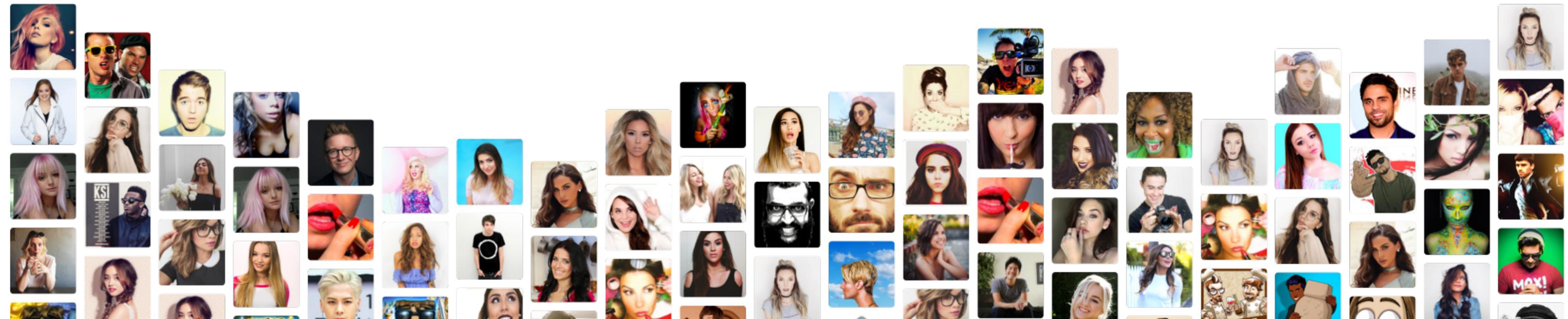




# Peg

Influencer marketing software for performance-driven companies.





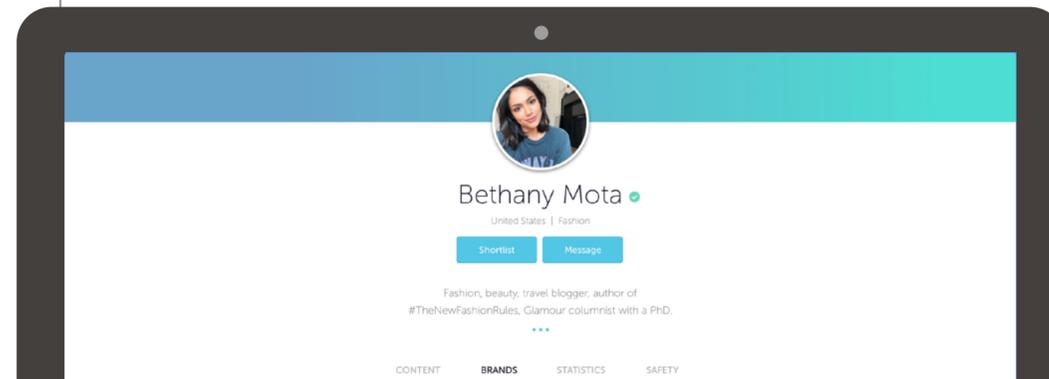
# THE PEG PLATFORM



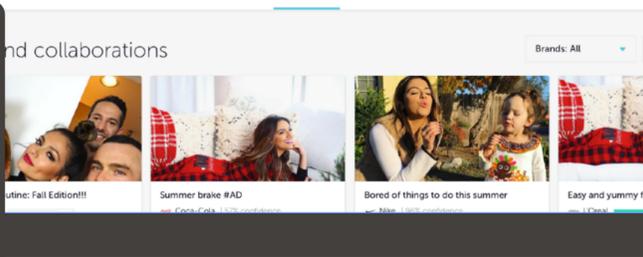
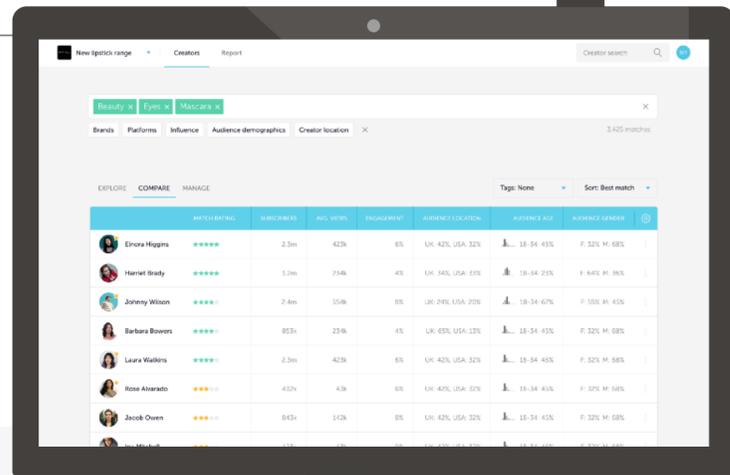
# The Peg platform

