



Scrolling the Aisles: LTK CPG Study

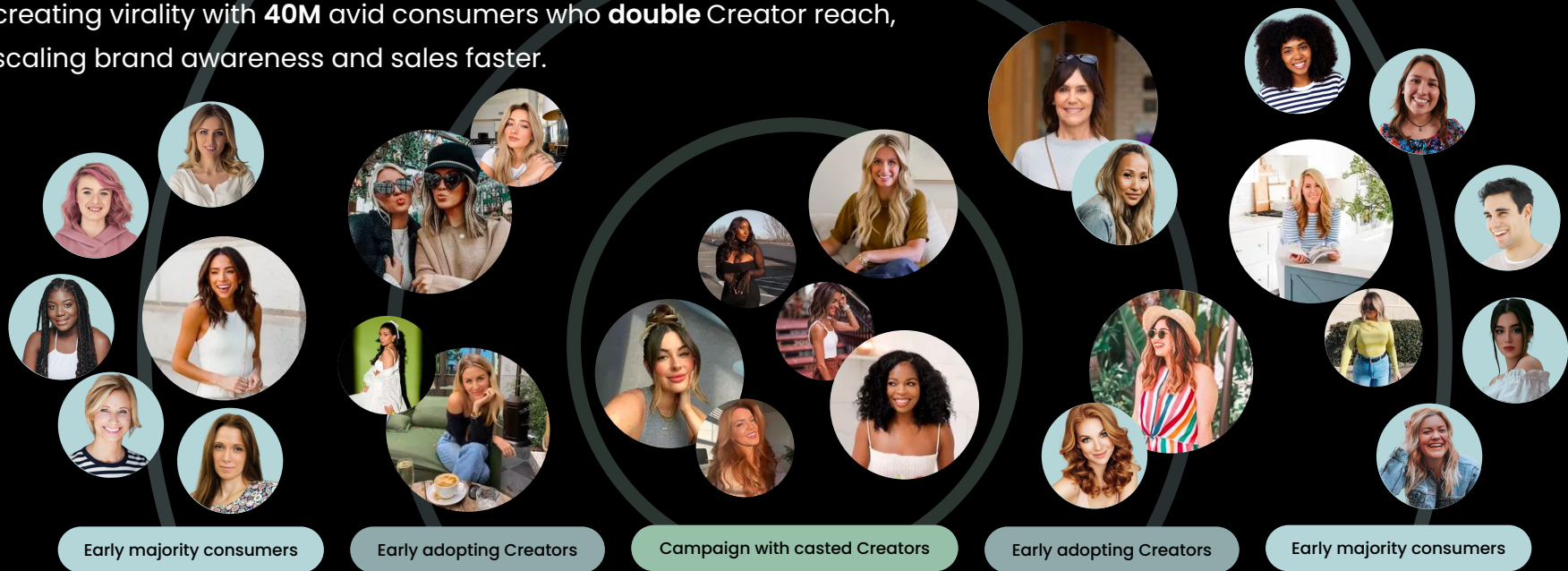
August 2024



@christiovesjulia, @katiecolemankennedy,
@willowbrookfarmlife, @musingsofacountrylady

Get *personal*. Scale *faster*.

LTK is the **community** where Creators run their businesses on LTK and personally share their campaigns with each other and consumers, creating virality with **40M** avid consumers who **double** Creator reach, scaling brand awareness and sales faster.



Shopper Study

METHODOLOGY

LTK's 2024 Shopper Study conducted December 2023 with 1,312 participants, reflective of US population with 97% confidence.

Holiday survey conducted on June 24-25, 2024 from 1,125 participants, reflective of US population with 97% confidence.

