



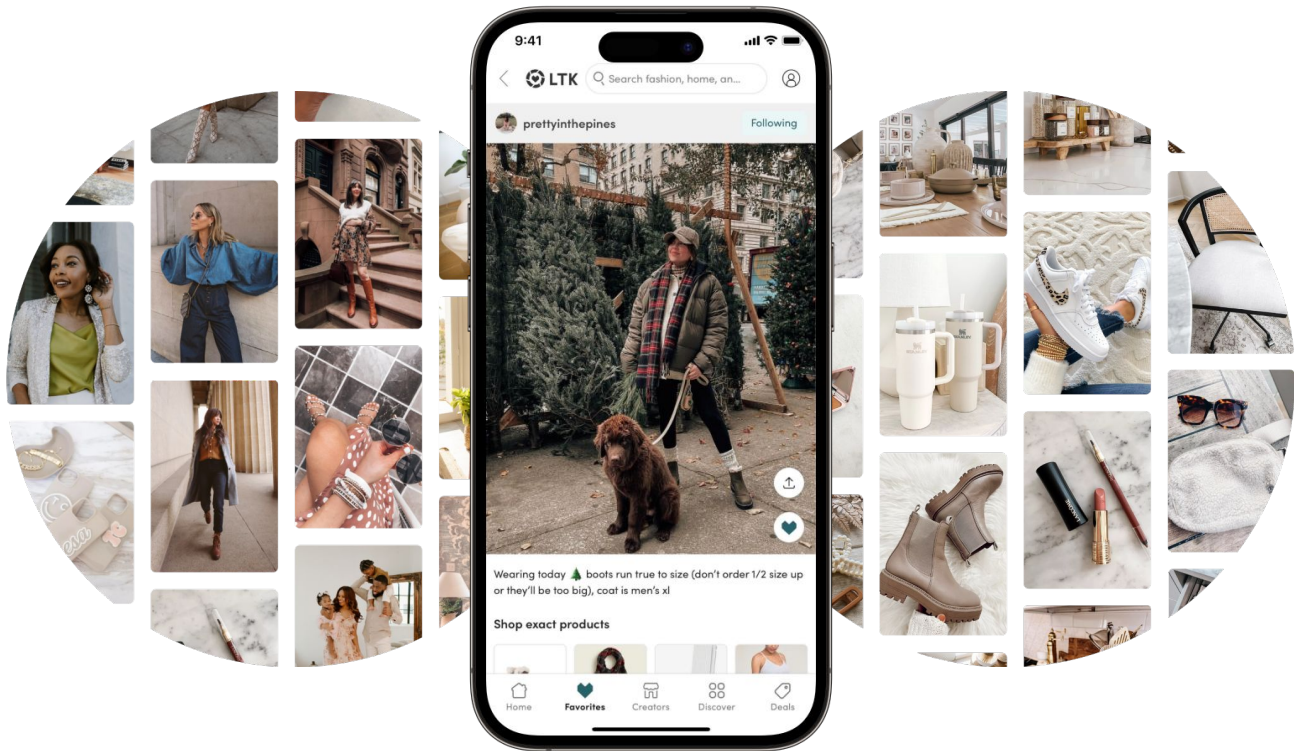
Unwrapping Holiday 2023 Shopper Trends

Consumers who shop through Creator
tend to have different shopping habits



LTK Creator Guided Shopping™

LTK sits at the intersection of e-commerce and contextually connecting creators, consumers and brands in a trusted environment



Creator Commerce™ is Data-First Marketing

LTK provides data-driven shopper strategies for Creators and Brands from proprietary insights derived over the last decade to yield maximum results across the globe

LTK drives and tracks **billions of dollars** in annual brand sales

Creators publish **millions of LTK posts**

11 years of data and insights accelerate influence scale

5-Star shopping app with millions of shoppers amplifying creator reach driving to brand sites

NPS Score of 50

LTK customers give high scores to LTK

Content sneak peek

- 01** Insights from 2023 LTK Holiday Shopper Study
- 02** Holiday Best Practices
- 03** Hear directly from LTK on holiday strategy



Spoiler Alert

Influential shoppers are relying more on Creators—plus, they're shopping earlier for the holidays.



