



# AMAZON Q1 MEDIA KIT

2022



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We're happy to help

# HOW HIP2SAVE CAN HELP YOUR BRAND



CUSTOM CONTENT  
CREATION



INFLUENCER  
EXPOSURE



TOP-FUNNEL  
SHOPPER ENGAGEMENT



DRIVE NEW &  
INCREMENTAL CUSTOMERS



BRAND  
AWARENESS



LARGE  
GIVEAWAYS



SEO OPTIMIZATION  
& LINKING



NEW PRODUCT  
RELEASE AWARENESS



HIGH CONSUMER  
ENGAGEMENT



DETAILED PRODUCT  
REVIEWS



LIVE REVIEWS &  
UNBOXING VIDEOS



GENERATE REVENUE,  
ORDERS, & SUBSCRIBERS

# STATISTICS



## \$1 BILLION+

HIP2SAVE HAS GENERATED OVER 1 BILLION DOLLARS  
IN REVENUE FOR OUR PARTNERS TO DATE



OUR CONTENT CREATORS WORK  
24/7 - 364 DAYS A YEAR



## 10.6 MILLION+

MONTHLY PAGE VIEWS



## 2.5 MILLION+

UNIQUE MONTHLY SITE VISITORS



## 4:1

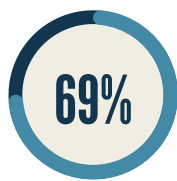
AVERAGE RETURN ON AD SPEND



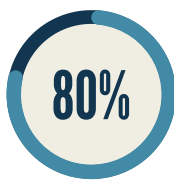
PIECES OF UNIQUE CONTENT  
PUBLISHED ANNUALLY



91% US traffic  
9% CA/EU



69% women  
31% men  
(Age: 24 - 54)



