



2024

MEDIA & PLACEMENT KIT

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HOW HIP2SAVE CAN HELP YOUR BRAND



CUSTOM CONTENT
CREATION



INFLUENCER
CAMPAIGNS & UGC



TOP-OF-FUNNEL
SHOPPER ENGAGEMENT



DRIVE NEW &
INCREMENTAL CUSTOMERS



PUBLIC RELATIONS
CAMPAIGNS



BRAND
AWARENESS



LARGE
GIVEAWAYS



SEO OPTIMIZATION
& LINKING



NEW PRODUCT
RELEASE COVERAGE



INCREASE AVERAGE
ORDER VALUE



HIGH CONSUMER
ENGAGEMENT



DETAILED PRODUCT
REVIEWS



LIVE REVIEWS &
UNBOXING VIDEOS



GENERATE REVENUE,
ORDERS, & SUBSCRIBERS



REACH MILLIONS
OF SHOPPERS



HYBRID AFFILIATE &
INFLUENCER CAMPAIGNS



DRIVE TRAFFIC TO YOUR
WEBSITE OR INTO STORES



CROSS-CHANNEL
STRATEGY

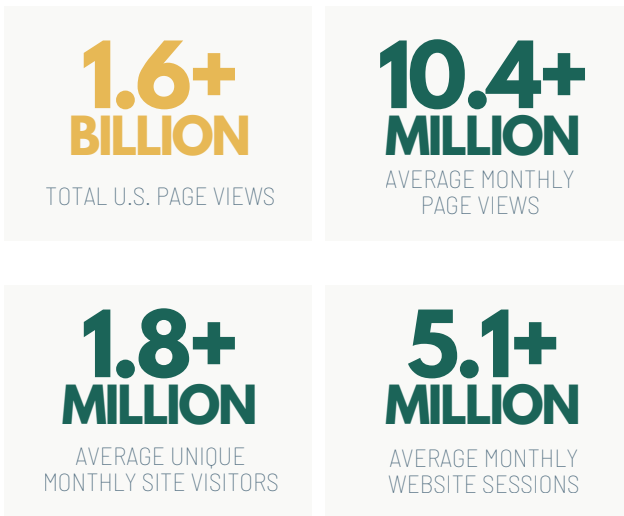


BOOST SALES ON AMAZON,
WALMART, ETSY & MORE



IN-STORE
CAMPAIGNS

STATISTICS



91% US traffic
9% CA/EU



70% women
30% men
(80% between the ages of 18-44)



79% Mobile
19% Desktop
2% Tablet

1.2 MILLION+
FACEBOOK FOLLOWERS



214,000+
INSTAGRAM FOLLOWERS



38,500+
TIKTOK FOLLOWERS



30,000+
TWITTER FOLLOWERS



53,000+
TEXT ALERT SUBSCRIBERS



280,000+
ACTIVE EMAIL SUBSCRIBERS



148,000+
PINTEREST FOLLOWERS



75,000+
YOUTUBE FOLLOWERS



2:21 MINS
AVERAGE TIME ON SITE

1.93
AVERAGE PAGES VIEWED
PER SESSION



OUR CONTENT
CREATORS WORK
24/7 FOR
364 DAYS A YEAR
*Closed Christmas Day.



PIECES OF UNIQUE CONTENT
PUBLISHED ANNUALLY

HIGH CONVERTING PLACEMENTS

DAILY CUSTOM BLOG POSTS

- ★ REACH OUR HIGHLY ENGAGED AUDIENCE THROUGH A VARIETY OF MEDIUMS
Place your brand and products in front of millions of readers

EVERGREEN CONTENT CREATION & PRODUCT REVIEWS

- ★ GENERATE NEW, PERSONALIZED CONTENT FOR YOUR BRAND AND PRODUCTS
Includes high-quality imagery, thorough details, real testimonials from our content team, & much more

CUSTOM INFLUENCER CAMPAIGNS & UGC CREATION

- ★ CREATIVE TEAM OF IN-HOUSE SOCIAL MEDIA & CONTENT CREATORS
We'll produce, edit, and help your influencer campaigns go viral

