



CONTENT CREATED FOR FILA

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# ERA OF THE CREATOR

The \$100 billion creator economy is disrupting the landscape of advertising, and it's just getting started. Creators, individuals creating targeted, high-quality content, are breaking through the noise of commercialized ads to reach consumers where they are.

## Consumers crave peer-to-peer content

Social proof is the new marketing. 85% of consumers say they find user-generated content (UGC) more influential than brand-created content and 64% of consumers make an immediate purchase after watching social branded videos. Social Native provides limitless possibilities with an all-in-one solution to collect, create, or edit branded content.

**85%**

Users Inspired  
by UGC

**64%**

Social Media  
Inspired Purchases



# THE RISE OF SOCIAL COMMERCE

**Social Native** becomes a Twitter and Pinterest Official Partner



Instagram launches shoppable product tags



**Social Native** is founded 2017



B2C e-commerce revenue reaches \$1 trillion worldwide

2018

2016

2014

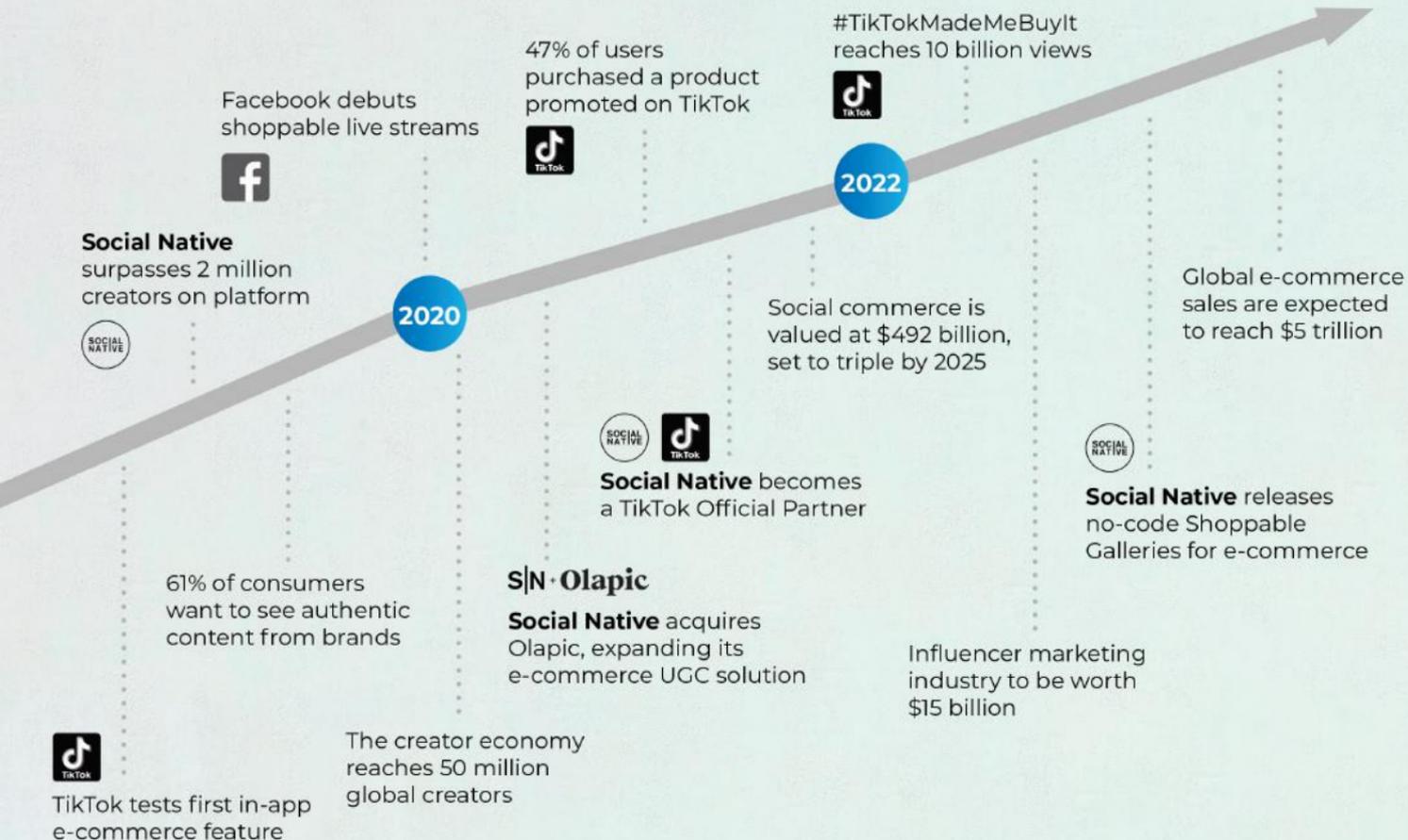
2012



Pinterest enters into e-commerce with Buyable Pins



Facebook, Instagram & Snapchat announce **Social Native** as an Official Partner



Facebook debuts shoppable live streams



**Social Native** surpasses 2 million creators on platform



2020

47% of users purchased a product promoted on TikTok



#TikTokMadeMeBuyIt reaches 10 billion views



2022

Social commerce is valued at \$492 billion, set to triple by 2025

Global e-commerce sales are expected to reach \$5 trillion

61% of consumers want to see authentic content from brands

**S|N · Olapic**

**Social Native** acquires Olapic, expanding its e-commerce UGC solution



**Social Native** becomes a TikTok Official Partner



**Social Native** releases no-code Shoppable Galleries for e-commerce

Influencer marketing industry to be worth \$15 billion



TikTok tests first in-app e-commerce feature

The creator economy reaches 50 million global creators

# SOCIAL NATIVE AT A GLANCE

Our global mission is to democratize the way brands create content. We are fueling the creator economy and redefining traditional ads with diverse, visual, and inspiring content. We want to partner with brands who share the same passion.

