



inflowense™

## WHAT IS INFLOOENSE?

Inflooise is a performance-based referral program for retailers, who want to utilize the selling power of consumers — anyone who has social media following and is passionate about their products.



## THE FACTS

Consumer marketing is **the fastest** growing channel for customer acquisition in the industry, bar none.

**\$6.50**

**FOR EVERY DOLLAR**

Average business return on influencer marketing.

**93%**

**OF MARKETING PROS**

Are seeing positive results from improving visibility through implementing an "influence marketing strategy."

**93%**

**OF CONSUMERS**

Buying decisions are influenced by social media, because **90%** trust peer recommendations versus **14%** trusting advertisements.

**75%**

**OF PROFESSIONALS**

Consider identifying the right influencer for their brand their biggest challenge.

## PLATFORM OVERVIEW

Couldn't be simpler: users are rewarded for genuine interest and retailers benefit naturally from user recommendations.



Purchase



Take photo/video



Post hype



Users see hype



Referral purchases



Earn money!

## THE MAGIC BEHIND IT

We've developed a plugin that seamlessly hooks into your e-commerce platform for a distraction free experience, currently supporting Shopify, WooCommerce and Magento.



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### HASSLE FREE

There's no distracting sign in and we never interfere with the buying process. Products users buy with their Infloense email are automatically added.

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### PRIVACY PRESERVING

We don't capture any personal or payment information, all we need to know is if the checkout completed.

## THERE IS NO CATCH

There are no upfront of subscription fees involved, contrary to current marketing avenues. You will be involved in a performance based marketing model. We don't get paid unless sales have been generated through our platform.

On top of receiving innovative, first of its kind technology: you will learn more about your consumers social behaviours than ever before.