Peg is a suite of software to help marketers overcome the challenges of influencer marketing

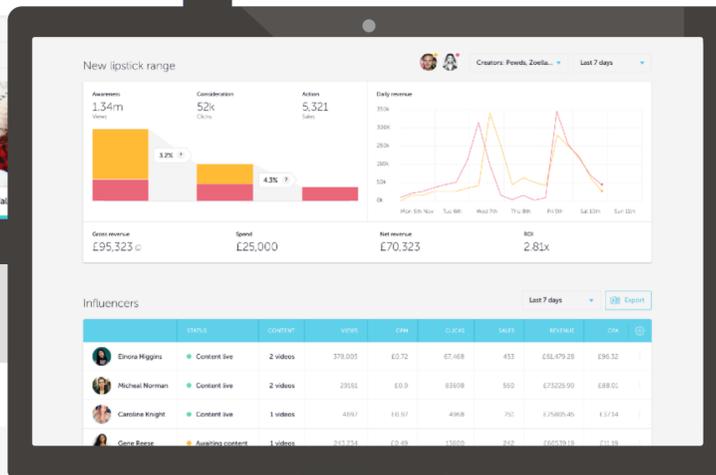
Beautiful profiles for evaluating the fit between a brand and influencer



Powerful search engine for easily identifying the right influencers based on topic, audience demographics and more



Proprietary analytics & reporting to glean insights and measure the success of campaigns

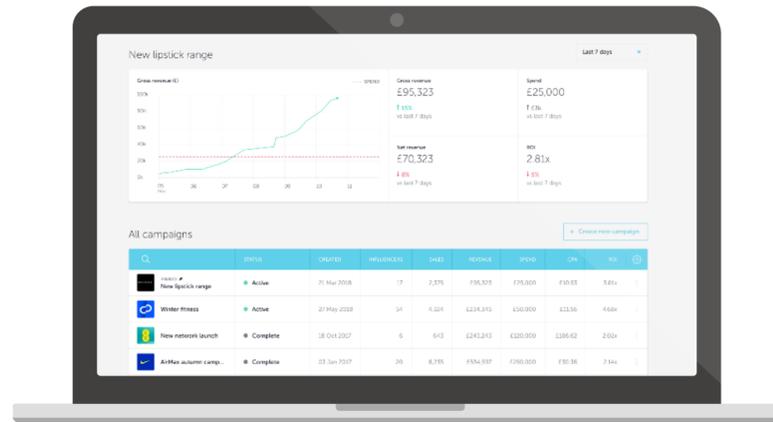




# The Peg platform (cont'd)

We focus on the tracking and measurement of ROI-driven influencer campaigns

## CAMPAIGNS



## SEARCH

Influencer	Followers	Engagement	Location	Age	Gender
Elvira Higgins	2.3m	42%	UK, 42%	USA, 32%	F, 32%
Harriet Brady	1.2m	25%	UK, 34%	USA, 23%	F, 44%
Johnny Wilson	2.4m	35%	UK, 24%	USA, 20%	F, 35%
Barbara Bowers	85%	22%	UK, 63%	USA, 22%	F, 32%
Laura Watkins	2.3m	42%	UK, 42%	USA, 32%	F, 32%
Rosa Alarado	42%	4%	UK, 42%	USA, 32%	F, 32%
Joakim Owen	61%	17%	UK, 42%	USA, 32%	F, 32%

## PROFILES

**Rossella's Cooking with Nonna**

USA - Food

Host of Cooking with Nonna. Winner of Food Network - 24 Hour Heat. Battle. Author of the Cooking w...