**100K+**

Activations

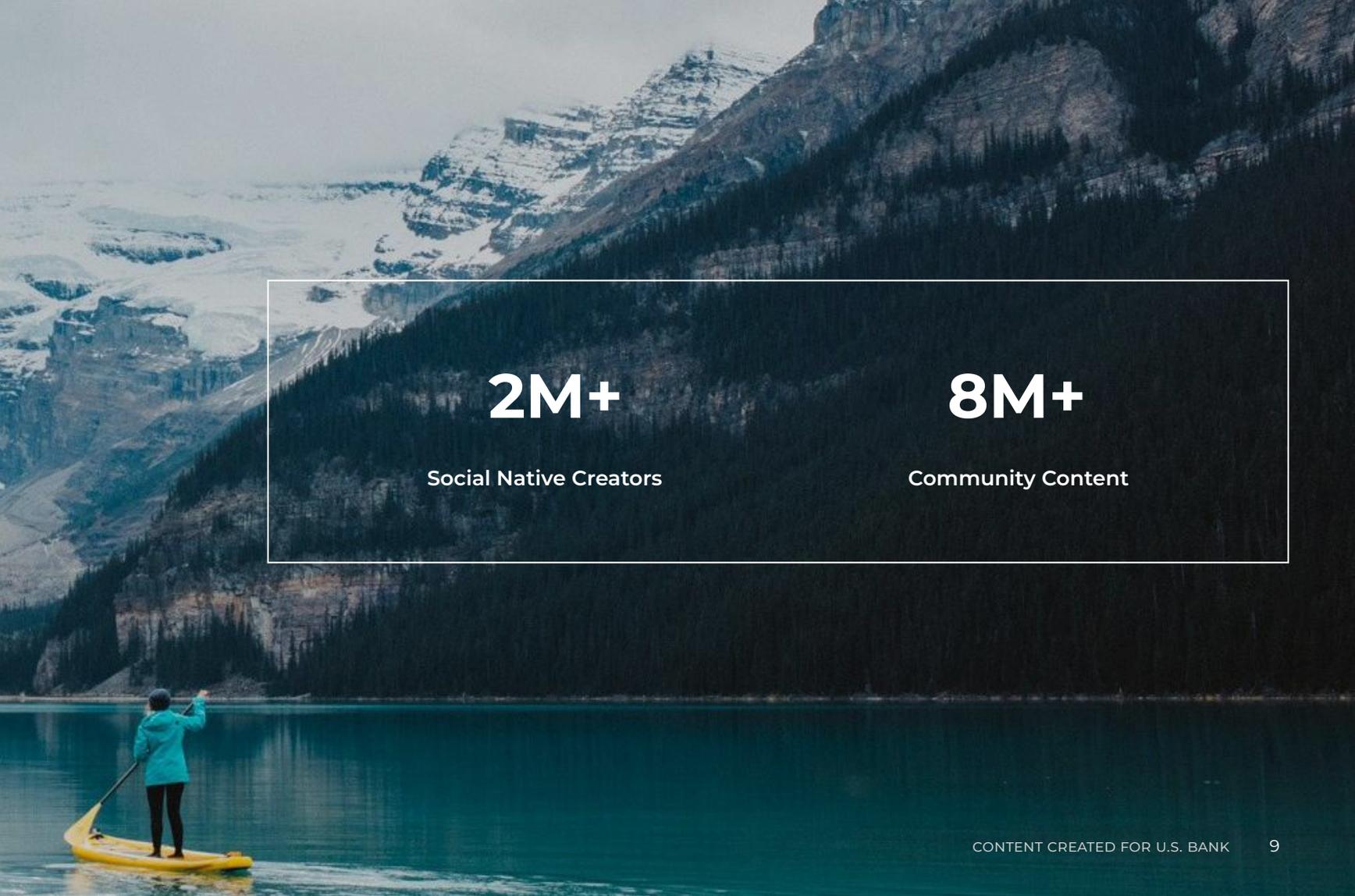
**3,500+**

Brand Campaigns

**1,500+**

Brands Served





**2M+**

Social Native Creators

**8M+**

Community Content

# INDUSTRIES SERVED



## Advertising

Marketing Agencies & Non-profits

## Automotive

Automobile Manufactures,  
Automotive Advertising & Ride-  
share Services

## Beauty

Cosmetics & Skincare

## Consumer Electronics

Mobile & Computing Devices,  
Cameras, Accessories & Software

## Education

Learning Materials & Online  
Education

## Fashion

Apparel, Shoes, Jewelry & Watches

## Finance

Personal Banking, Financial  
Services & Wealth Management

## Food & Beverage

Packaged Foods, Grocery,  
Restaurant, Fast Foods, Alcoholic &  
Non-alcoholic Beverages



## Gaming

Devices & Accessories, Technology & Mobile Gaming Apps

