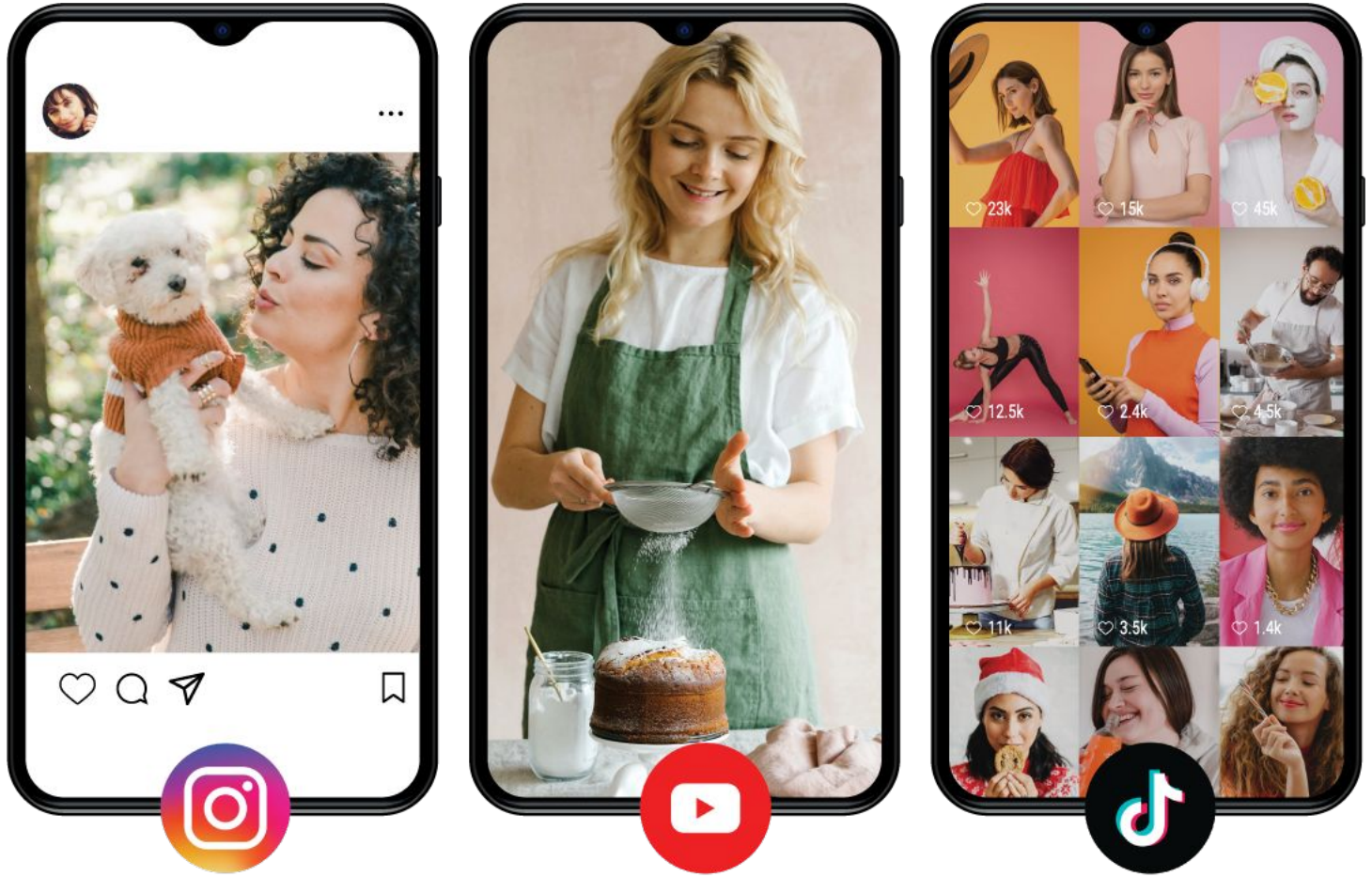
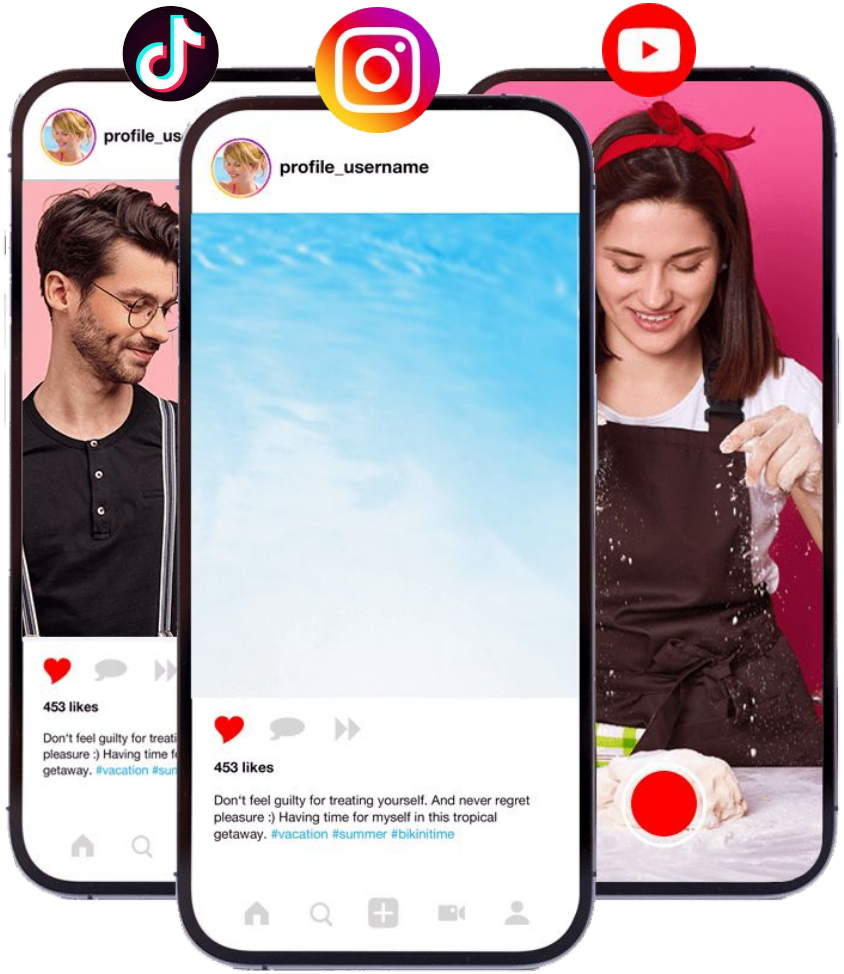
CIPIO.ai