CONTENT | BRANDS | STATISTICS | NOTES

## BRAND SAFETY

**Brand Safety Metrics:**

- Safety score: 43%
- Family friendly: 3
- Audience consistency: 9
- Controversy free: 1

**Brand mentions:** Filter: All of time

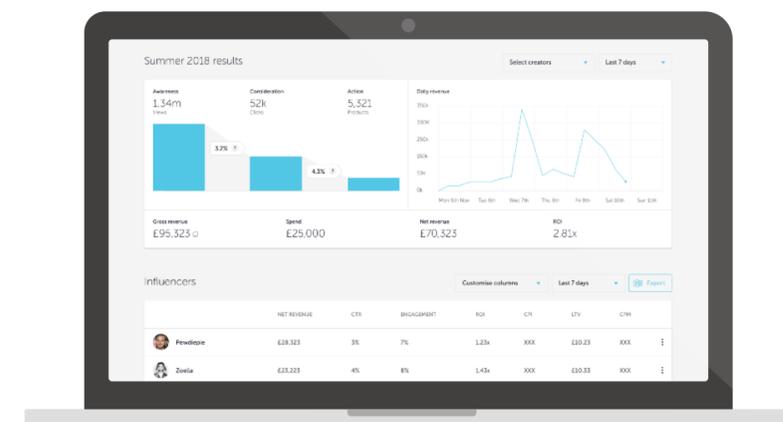
**Naughty words:** Censored

**Press coverage:** ALL POSITIVE NEGATIVE CONTROVERSIAL SETTINGS

## CRM

Influencer	Status	Contract	Value
Elvira Higgins	Contract live	£51,000	18154 Creator cont...
Grace Olsen	Awaiting reply	£34,235	38894 Creator cont...
Chad Miller	Awaiting reply	£10,000	37324 Creator cont...
Nicholas Vargas	Contract live	£11,500	38203 Creator cont...

## REPORTS





# WHY CHOOSE PEG?

## **Focused on proving returns.**

Peg helps performance-driven marketers measure campaign returns and track the key metrics that matter. We consolidate your data in one place, so you can understand the factors that contributed to a successful campaign.

## **Maximise campaign effectiveness.**

We focus on social platforms where influencer campaigns have been proven to generate greater audience trust. This leads to higher quality engagement and returns. Our proprietary brand safety tool also lets you determine not just the best, but safest match for your brand or campaign.

## **Current & responsive.**

Peg is a technology company. We've built our platform from the ground up using our own experience from the advertising industry, whilst working with the biggest marketers in the world. We've got our ear to the ground and can iterate on our platform quickly, making it highly responsive to market needs.

## **Global reach.**

We track influencers from all over the world, attracting users from over 169 countries. We're a truly global platform for global teams and campaigns.



# DELIVERABLES



# Identify your perfect partners

Beautifully intuitive software that makes it effortless to identify the right influencers