## Health

Wellness, Fitness & Nutrition

## Home & Office

Home, Garden, Tools & Supplies

## Media & Entertainment

Broadcast TV & Streaming Services, Music, Media Production, Publishing & Film

## Pets

Nutrition, Healthcare, Supplies, Toys & Accessories

## Real Estate

Web Services & Advertising

## Retail

E-commerce, Convenience & Department Stores, CPG, Subscription Services

## Travel & Hospitality

Travel, Airlines, Lodging & Tourism

# YOU'RE IN GOOD COMPANY



**1,500+**

Global Customers



Calvin Klein



Cuisinart®



Office  
DEPOT



ALLSAINTS



Klarna.



FOX

SONY

Rakuten

crocs™



Unilever



# OUR SOLUTIONS

## Customer & creator powered commerce

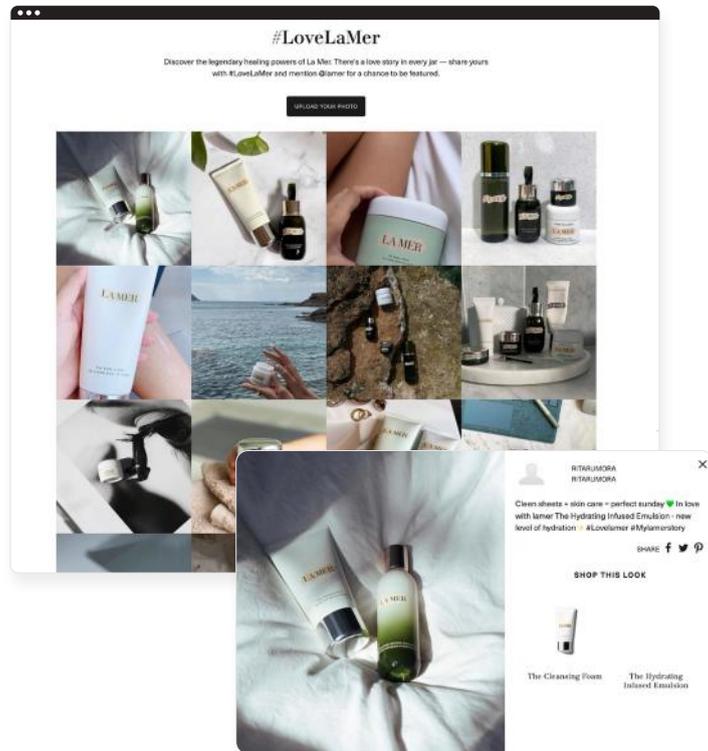
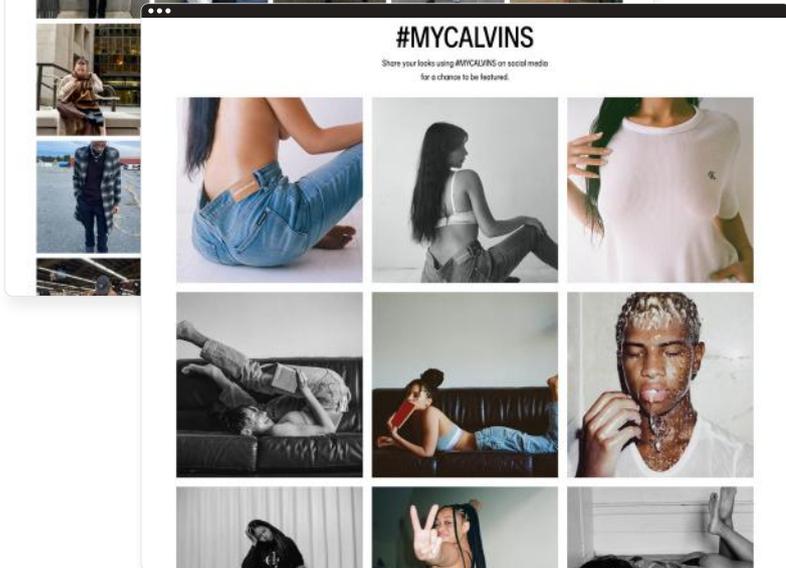
Forget about costly agencies or the complexities of sourcing influencers.

