFs and JPEGs for graphics.

24/7 Archive with 99+% up time

ADMINISTRATION

Tracks receivables and provides payment data for influencers:

Contributor profiles include current W-9 and payment info (PayPal, ACH records)

Archive of agreements (overall, work-for-hire assignments)

Tracks payments to contributors. Searchable by date range.

Accessible by individual influencer and internally by restricted permission level

The InfluenceHer 360 Platform

Our scalable technology platform is an end to end campaign management system that lets us select the best influencers, create custom campaigns that deliver, and measure performance in real time.

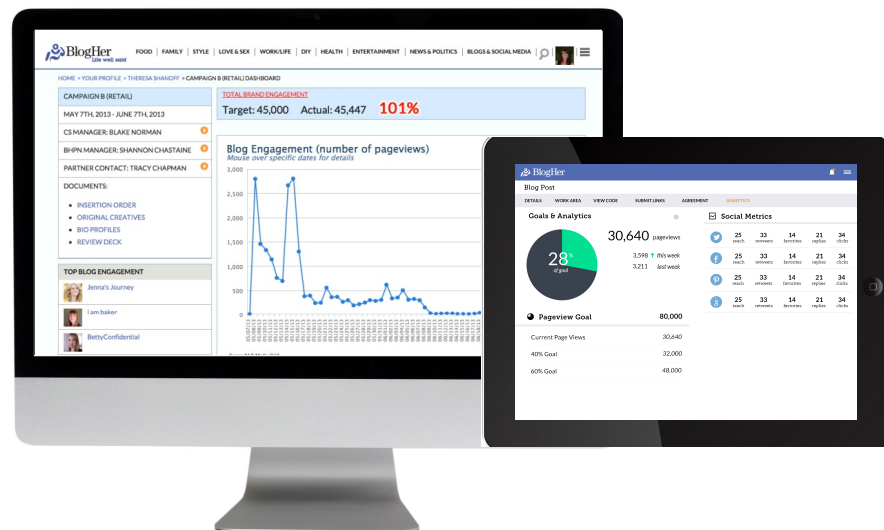
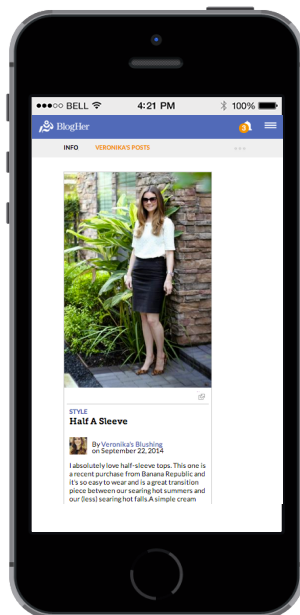
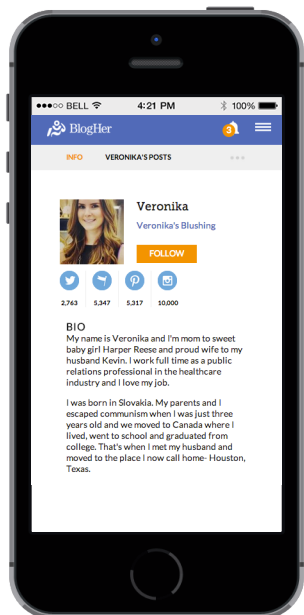


Influencer selection and profile management

Influencer communication, content creation at scale and social amplification

Realtime tracking of campaign performance and reporting

Payments, taxes, reporting and administrative functions.



Our Influencers share your brand with their readers – in the context of their lives. Content ranges from tightly integrated, such as reviews in which the bloggers experience the product firsthand, to loosely aligned, which are sponsored or "brought to you by" the brand. In all cases, the Influencer's voice is her own.



BlogHer controls the process, NOT the message.

The result is an authentic endorsement of your brand and maximum consumer engagement.



PROVEN RESULTS

Case Studies

Brand Lift – Awareness and Intent to Purchase

InfluenceHer in Action Case Study: Delivering Proven Results for a Top Retail Brand

Strategy

Launch a new celebrity product available exclusively at retailer with **custom posts and video**. Program included two video elements: custom videos by the Influencers and a special **Google Hangout** where Influencers were able to interview the celebrity.

PROGRAM GOALS

Guarantee 2mm branded engagements equating to a CPE below \$0.15.