80% Mobile  
12% Desktop  
8% Tablet



## 2:23 MINS

AVERAGE TIME ON SITE

## 1.74

AVERAGE PAGES VIEWED  
PER SESSION

## 1 MILLION+

FACEBOOK FOLLOWERS



## 112,000+

INSTAGRAM FOLLOWERS



## 39,000+

TEXT ALERT SUBSCRIBERS



## 227,000+

EMAIL SUBSCRIBERS



## 115,000+

PINTEREST FOLLOWERS





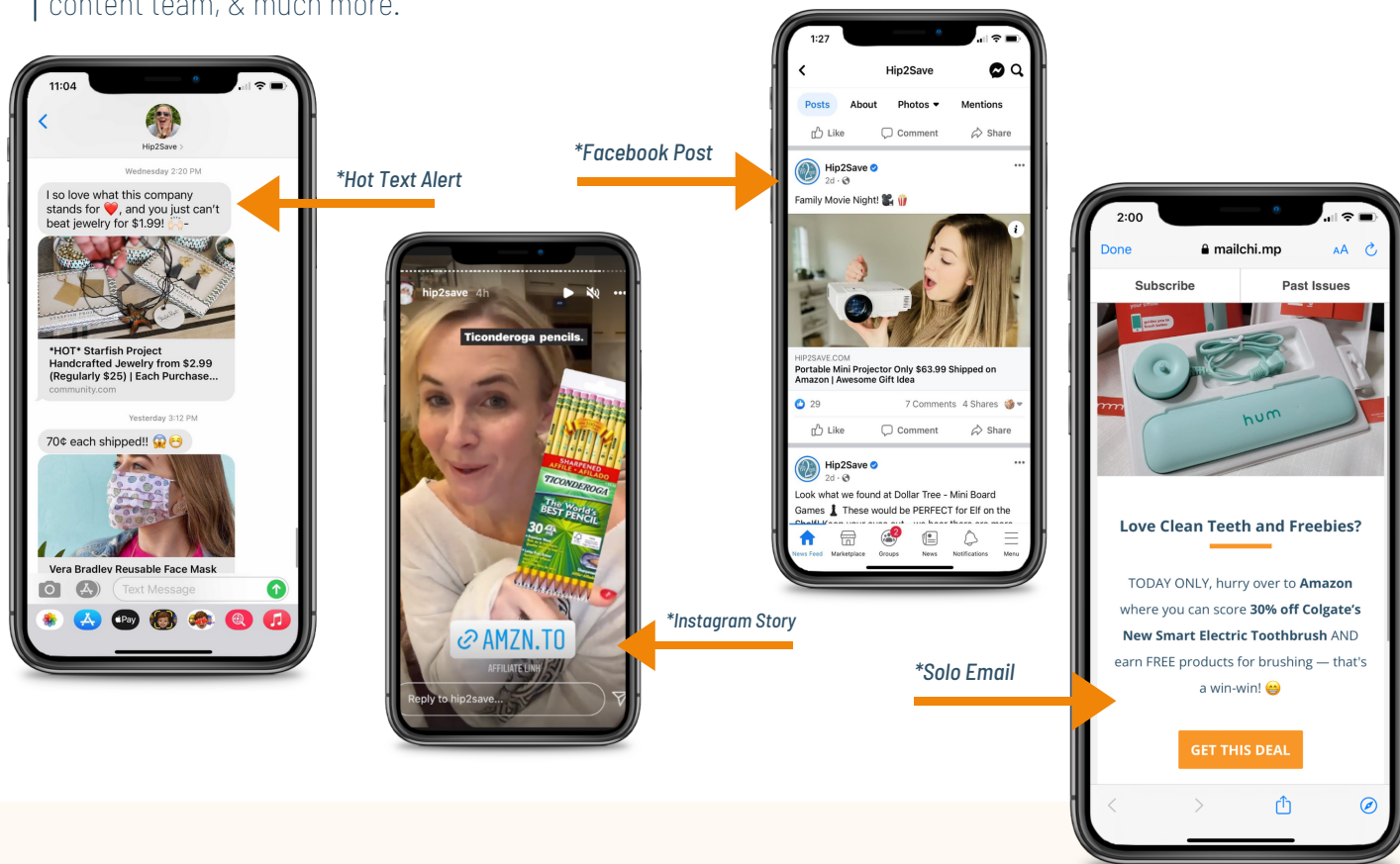
# PACKAGES

## DAILY SPONSORED POSTS

- ★ **Reach Our Highly Engaged Audience Through A Variety of Mediums**  
Minimum of 2 Sponsored Posts or 1 Sponsored Post + 2 Add-Ons/Upgrades Required

## EVERGREEN CONTENT CREATION

- ★ **Generate new, personalized content for your brand and products**  
Includes high-quality imagery, thorough details, real testimonials from our content team, & much more.



## ADD-ONS/UPGRADES

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> POPULAR POST                 | <input checked="" type="checkbox"/> HOT TEXT ALERT*                 |
| <input checked="" type="checkbox"/> FACEBOOK POST*               | <input checked="" type="checkbox"/> SOLO EMAIL*                     |
| <input checked="" type="checkbox"/> FACEBOOK PRIVATE DEALS GROUP | <input checked="" type="checkbox"/> DISCOUNTED 5 BLOG POST PACKAGE  |
| <input checked="" type="checkbox"/> INSTAGRAM STORY*             | <input checked="" type="checkbox"/> DISCOUNTED 10 BLOG POST PACKAGE |

# PACKAGES

## MONTHLY SPONSORED POSTS



Save on Monthly and Quarterly Placements

### HOW IT WORKS:

- ☒ Select # of Sponsored Posts per month
- ☒ Select any combination of Add-On & Upgrade Placements from Page 3
- ☒ Choose a Subscription Plan:



### TERMS & CONDITIONS:

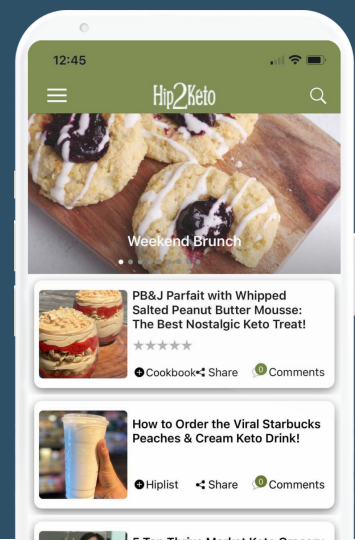
Unused placement inventory must be used within original timeframe.  
Commitments that run in Nov and Dec will be priced with Q4 rates.