Social Native's tech stack allows brands to activate a higher volume of creators and influencers for a more sustainable long-term strategy. As brands continue to invest in digital, and people continue to shop online, marketers' demand for authentic content and social proof grows. Our product suite delivers capability for social UGC and creator content activations on-demand and at scale.

Consumers engage the most with authentic content that reflects a diverse community of happy customers. Our solutions enable brands to collect, create, or edit content easily.

# BOOST PERFORMANCE ACROSS ALL DIGITAL CHANNELS WITH UGC

PERFORMANCE METRICS	E-COMMERCE	PAID MEDIA	PAID SOCIAL	ORGANIC SOCIAL	EMAIL
Revenue	<input checked="" type="checkbox"/>				
Product Catalog Coverage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conversion Rate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Impressions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Engagement Rate	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Click-Through Rate	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Cost Per Acquisition	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Return On Ad Spend	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# COLLECT

## Discover the best content from your community of engaged customers

Surface high-quality content from consumers and seamlessly obtain rights to build your content library. Embed automated UGC across e-commerce, driving users from discovery to purchase - turning inspiration into action.

- ☑ **Rights Management.** Turn content from consumers into owned assets seamlessly.
- ☑ **Strategic Moderation.** Identify the best visuals and connect them to your catalog.
- ☑ **Shoppable Galleries.** Easy-to-build and fully customizable galleries to showcase your content.
- ☑ **Reports & Analytics.** Real-time performance data and actionable insights.

# CREATE

## Have creators who love your brand create your content

Produce content at scale and on-demand by leveraging our global marketplace of 2M+ creators. We've got creators and influencers of all tiers with a wide array of technical skills to fit your needs.

- ☑ **End-to-end Management.** Manage all your creator activations through a single platform.
- ☑ **Content Rights.** Get universal usage rights to use the content across all channels.
- ☑ **Creator Distribution.** Activate influencers to share on their own channels to boost reach.
- ☑ **Performance Insights.** Real-time performance data and insights to make smarter decisions.



An advertisement for McDelivery. At the top, a pair of hands is shown holding a red McDonald's tray filled with fries. The fries are decorated with various food-related icons like a burger, a drink, and a fork. The background is a solid yellow color.

Your faves are just a tap away with McDelivery.  
Share a bundle with the fam

Uber Eats **Order Now** DOORDASH

An advertisement for LA Z BOY. A woman with blonde hair, wearing a dark jacket and bright red pants, is sitting on a yellow sofa. The background is a living room with a wooden cabinet and a vase of flowers. The text 'LA Z BOY' is at the top, with 'Style to suit any taste' below it. At the bottom, it says 'Add a pop of color' and 'Get Inspired' with a right-pointing arrow.

LA Z BOY  
Style to suit any taste  
Add a pop of color  
Get Inspired ▶



# EDIT

## Transform your existing branded assets into high-impact and engaging creative

Recycle and refresh existing content, optimizing it for each marketing channel. Define your creative requirements and get matched with Pro Creators™ with the expertise to produce high-performing content.

- ☑ **End-to-end Management.** Easily produce & manage your creative iterations.
- ☑ **Fast Turnaround.** On-demand editing projects with quick turnaround.
- ☑ **Creative A/B Testing.** Content optimizations aimed to achieve measurable results.