READ MORE ABOUT OUR
SOCIAL CAMPAIGN OPPORTUNITIES



PLACEMENT SELECTION

- HYBRID AFFILIATE + INFLUENCER CAMPAIGNS*
- SPONSORED POSTS
- PRODUCT REVIEW
- INSTAGRAM STORY OR REEL*
- INSTAGRAM UNBOXING STORY
- FACEBOOK POST
- FACEBOOK PRIVATE DEALS GROUP
- PINTEREST POST
- TWITTER POST
- SITE & SOCIAL TAKEOVER
- DAILY NEWSLETTER FEATURE
- NEWSLETTER TOP PICK
- TARGETED SOLO NEWSLETTER*
- PAID SOCIAL BOOST
- RECIPE CREATION
- HIGH-PROFILE INFLUENCER FEATURES
- THEMED & SEASONAL NEWSLETTERS (NEW YEAR DEALS, FITNESS APPAREL)
- HOT PRODUCT TEXT ALERT
- PRODUCT GIVEAWAY
- POPULAR POST HOMEPAGE PLACEMENT
- LAST BUMP OVERNIGHT POST*
- HOMEPAGE HOT STORE ICON*
- STORES PAGE HOT BRAND ICON
- SEO OPTIMIZATION & LINKING
- IMAGE & VIDEO RIGHTS
- HOME HEADER SLIDER*
- ROUNDUP ARTICLE
- TIKTOK POST
- CUSTOM SOCIAL VIDEO CREATION (REELS, TIKTOK)
- USER GENERATED CONTENT
- PAID AD USAGE, BOOSTING, AND WHITELISTING