OVER FOUR BILLION PEOPLE WATCH SHORT FORM VIDEOS



80% OF DIGITAL ADVERTISING IS WASTED

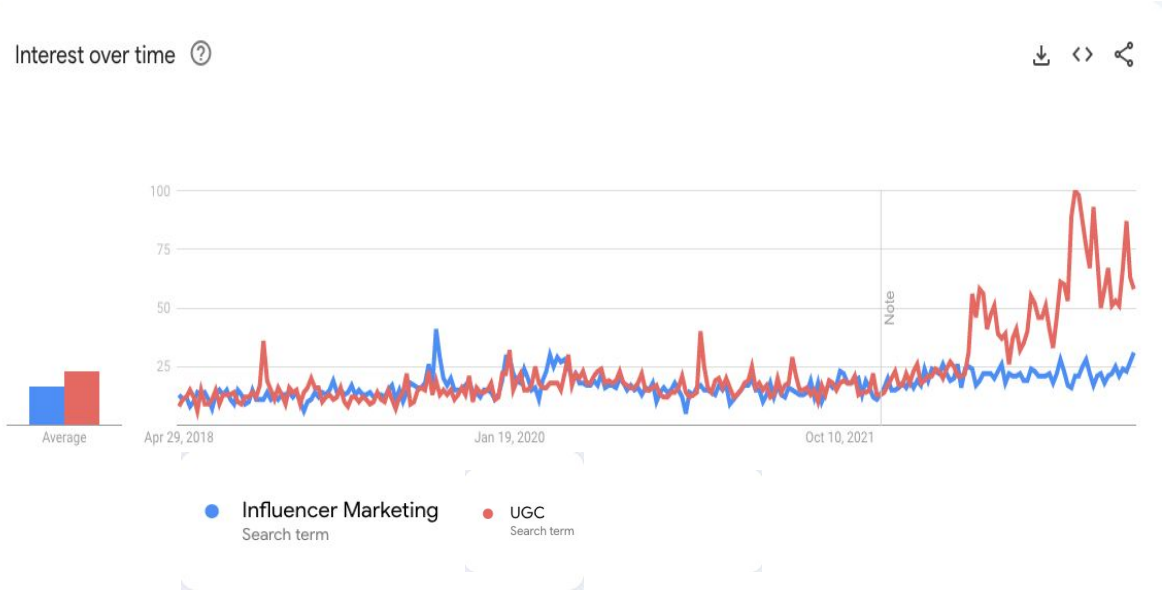


- **Old advertising is out!** Short videos are in. Billions watch LinkedIn, YouTube Instagram, Snapchat, and TikTok stories.
- Businesses spend thousands of dollars and **weeks of time** creating content.
- Branded Content **underperforms** on social media.

RISE OF UGC IN SHORT FORM VIDEO

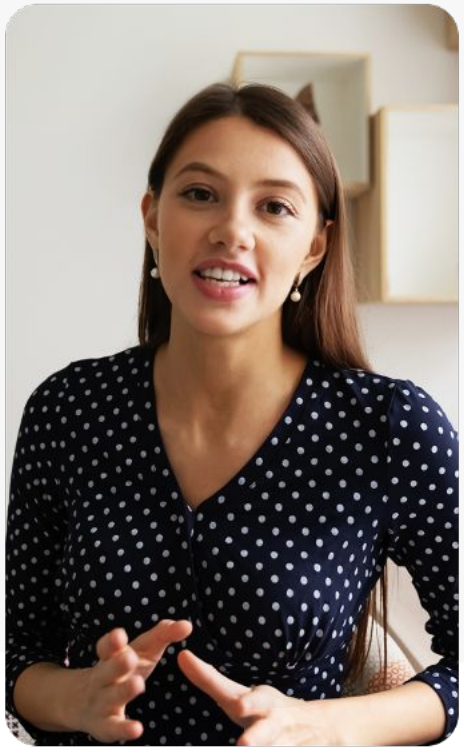
97% of the population has high definition video cameras in their hand

87% of marketers are actively working to incorporate UGC into their marketing strategies



Three Ways User Generated Content will Increase your Digital Marketing Performance