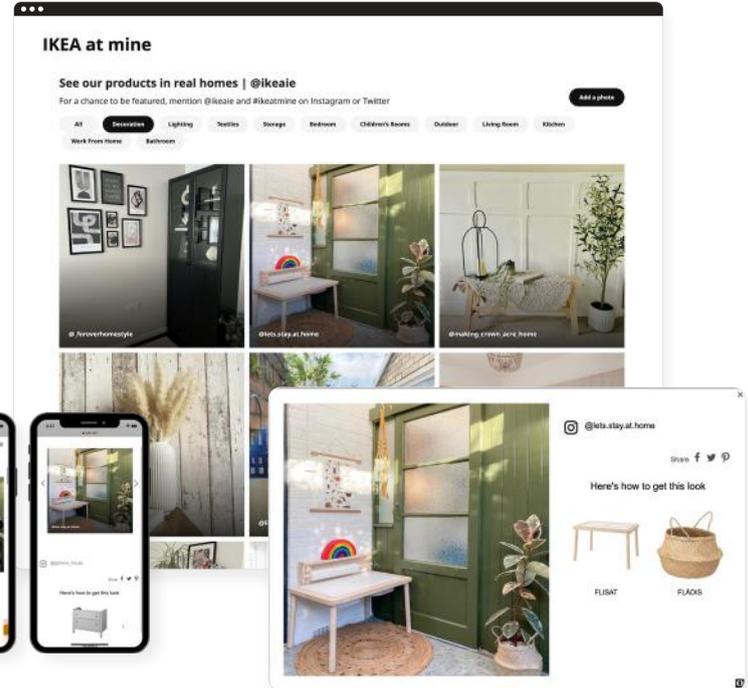
## IKEA reaches local markets with targeted UGC

IKEA, the world's largest furniture retailer, needed a cost-efficient way to source content that is market relevant at a regional level. With Social Native's UGC solution, IKEA is able to provide a more localized and seamless shopping experience for their consumer markets.

**3.5X** | Lift in conversion when a user interacts with UGC

**2.7X** | Higher engagement with UGC on the homepage than owned content

**27%** | Higher reach than owned organic social





## Zillow shifts to real family moments for authentic TV spots

Zillow wanted to level-up their advertising to build emotional connections with consumers over traditional ads. Zillow partnered with Social Native to empower 250 families to create genuine and memorable videos within weeks. As a result, they humanized the brand's messaging. In addition to leveraging the standalone UGC assets, Zillow created two TV commercials compiling authentic consumer moments.

**250+**

Families activated

**275+**

Short-form videos created





## Crocs is a step ahead with Gen Z

Crocs set out to target Gen Z with fresh and engaging social content. By empowering real fans to create branded content, Crocs was able to appeal to their digitally native consumers through authentic and creative storytelling. To date, Crocs has activated more than 600 creators and generated over 800 pieces of original content across 50+ campaigns.

**792.4K**

Engagements

**21.5%**

Average engagement rate

**3.7M**

Audience reach





## UNIQLO boosts product launch with influencers

UNIQLO sought to build awareness for the variety of accessories in their HEATTECH line. The brand wanted to reach new audiences through relevant creator activations that they could then distribute across owned channels. The creator campaign produced over 400 high-performing images to reach over four million potential consumers.

**400+**

Images created

**7.6%**

Average engagement rate



## NYX creates omnichannel experience with UGC

NYX wanted to take UGC to the next-level by creating an immersive and engaging shopping experience offline and in-store. NYX featured high-quality, authentic photos and videos throughout their store windows, including a “selfie wall” to encourage customers to share their own UGC.

**93%**

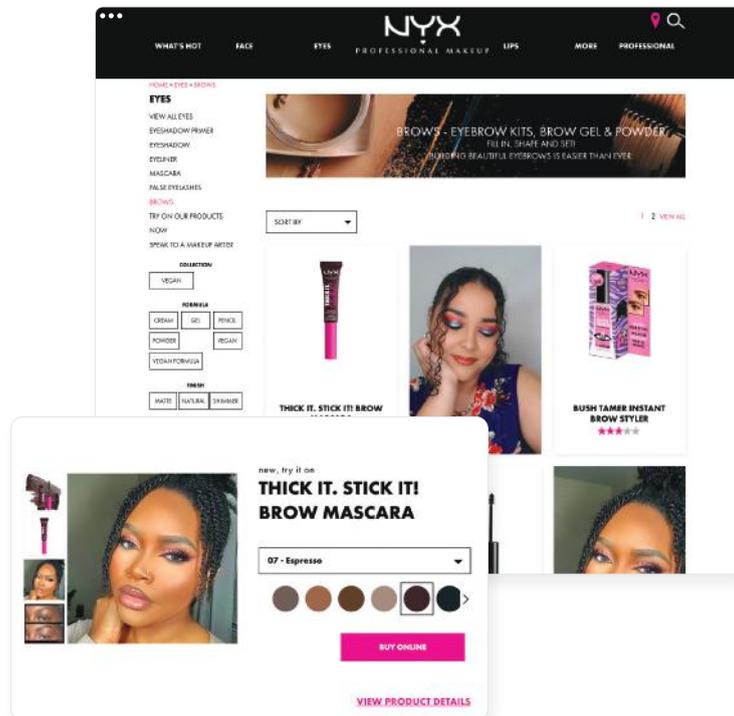
Higher AOV with customers who interacted with UGC