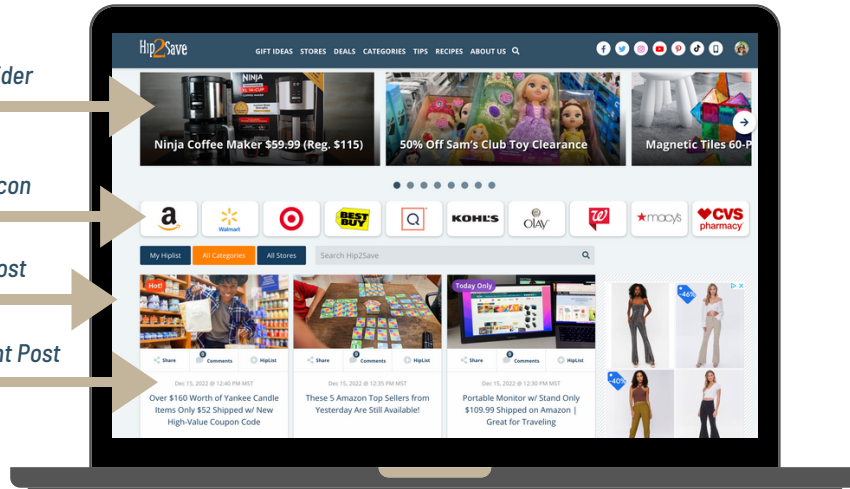
EXAMPLES OF PLACEMENTS

*Homepage Header Slider

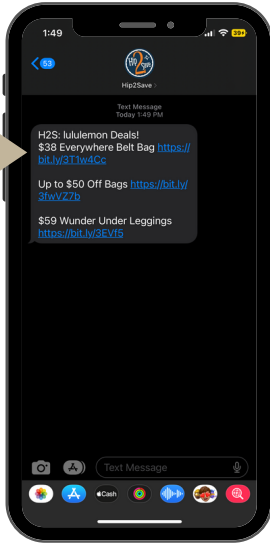
*Homepage Hot Store Icon

*Sponsored Post

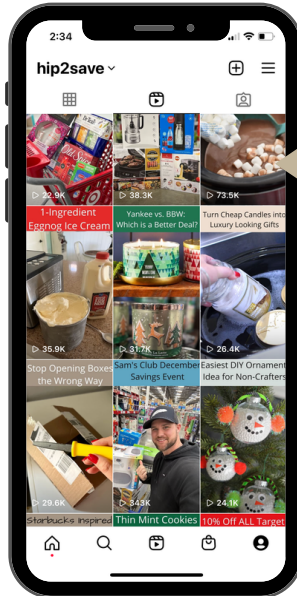
*Last Bump Overnight Post



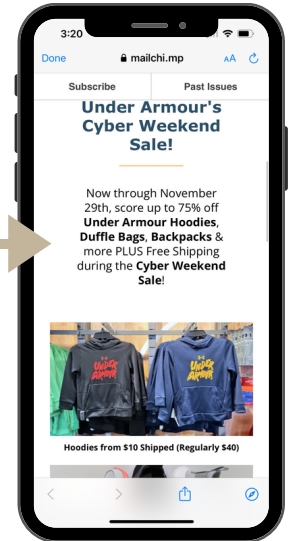
*Hot Product Text Alert



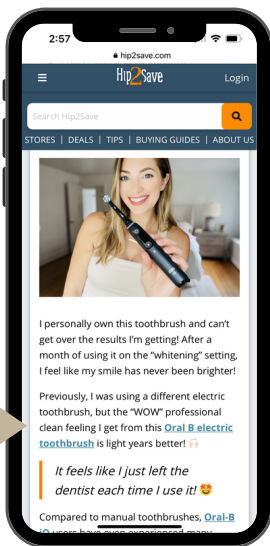
*Instagram Reel



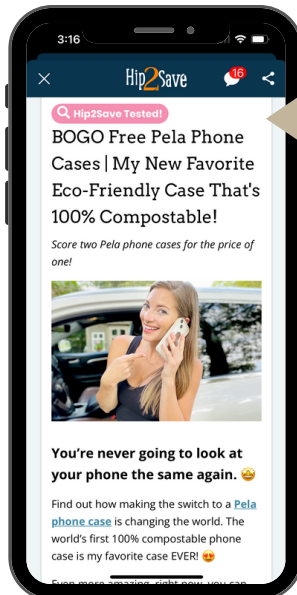
*Targeted Solo Newsletter



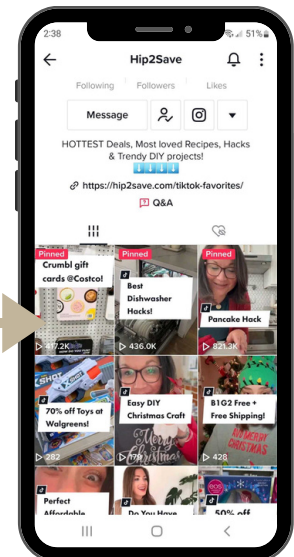
*Hybrid Affiliate + Influencer Campaign



*Product Review



*TikTok Post



CUSTOM PLACEMENT PACKAGES

CUSTOMIZED MONTHLY & QUARTERLY PLACEMENTS



Save on Monthly and Quarterly Placements

One size does not fit all when it comes to placements and campaign objectives. Our team of industry vets will create custom recommendations specific to your brand, products, and budget.

BOOK MONTHLY OR QUARTERLY TO RECEIVE THE FOLLOWING DISCOUNTS:



TERMS & CONDITIONS:

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

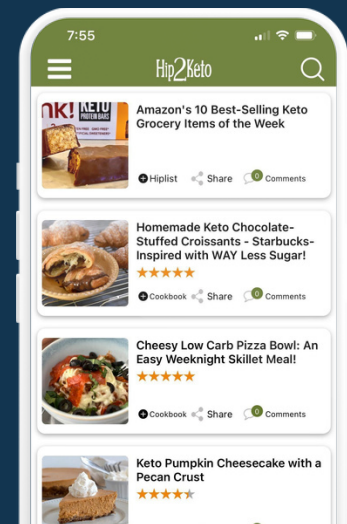


MONTHLY AMBASSADOR PROGRAM

Hip2Keto shares amazing tasting, and easy-to-make keto recipes that are perfect for low-carb diets.

- 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.



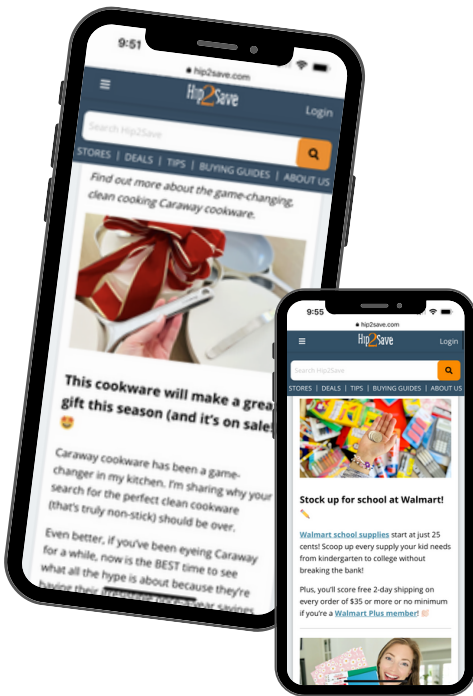
HOLIDAYS + SEASONAL

SEASONAL EXPOSURE



PRIME TIME COVERAGE

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.