1. Increase ROAS
2. Boost Social & Web Engagement
3. Positive Impact on Buyer Journey

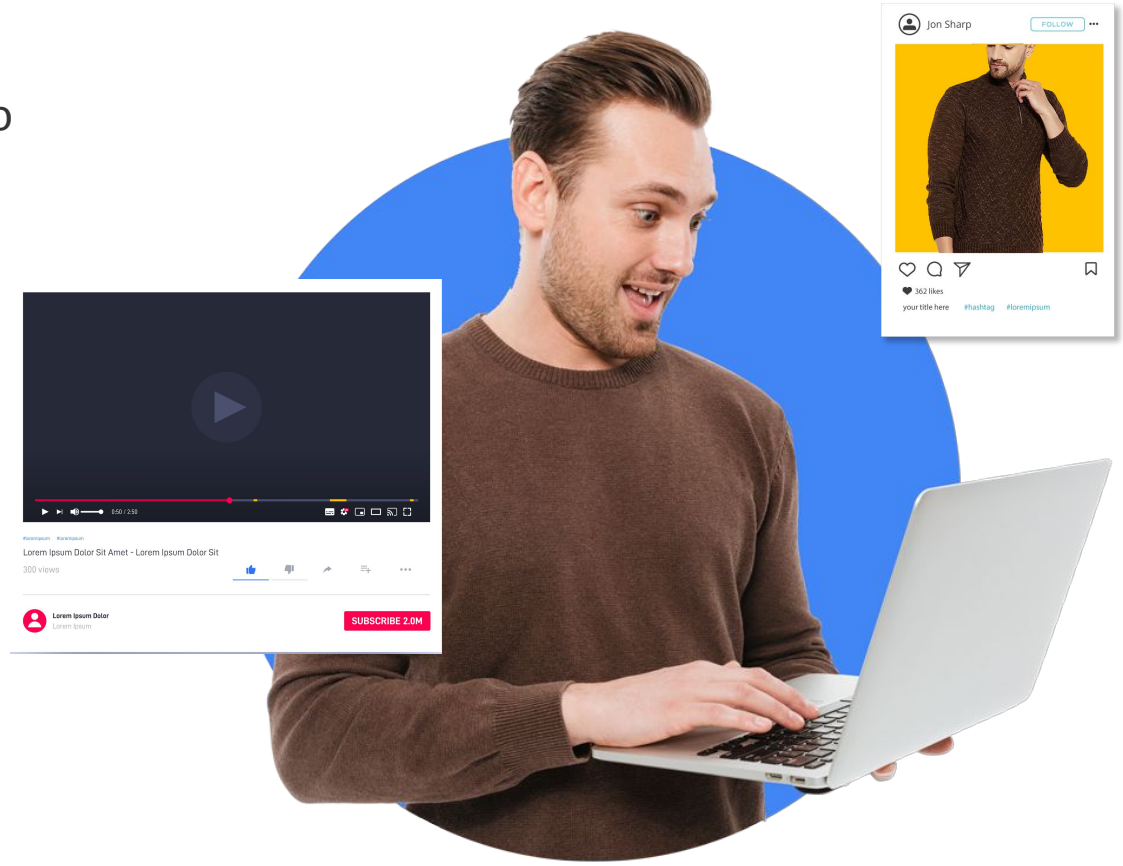


Increase ROAS of your Paid Ads

- Shopify, the biggest eCommerce platform, reported that ads using UGC receive **4x higher click-through rates** compared to other ads—and a 50% drop in cost-per-click!

- Ads featuring UGC garnered **73% more positive comments** on social networks than traditional ads.