Performance

Total Branded Engagements: 2.2mm

Cost Per Engagement: \$0.12

Total pageviews: **515,000**

Custom unit engagement: **1.6mm**

Total program comments: **2,000**

Direct clicks to sponsor site: **6,500**

Total program social shares:

1,658 tweets (with **5.5mm** impressions delivered)

11,000 Facebook likes/shares/comments (with **7mm** impressions delivered)

700 Pinterest pins (with **1.1mm** impressions delivered)

Guaranteed Media Impressions: **12mm**

Delivered Media Impressions: **13mm**

InfluenceHer in Action Case Study: Delivering Proven Results for a Top Appliance Brand

Strategy

Develop a compelling **custom video recipe series** to increase awareness, consideration and brand preference.

Amplify content and distribute video through custom Content Amplification Units.

PROGRAM GOALS

Guarantee 5mm branded engagements equating to a CPE less than \$0.10.

Estimated 3.8mm video plays

Performance

Total Branded Engagements: 6.8mm

Cost Per Engagement: \$0.07

Video Plays: 5,967,492 video plays

Total pageviews: **367,000**

Custom unit engagement: **6.4mm**

Total program comments: **5,000**

Direct clicks to sponsor site: **13,000**

Total program social shares:

1,258 tweets (with **1mm** impressions delivered)

1,260 Facebook likes/shares/comments (with **1mm** impressions delivered)

73,000 Pinterest pins (with **49mm** impressions delivered)

Guaranteed Media Impressions: **52mm**

Delivered Media Impressions: **55mm**

InfluenceHer in Action Case Study: Delivering Proven Results for a Top Food Company

Strategy

Recruit five influential food influencers to act as **Brand Ambassadors** over an extended period to engage their audience with the brand's message, encourage trial for both snacking and recipes, and develop content for the brand that could be used in an e-book. Program included a multi-day immersion event and two posts per month.

PROGRAM GOALS

Guarantee 700K branded engagements equating to a CPE below \$0.30

Generate robust content for e-book.

Performance

Total Branded Engagements: 737,093

Cost Per Engagement: \$0.28

Total pageviews: **335,524**

Custom unit engagement: **310,050**

Total program comments: **2,878**

Direct clicks to sponsor site: **14,480**

Total program social shares:

609 Tweets (722,274 impressions)

1,247 Facebook likes, shares, comments
(305,515 impressions)

82,305 Pinterest pins (93,586,878
impressions)

Guaranteed Media Impressions: **24.5mm**

Delivered Media Impressions: **26.2mm**

InfluenceHer in Action Case Study: Delivering Proven Results for a Consumer Personal Care Product

Strategy

To increase brand awareness and build purchase intent for a new consumer beauty product, BlogHer recruited 5 Influencers to create blog posts and UGC videos. An additional 100 Influencers created custom review posts and promoted a brand sweepstakes.

Content was further amplified using BlogHer's native advertising units and a social sharing program on Twitter and Facebook.

PROGRAM GOALS

Guarantee 1.25mm branded engagements.

Performance

Total Branded Engagements: 1,260,810

Cost Per Engagement: \$0.19

Total pageviews: **576,387**

Custom unit engagement: **661,970**

Total program comments: **11,801**

Direct clicks to sponsor site: **4,086**

Video plays: **4,538** (17.8% completion rate)

Total program social shares:

3,874 Tweets

2,360 Facebook likes, shares, comments

207 Pinterest pins

Guaranteed Media Impressions: **17.3mm**

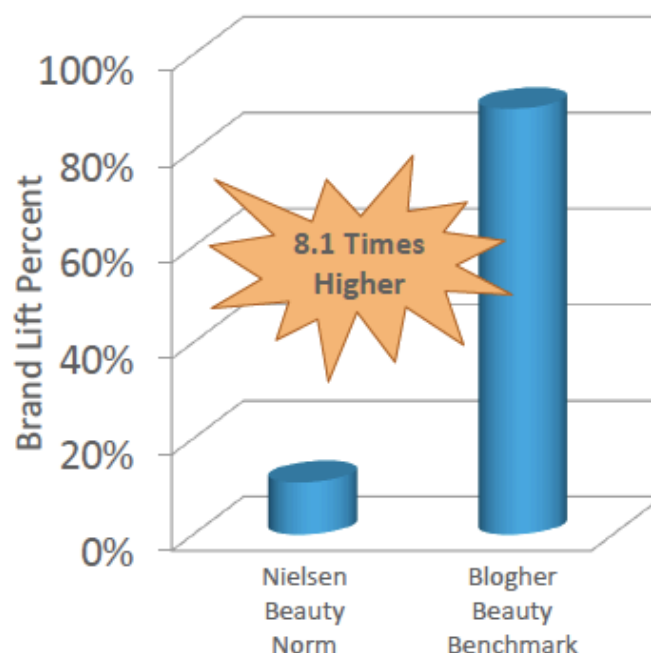
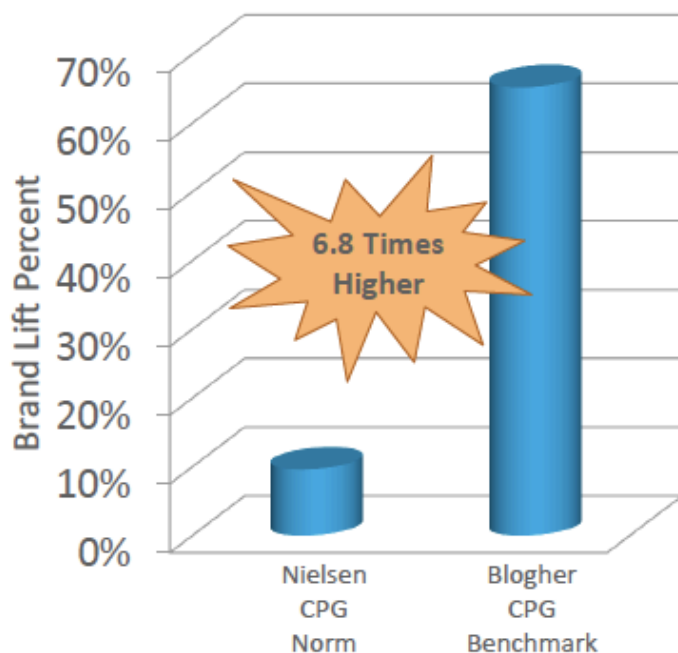
Delivered Media Impressions: **23mm**



BLOGHER OUTPERFORMS NIELSEN'S OBE CPG & BEAUTY CATEGORY NORMS

When analyzing the performance of Blogher's CPG and beauty campaigns, we found that their brand lift benchmarks far exceed Nielsen's CPG and beauty category norms.

- Blogher's CPG benchmark is 6.8 times higher than Nielsen's CPG category norm.
- Blogher's beauty benchmark is 8.1 times higher than Nielsen's beauty category norm.



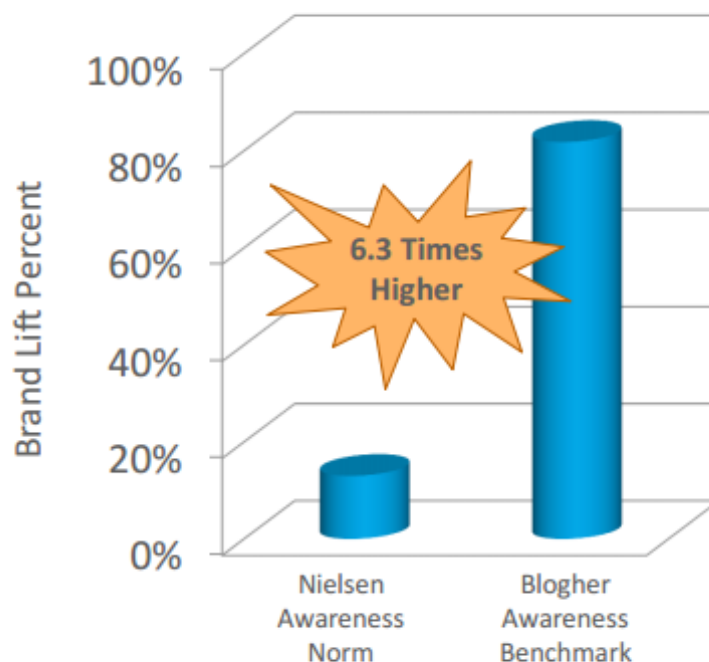
Based on data collected against all campaigns run through Nielsen Online Brand Effect through May 6, 2014. Percentiles are based on lift.



BLOGHER OUTPERFORMS NIELSEN'S OBE AWARENESS OBJECTIVE NORM

When analyzing the performance of Blogher's awareness objective campaigns, we found that their brand lift benchmark far exceeds Nielsen's awareness objective norm.

- **Blogher's awareness benchmark is 6.3 times higher than Nielsen's awareness norm.**



Based on data collected against all campaigns run through Nielsen Online Brand Effect through May 6, 2014. Percentiles are based on lift.

Why BlogHer?

TRUSTED LEADER of vibrant, quality community of experienced Influencers across blogs and social graph.

DEEP EXPERIENCE developing quality, premium user-generated content and conversations at scale that deliver to brand objectives.

GUARANTEED ENGAGEMENT with your message.

TURNKEY EXECUTION for premium campaigns.

AUTOMATED TOOLS for managing, monitoring and reporting on campaigns for actionable insights and strategic planning.



THANK YOU

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*Size matters. Influence matters more.
Results matter most.*