## MONTHLY AMBASSADOR PROGRAM

- 1 Custom Product Review Post
- 1 Custom Recipe Post (with pictures & taste testing)
- Heavy social media push on FB, IG, & Twitter
- Newsletter Inclusion
- Commit to 3 Cycles to receive 15% off
- Commit to 6 Cycles to receive 25% off

*\*Commitments that run in Nov and Dec will be priced with Q4 rates.*



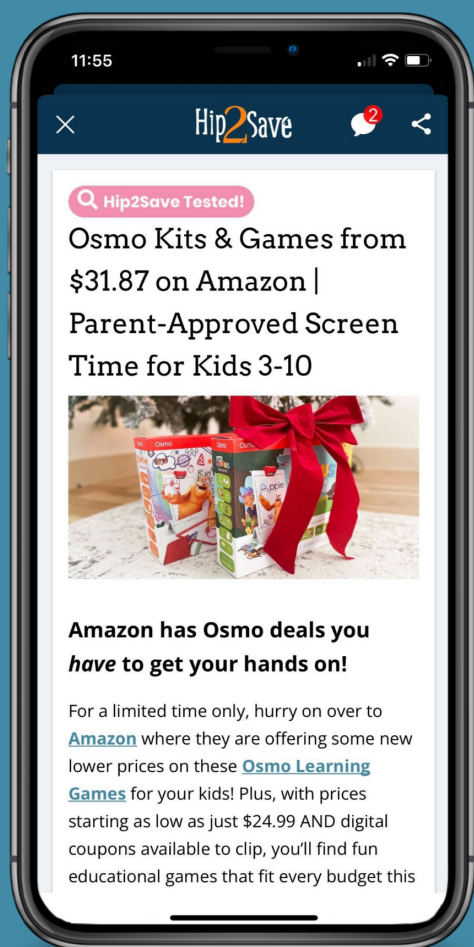
# HOLIDAYS + SEASONAL

## SEASONAL EXPOSURE



### PREPACKAGED OPTIONS

Hip2Save offers content creation & exposure support during all key holidays & peak shopping days such as Mother's Day, Back to School, Amazon Prime Day, Black Friday, and Q4 Holiday Shopping.



To stay notified of our offerings for key holidays & peak shopping events.

# ABOUT HIP2SAVE



#1

OUR THRIVING COMMUNITY & CUSTOMER SERVICE ALWAYS COMES FIRST.

Meet Collin, the owner of Hip2Save, mom of three, & proud wife to a Marine veteran. She began blogging in the summer of 2008 as a way to help herself and her family & friends save money. Little did she know her hobby would turn into a full-time endeavor and Hip2Save would become everything it is today. She employs many amazing individuals from all around the country & from different walks of life!

AS SEEN ON:



Parents



msnbc



Woman's Day



WSJ

## WE'RE UNIQUE

Behind the scenes, Hip2Save is run by a team of experts who are passionate about creating quality content that meets the highest SEO standards & always resonates on a deep level with our readers. Each of our trusted 40+ employees has a high standard of performance and every single one takes pride in their work making our content top-tier! Together, we provide valuable & diverse lifestyle content to change & improve people's lives for the better.



## WE'RE PROUD OF OUR GROWING PARTNERSHIPS



lululemon



”

"The Hip2Save team is fantastic to work with & responds quickly to any needs during our campaigns. We look forward to continuing to work with them and maintaining a great ROI!"

STARFISH PROJECT  
WEAR HOPE, GIVE HOPE

”

"We love working with Hip2Save! Their talented team does an amazing job of curating deals to create incredible blog/social posts that really resonate with their community."

JANE

”

"The team at H2S has been great to work with! They always provide amazing support during our key campaigns."

sam's club

”

"The Hip2Save Team consistently provides new and effective opportunities when given goals and KPI's to adhere to, always leading to positive gains for our portfolio of brands!"

gen3  
MARKETING



# CONTACT



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