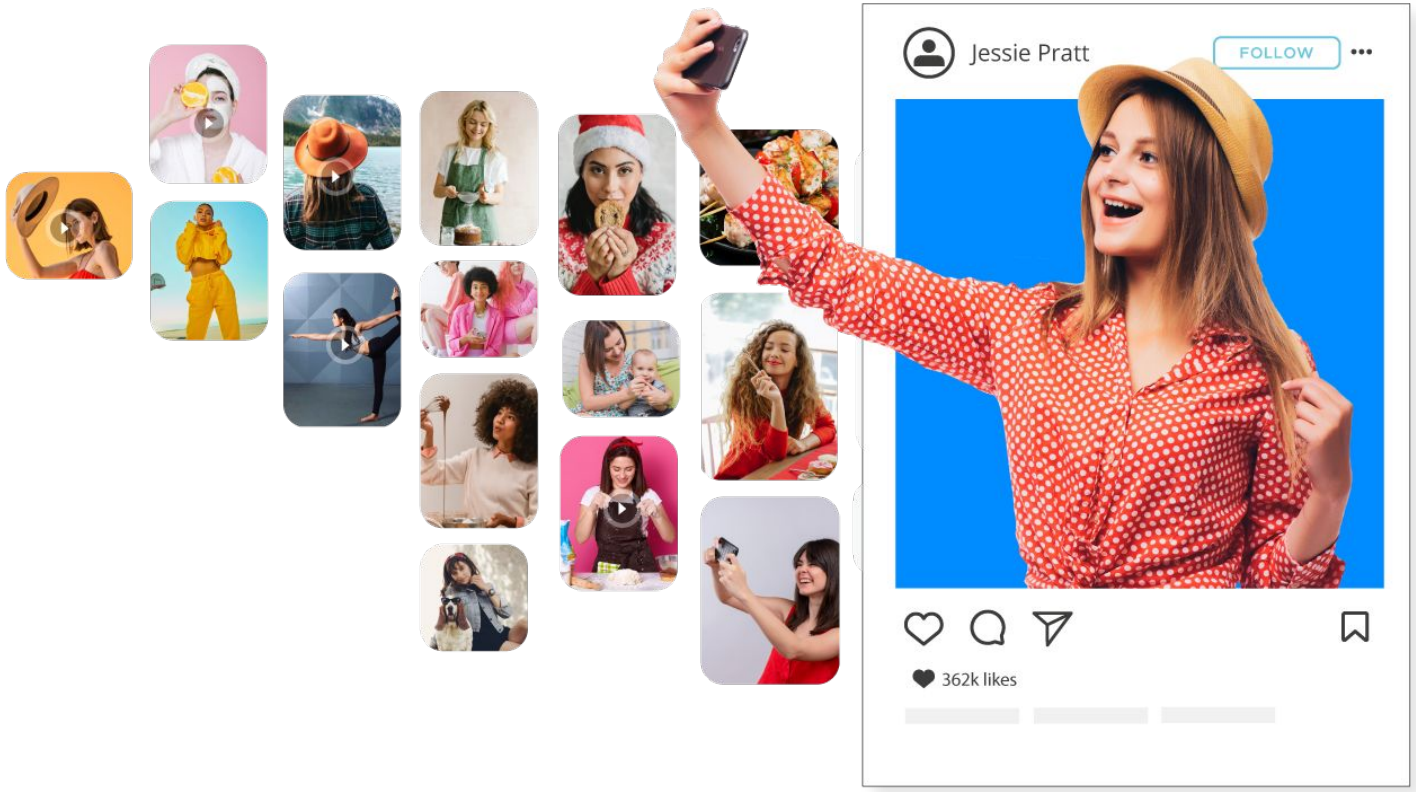
  - Jukin Media



Boost Social and Website Engagement

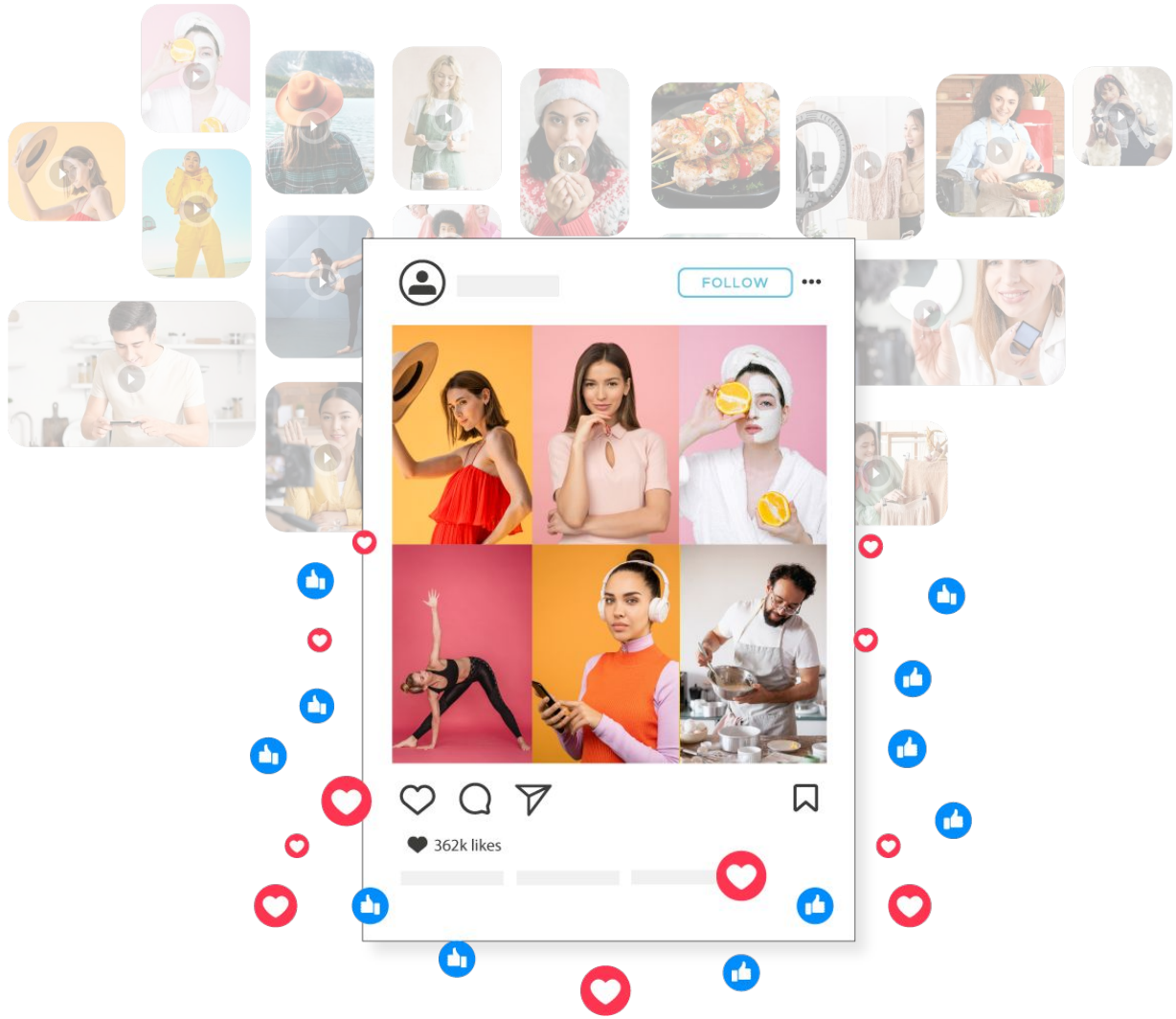
- **74% of consumers** rely on social media to inform their purchasing decisions.
- Social campaigns that incorporate UGC see a **50% lift in engagement**. (Salesforce)
- UGC results in **29% higher web conversions** than campaigns or websites without it.
- **Engagement increases by 28%** when consumers can view a mixture of user-generated product videos and official brand-authored content.