**7+**

Photos interacted with on average per visit

**320%**

Lift in conversion when engaging with UGC





## Perrier refreshes ads with diverse creator content

Perrier was looking for a quick solution to create captivating content at scale that would appeal to their hard to reach consumers. Collectively, the content reflected a multitude of consumer personalities enjoying Perrier—from artists to beach bums to ski enthusiasts. The brand re-used the content across their social and paid channels to boost consumer sentiment and connect with customers.



**5.6%**

Higher engagement rate

**95%**

Boosted positive sentiment

**4.7%**

Increase in share of conversation



# MEET THE CREATORS

## A spectrum of talent for a long tail solution

- ☑ Global marketplace of 2M+ creators
- ☑ Influencers from all tiers
- ☑ Multi-cultural backgrounds
- ☑ Diverse interest segments

## Brand Advocates

- ☑ Day-to-day consumers
- ☑ Relatable and authentic content with real-life perspective
- ☑ Produce content for brands they are passionate about
- ☑ Ranging production skill sets
- ☑ Down-to-earth product reviews, unboxings and demos



## Creators

- ☑ Genuine passion for creating content
- ☑ Represent brands with creative storytelling
- ☑ Up-to-date on targeted industry trends
- ☑ Current on social trends and platform features
- ☑ Knowledgeable of a wide range of content creation tools
- ☑ Down-to-earth product reviews, unboxings and demos

## Influencers

- ☑ Actively focused towards growing their following
- ☑ In-depth knowledge of what resonates with their audience
- ☑ Create engaging content that is both relatable and aspirational
- ☑ Set trends and initiate conversations in their field of expertise
- ☑ Communicate brand values through authentic storytelling
- ☑ Distribute sponsored content from personal social channels