## Search

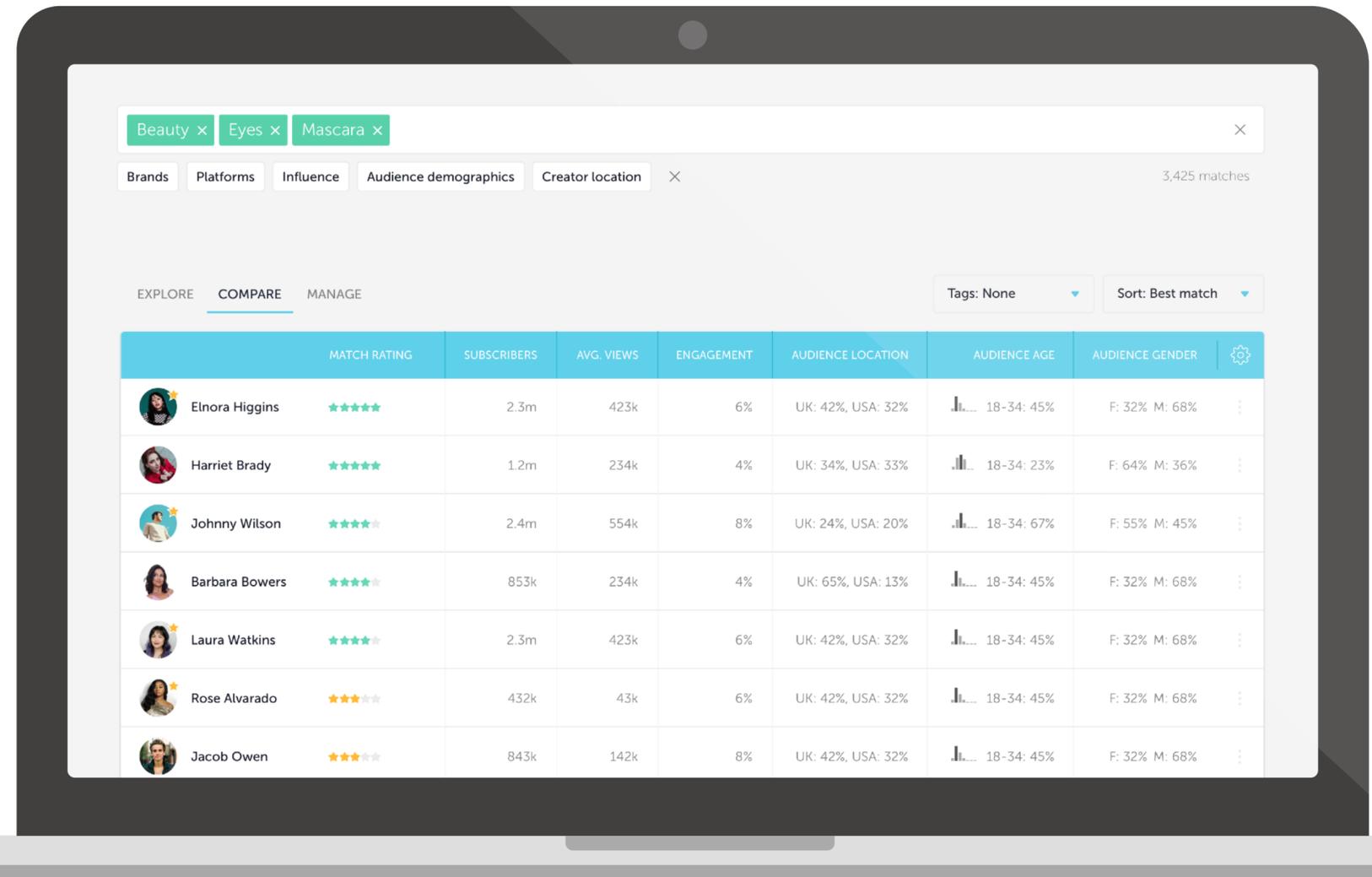
- Identify influencers by name or keyword
- Filter by location, audience demographics, social platform and more
- Sort by relevance, growth rate, engagement and more

## Profiles

- Browse YouTube and Instagram content
- Social platform statistics including audience demographics and branded content
- Easy access to influencer email addresses