-SEMRush

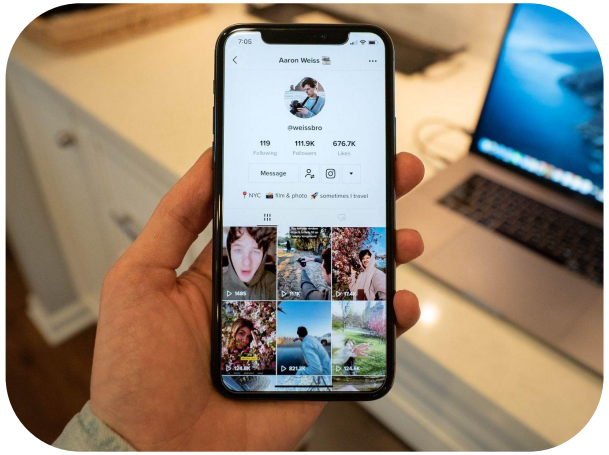


Positively Impact Buyers Journey

- **79% of people** say UGC highly impacts their purchasing decisions. (Stackla)
- According to ComScore, brand **engagements rise by 28%** when consumers are exposed to a mixture of professional marketing content and user-generated content.
- A significant **70% of consumers** will consider UGC reviews or ratings before making a purchasing decision. At least 41% of them will read four to seven UGC reviews to gain important insights on a product.
- **A staggering 93% of customers** believe user-generated content is very helpful when making a purchasing decision.



USE CIPIO.ai FOR



UGC
(as much as you can handle)

UGC also posted by
Micro-Influencers at scale
(dozens each quarter)