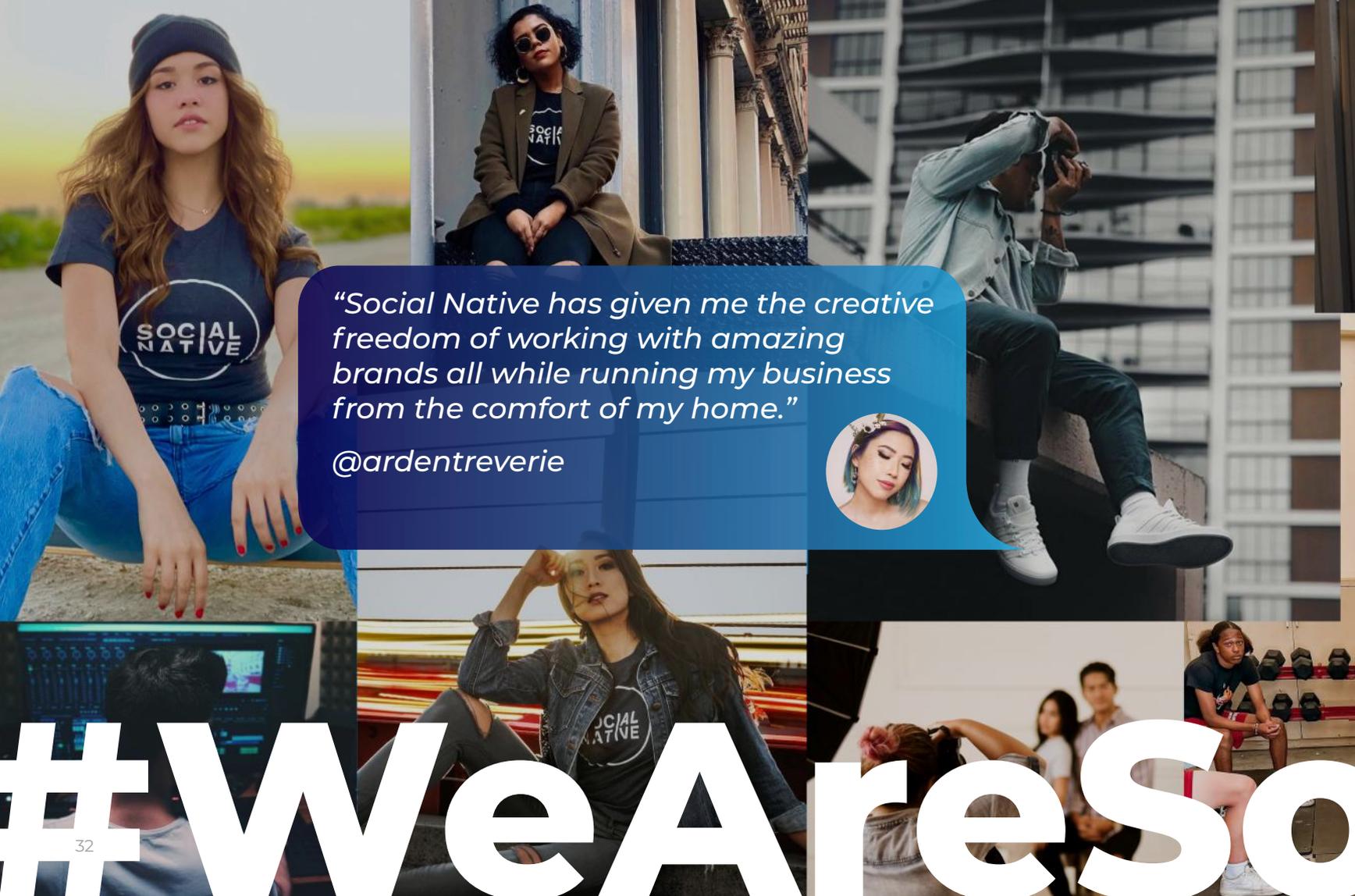
## Super Creators™

- ☑ Embody every attribute of creators
- ☑ Established working history with Social Native
- ☑ Track record of high-performing content
- ☑ Successfully partnered with top brands

## Pro Creators™

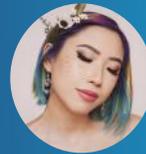
- ☑ Executes creative vision for end-to-end production
- ☑ Equipped with high-tech production equipment
- ☑ Expertise in editing raw and existing assets
- ☑ Masters a wide array of creative formats
- ☑ Knowledgeable of platform best practices
- ☑ Track record of high-performing content





*"Social Native has given me the creative freedom of working with amazing brands all while running my business from the comfort of my home."*

@ardentreverie



# #WeAreSo



*“Social Native changed my family’s life. We used every penny from the program to purchase a home outright. So again, thank you from the bottom of our hearts. We’ll forever be grateful for this opportunity.”*

@braannxo



# Social Native





# GLOBAL REACH

## Local impact on a global scale

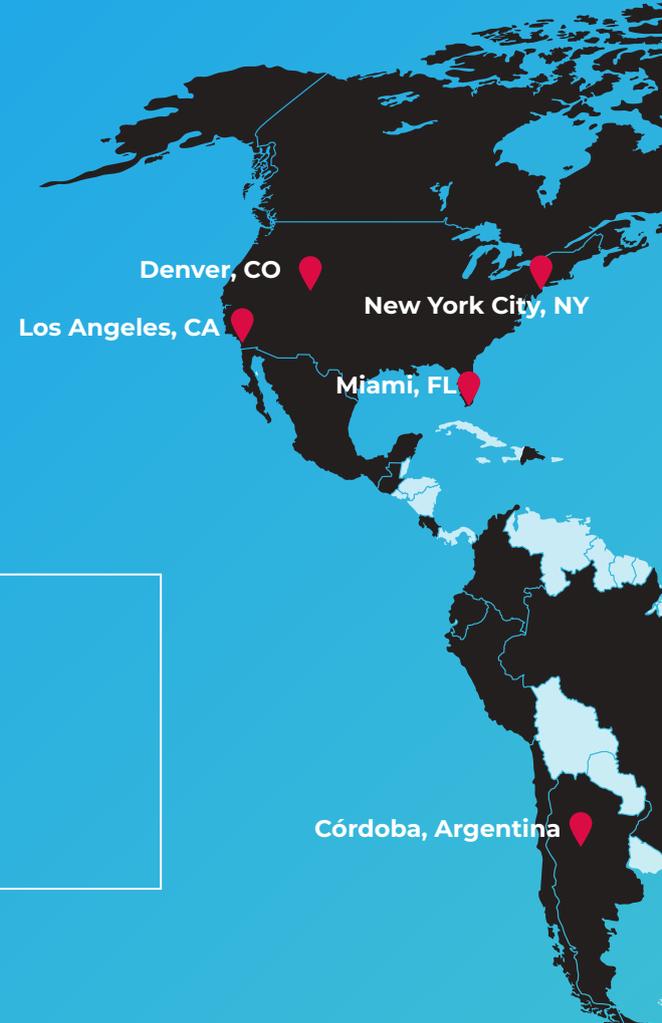
The creator economy is global. Get immediate access to amazing creators all around the world to power your global commerce. Our localization capabilities serve to scale content across borders, and concentrate messaging locally.