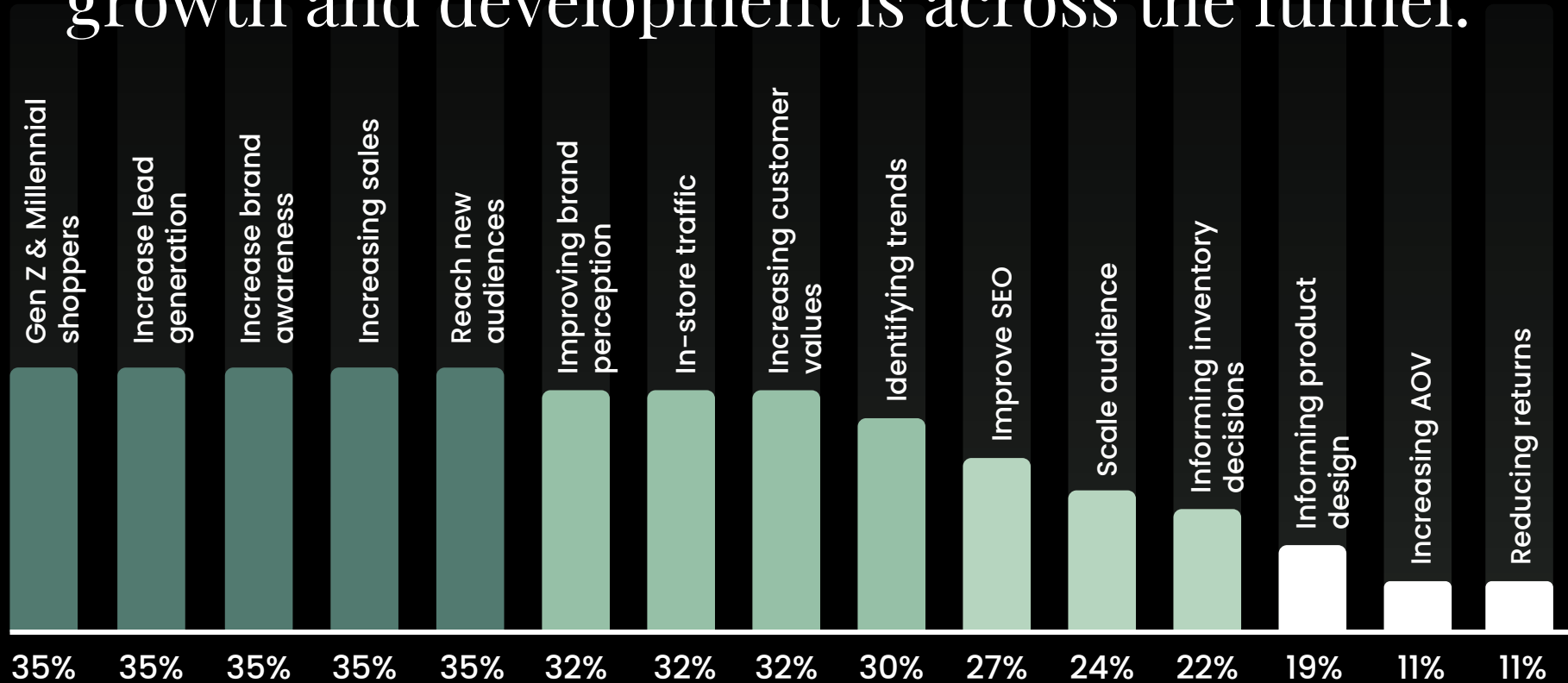
The Brand Decision Maker Study was conducted in partnership with Northwestern University's Retail Analytics Council, canvassing 164 brand decision makers in the US, from large (\$1B+ in sales) to medium (<\$1B in annual sales).



CPG Creator
strategies drive *full*
funnel results.



Positive impact of Creators on business growth and development is across the funnel.



Consumers Turn to Creators for Inspiration

Holiday behaviors that have been influenced by Creators:

- 01 Cooking & baking
- 02 Gift shopping
- 03 Beauty routines & holiday sales/promotions (tie)
- 04 Family traditions & home decorating (tie)
- 05 Gift wrapping
- 06 Outfits & holiday dressing
- 07 Travel