CIPIO.ai Super Powers

12 Million
Creator Profiles
(with contact info)

200 Million
images & videos
in last 90 days

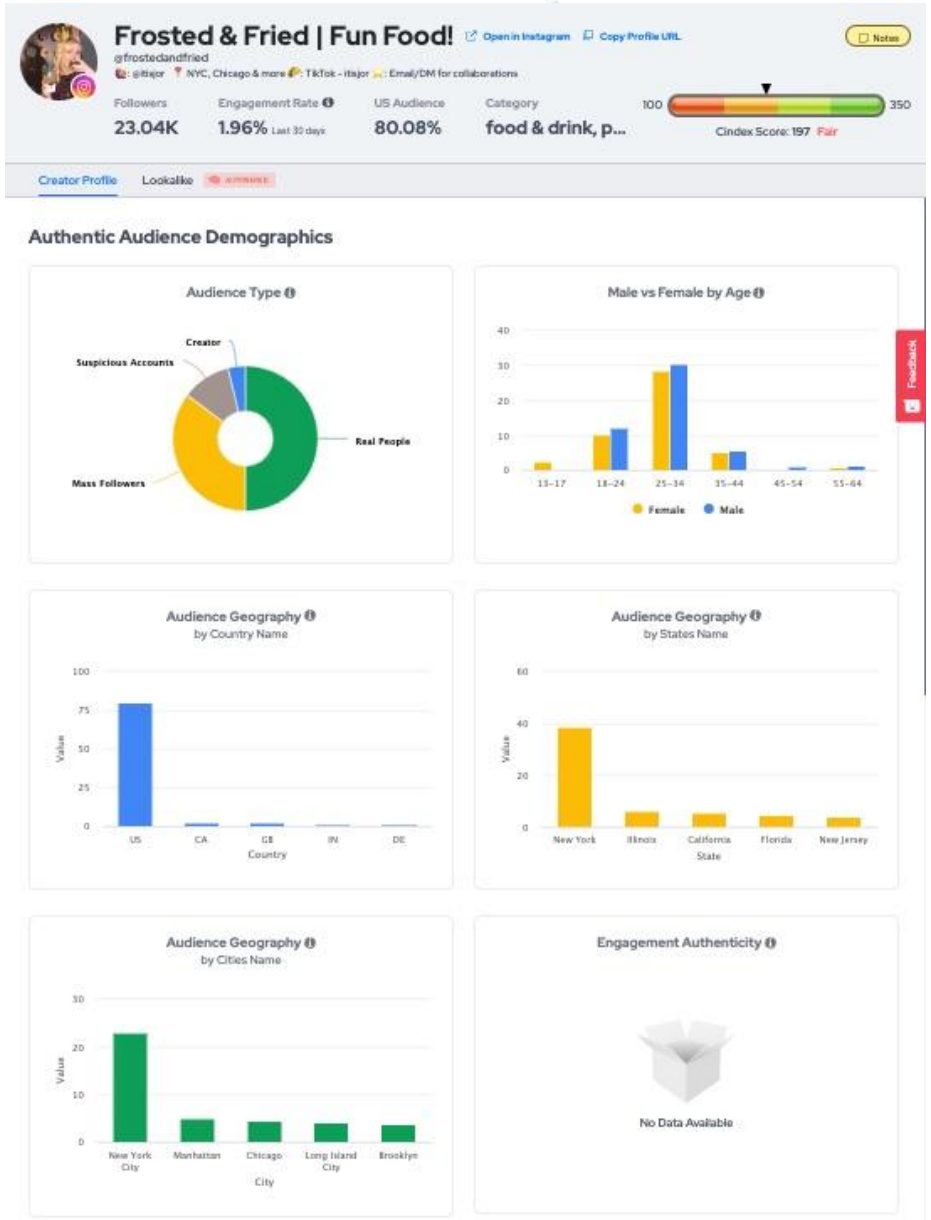
Industry's Only
NLP & Image to
Image Search