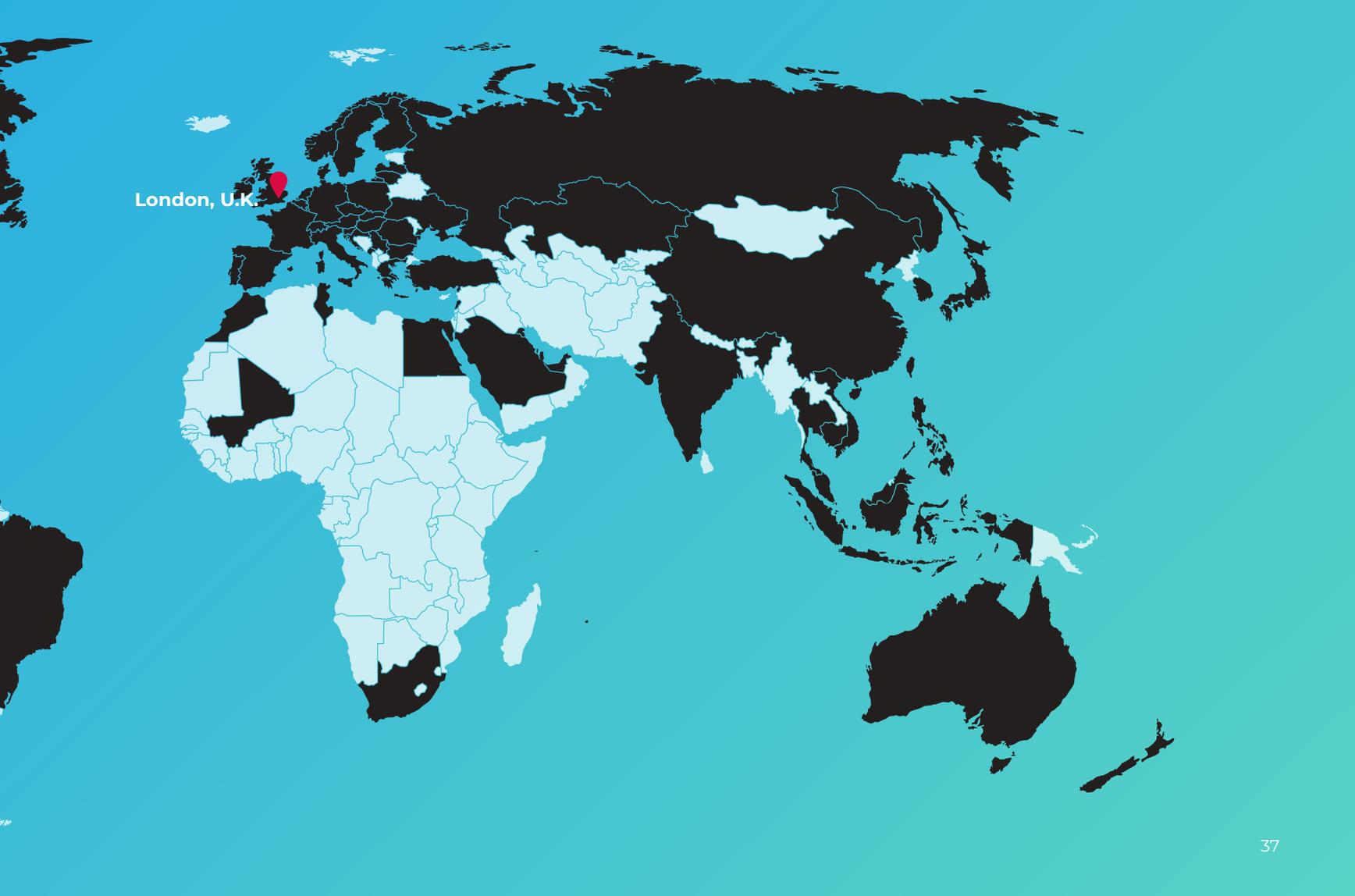
**70+**

Local Markets

**100+**

Global Employees





London, U.K.

# ARE YOU READY TO TAKE YOUR BRAND TO THE NEXT LEVEL?

Join our movement today

Our global mission is to fuel the creator economy and redefine traditional ads with diverse, visual, and inspiring content.

Visit [socialnative.com](https://socialnative.com) to learn more.



 **Pinterest** Partners

 **Meta**  
Business Partners



**TikTok:**  
Marketing Partners



For more information about Social Native,  
please visit [socialnative.com](https://socialnative.com)

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