EXCLUSIVE Q4 OPPORTUNITIES

12

DAYS OF CHRISTMAS

giveaways

RUNS FOR
12 DAYS
DURING Q4



Our largest initiative towards holiday shopping. Request to be on our invitation list.

▲ 25% INCREASE IN SOCIAL MEDIA TRAFFIC DURING Q4.

43 MILLION

Hip2Save receives over 43 million page views during Q4. That's over 31 million more than the average.

8 MILLION

Hip2Save receives over 8 million unique visitors during Q4. That's over 5 million more than the average.

PARTNERSHIPS

WE ARE DEDICATED TO LONG TERM PARTNERSHIPS



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

sam's club



"I love working with Hip2Save as the team is very helpful with finding the most effective ways to highlight the brand. We've done multiple placements with them and performance has always been great and ROAS exceeded our expectations." - Aleksandra C.

Caraway



"Hip2Save is one of our most valued affiliate partners. The team there is beyond helpful in all aspects of setting up campaigns. Whenever we need to boost a product, they are one of the first partners we call!" - Kayla C.

AVOCADO



"We have been working with Hip2Save for many years and could not be more pleased. They are honest, fast to respond, and have a great following. As a result, they have been a valued marketing partner we look forward to working with for many years!" - Scott L.



"We love working with Hip2Save! Their team provides great support and works closely as a partner which we truly value." -Robert B

cate & chloe



"I've never hesitated to recommend my clients to partner with Hip2save since they care about the brands' concerns, questions, and needs to achieve their goals. They also care about their readers by always offering them the best content, making them a reliable partner in every way!" - Jessica G.

gen3 MARKETING



"Hip2Save allows HP to reach a different type of engaged, deal-focused customer than usual. Working with the H2S team is always a pleasure. HP will continue to advertise with Hip2Save for the foreseeable future." - Chrystian T.



"My relationship with Hip2Save began just over a year ago, and they have exceeded expectations! Performance continues to grow month over month and the team at Hip2Save is always providing our brands with top-tier coverage and advocacy! Truly excited to push to newer heights in 2024 and beyond!" - Weston S.



"Hip2Save has been an incredible affiliate partner to work with over the years. They have consistently exceeded expectations, provided optimal return, and have been a pleasure to work with. We look forward to our continued partnership!" - Bailey A

FRUIT OF THE LOOM



"Working with the Hip2Save team has been great. They are proactive outreach and communication. When budget is spent and coverage secured, the Hip2Save team will often throw extra promotions in if the offer is performing. Results and feedback from the team is timely and thorough. Their ability to be flexible and thoughtful make them a fantastic partner." Ziggy K.

woot!



"The Hip2Save team has always been a joy to work with and we keep coming back! They're incredibly responsive to agency partners and the needs of our brands. The team is flexible and always ready to step up to the challenge. We've worked with them across a variety of verticals and they've never failed to deliver creative and customized solutions. We're excited and looking forward to keeping a long partnership with Hip2Save!" -Angela L.

WITHIN



Walmart

Nestlé

amazon



momax

Panera
BREAD

lululemon

NORDSTROM

wayfair

SEPHORA



PEPSICO

YETI

32°

GLAMNETIC

HELLO FRESH



...and many more!

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



Woman'sDay

WSJ

**WE'RE
HIGHLY
RATED WITH
COUNTLESS
VERIFIED
5-STAR
REVIEWS ON
SITEJABBER:**

"I've been following this site for almost a year. I love that you not only highlight awesome deals that you actually buy for yourselves, but you also share your personal lives & families. I also enjoy the recipes, watching the home renovations, the giveaways, etc. It's truly one of my favorite sites to follow"
- Michelle R

"I've been following Hip2Save for many years. Over the years they have saved me so much money, and I've been able to buy things that I never would have without the great deals they post. Add in all the product reviews they do now, and I wouldn't know what to do without them. I love Hip2Save!"
- Kelly B.

"Hip2Save offers so many great deals and encouragement to save money! Their staff is top notch and they really seem to care about us (this is rare)! Can't thank them enough for all that they do."
-Sherry H.

"Have loved Hip2Save for many years. They're a fun group and they save me a lot of money!"
- Kellie Z.

"I am very tedious about checking and comparing prices so that I'm guaranteed the lowest price possible. I don't make any purchases without checking Hip2Save to make sure I'm getting the best deal possible thank you!"
- Donna K.



**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.



CONTACT US



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We can't wait to hear from you!