From Discovery to Doorstep

CPG & Creators

RECIPES & COOKING

BEAUTY & PERSONAL CARE

#1

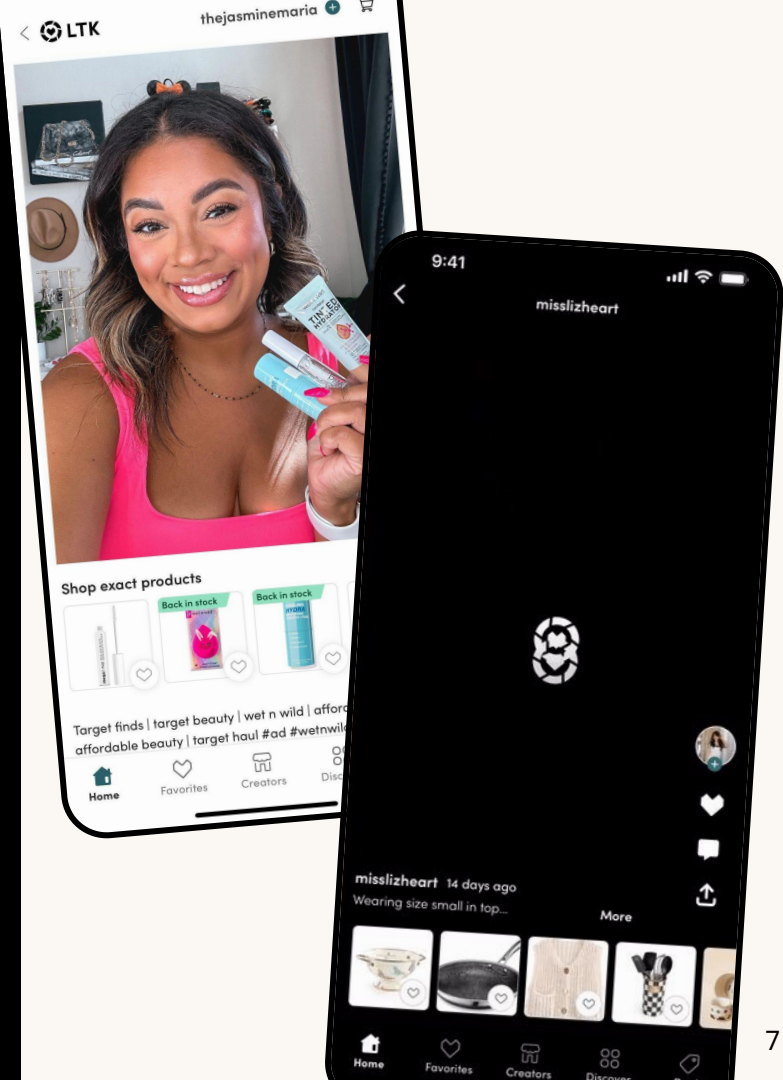
Ranks #1 for reasons consumers **view** Creator content.

#1

#1 **purchase** online from Creator recommendations.

LTK 2024 Shopper Study

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LTK Creator CPG posts up YoY

RECIPES & COOKING

49%

Posts with food links are up 49% YoY (through June).

BEAUTY & PERSONAL CARE

24%

Posts with beauty links are up 24% YoY (through June).

Source: LTK Data

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@carla.bushey, @lovelygrey, @TargetCheer, @targetfanatic, @dlexa.anglin

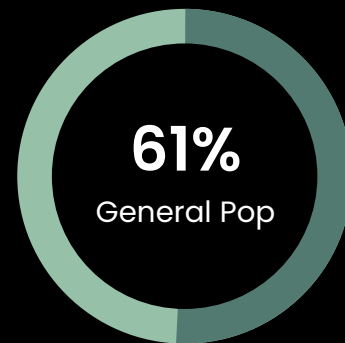
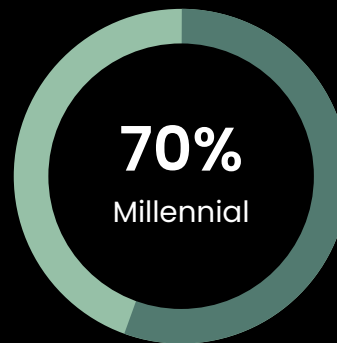
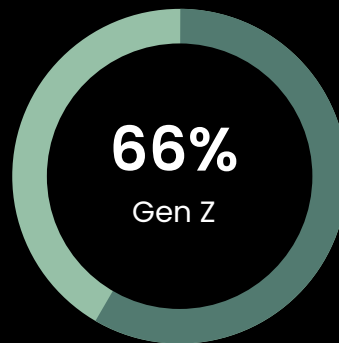
A beautiful recipe
in an always *shifting*
landscape.





The majority of shoppers are making *CPG purchases* from Creators.

Percentage of consumers that make CPG purchases recommended by Creators:



LTK 2024 Shopper Study

80%

of CPG Creator shoppers say they are more likely to try a new brand or product after seeing a Creator post about it.
(26% lift from all categories.)

LTK 2024 Shopper Study



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@StylingwithKayla

Social evolution: change is *constant*

2024

Top-shopped social for holiday
Millennials & Gen Z

01 Instagram

02 Facebook

03 YouTube

04 TikTok

05 Pinterest



Pinterest *and* Millennials

Pinterest #1 growth
for Millennials
following Creators

YouTube *and* Gen Z

YouTube growing
quickest in usage for
Gen Z



A winning 360 Strategy



Target LTK shoppers and Creators through ad package placements



Imperative for effective content.
Budget 20% towards LTK Boost



Test into being a cross-platform player during a peak consumer moment

ALWAYS ON CAMPAIGNS



Thank you

Scrolling the Aisles: LTK CPG Study

For additional research and insights:

LTK Brand Central

@ltkbrandcentral