## Shortlists

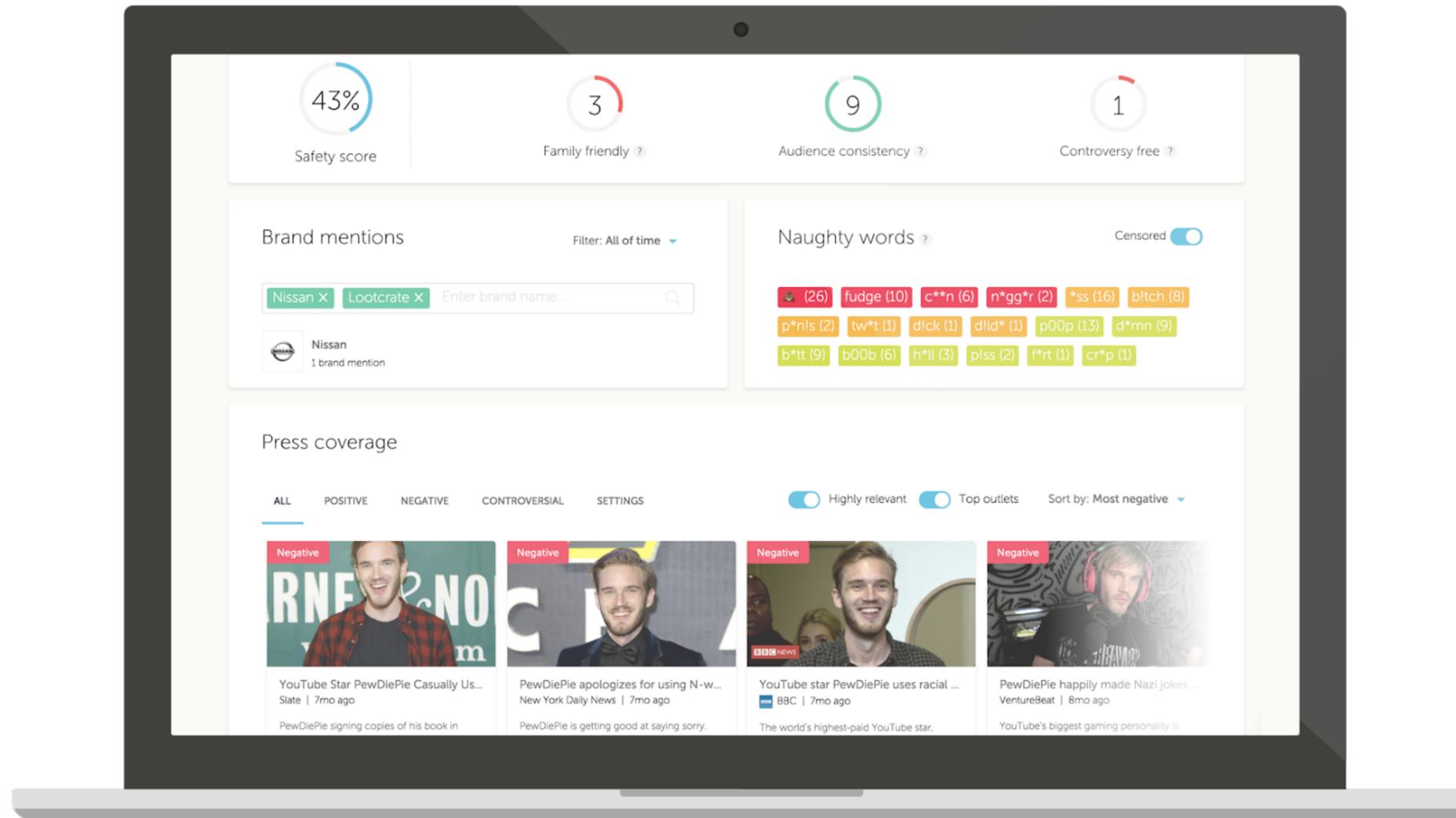
- Compare influencers by content, engagement, demographics and more
- Share and collate feedback on shortlisted influencers
- Export to PPT decks or raw CSV files





# Advanced influencer vetting

Go beyond basic discovery and dig deeper to understand which influencers are safe to work with



## Safety suite

- Flag influencer's controversial language on YouTube, Instagram, Facebook & Twitter posts
- Track press coverage and article sentiment (positive, negative or controversial)
- Audience backlash detection, engagement projections, team safety notes and more

## Brand affinity

- See which brands an influencer has worked with previously and how well they performed
- Check for competitor mentions on influencer's social posts
- Search by brand name to find influencers who are already fans