Streamlined
Campaign
Automation

Manage
Hundreds
of Creators

CIPIO

Find Influence from Your Brand Community



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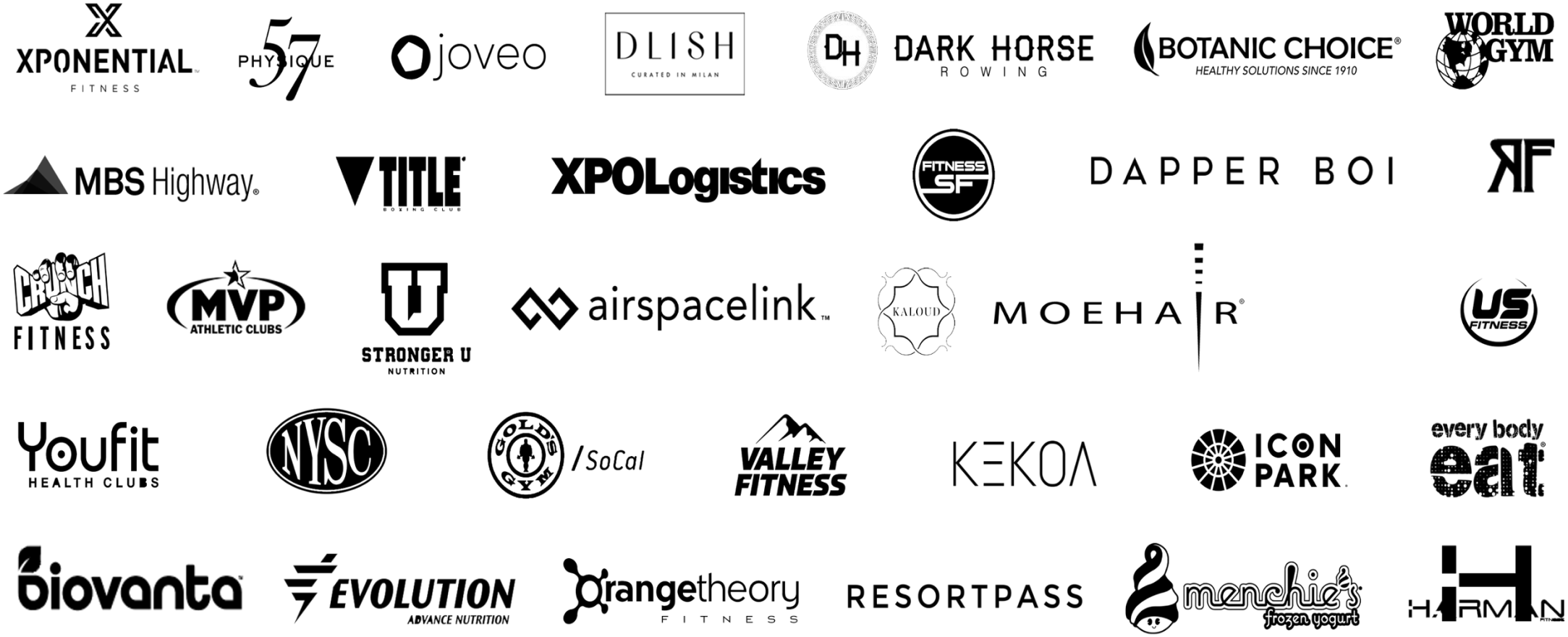
Trusted by Hundreds of Brands



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Case Studies

Customer Success Stories

KEKOA FOODS®

Campaign (months)	4
Creators Engaged	18
UGC Generated	51
Videos	38
Images	13

From the brand …

"UGC out-performed previous social content in engagement"

"Amazon sales jumped on days UGC content was published"

Customer Success Stories

RIGHTEOUS FELON

Campaign (months)	3
Creators Engaged	18
UGC Generated	22
Impressions	53,654
Engagements	3,047
Engagement rate	5.68%
Cost	$2200
CPM	$41
CPE	$0.72
Cost per UGC	$100

Customer Success Stories

"To see all these people creating experiences with the brand … it is amazing. They keep posting beautiful content. I want to say 'thank you' to the entire CIPIO.ai team for coming through when we ask!"

— Melody Wong, Berber SF

"Without question the better performing paid advertisements we have for our client on CIPIO.ai's platform are those leveraging user-generated content over brand creative. Having a consistent stream of UGC to choose from makes our paid advertising more effective."

— Carolyn Bevacqua, Seasons Agency

Simple Pricing

Self-Service SaaS

Starts at…

$750
per month

UGC + Organic Creator Posts

- 1 Brand
- Unlimited Campaigns
- Unlimited Creators
- Unlimited UGC & Organic Posts

Managed Service

Starts at…

$1,750
per month

UGC + Organic Creator Posts

- 1 Brand
- Unlimited Campaigns
- Unlimited Creators
- Unlimited UGC
- Min. of 15 pieces of UGC guaranteed per quarter

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