# Measure what matters

Powerful tracking and post-campaign analysis of business growth metrics

## Campaign dashboard

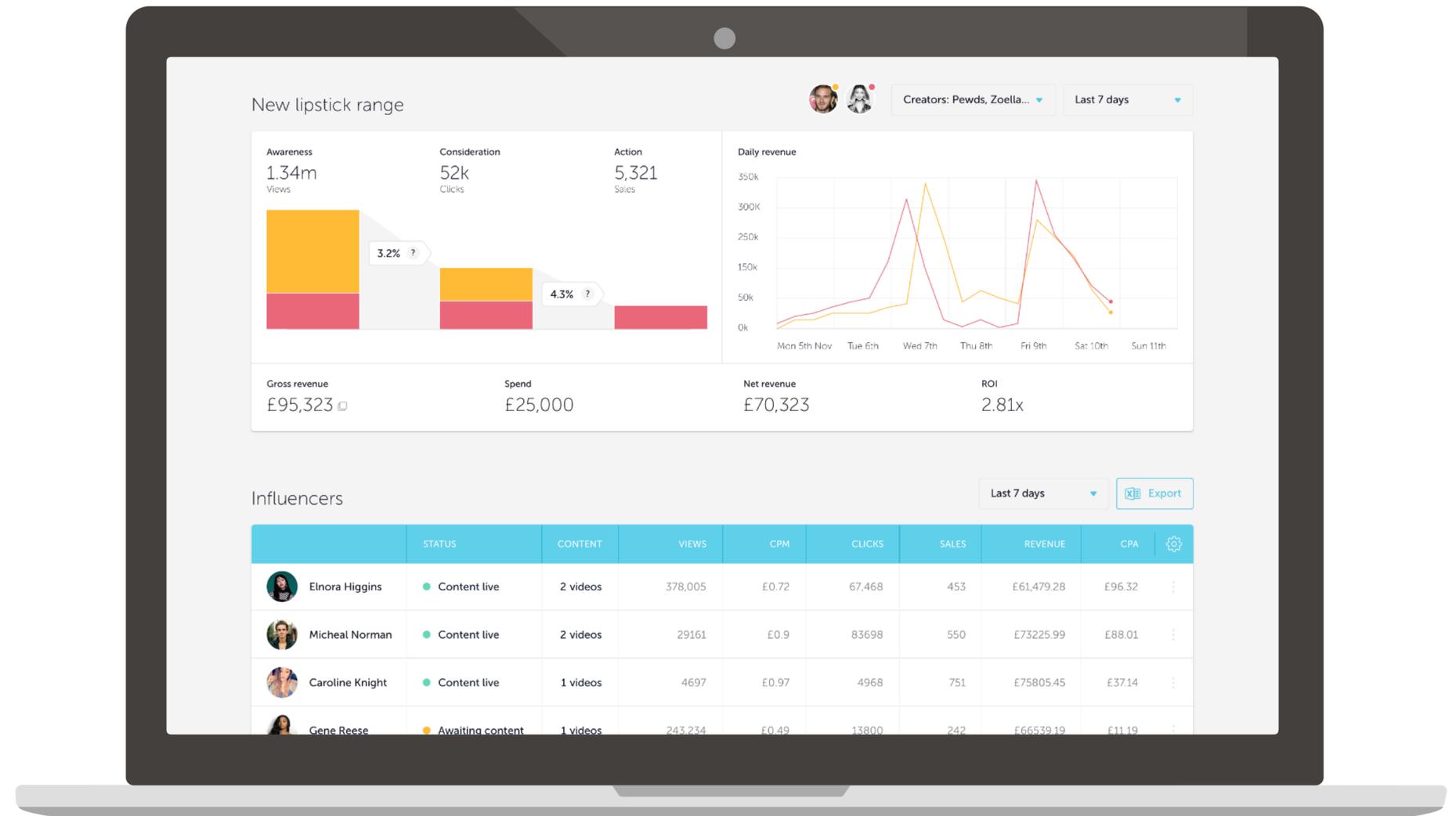
- Track and compare the performance of all influencer marketing campaigns
- Monitor performance trends at a glance and know whether campaigns are ROI-positive or negative

## Content-specific tracking

- Track campaign spend by influencer and content piece
- Create custom tracking URLs for each piece of content
- Monitor campaign performance (including revenue, ROI, CTR etc.) by influencer and content breakdown

## Conversion funnel

- Measure the health of the campaign conversion funnel, from awareness through to action
- Connect with existing tools including Google Analytics, Shopify, Adjust, Stripe and more, for a single source of truth





# We've got your back

Our subscriptions include personalised service as standard



## **Dedicated Peg contact.**

A dedicated Account Manager will be on hand throughout your subscription period for queries or troubleshooting.



## **Research hotline.**

Access to our research team for additional social influencer data that's unavailable on the platform.



## **Team training.**

Tailored training on best practice and use of the Peg platform for you and your team. Deeper strategy workshops and test & learn campaigns are available for an additional fee.



# Industry standard

A selection of the 1,700+ leading advertisers we're proud to say have signed up to Peg, across 169 countries.



"Now we wonder how we ever lived without Peg! It's really become a must-have tool... It's hard to deny the growing importance of influencers within our industry and Peg helps demystify the area. Peg is super easy to use and lovely to look at." - Fran Derry, Board Director



SAATCHI & SAATCHI



"If influencer marketing is the Wild West, Peg is the new deputy in town! Peg speeds up search, creative profiling and crucially, follower demographics which informs realistic fee negotiations." - Matt Groves, MD of Digital