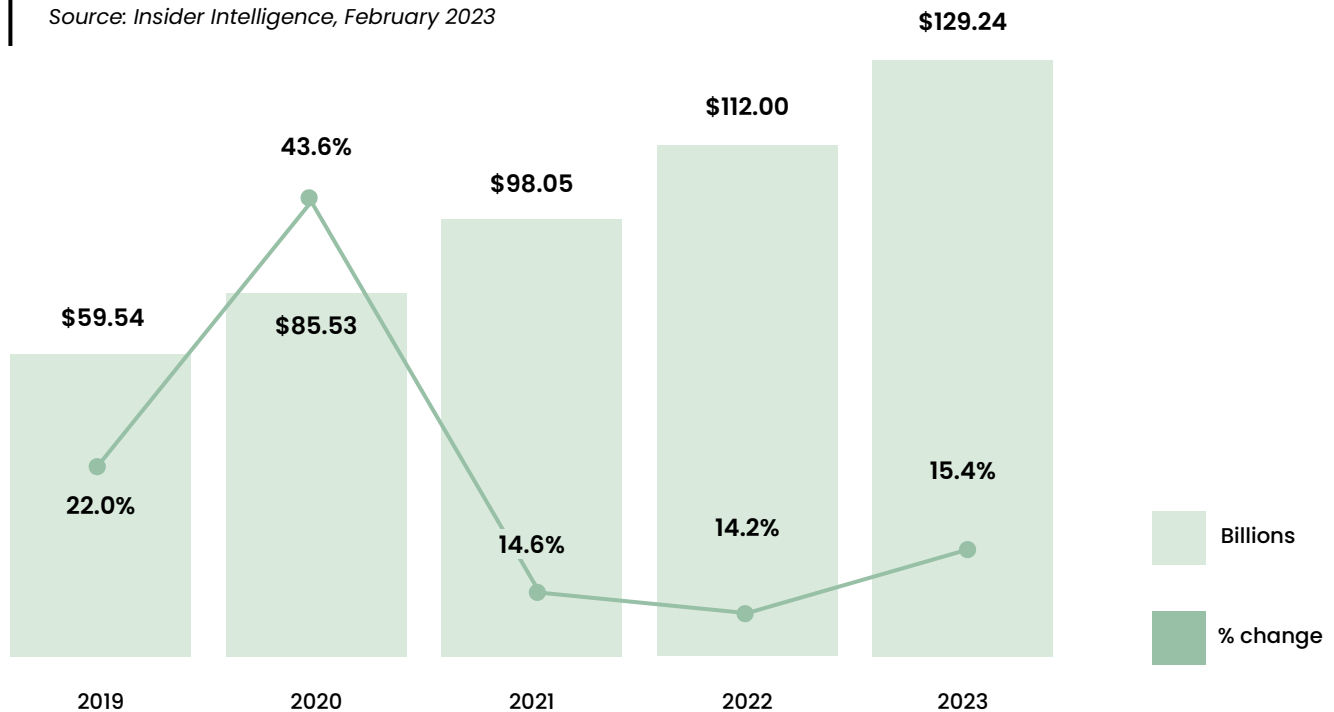
Where the industry is today

Consumers are shopping for holiday online & mobile more than ever before

Retail Mcommerce Holiday Season Sales

US, 2019–2023

Source: Insider Intelligence, February 2023



Note: sales are for Nov and Dec of each year; included products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; includes sales on tablets; excludes travel and event tickets, payments such as bill pay, taxes or monthly transfers, food services and drinking place sales, gambling and other vice goods sales

LTK continues grow in all areas of our business

More Creators on our platform than ever before with thousands of new Creators added each month

Double digit increase in brand campaign spend in 1H 2023Z

30M monthly shoppers across the LTK platform with double digit growth in clicks & sales compared to 1H 2022

Holiday shopper study

METHODOLOGY

Holiday survey conducted on June 30, 2023 from 1,136 participants

Study was conducted using online panels reflective of US population with 97% confidence.

In addition to general population summaries, both were filtered to identify Gen Z, Millennial and by HH income responses for comparative analysis.

This summarizes key findings related to: *National study conducted by LTK in June 2023, LTK Holiday Shopper Study*



So why Creator?

Creators continue to be the most-trusted source of inspiration for holiday shopping for Gen Z & Millennials

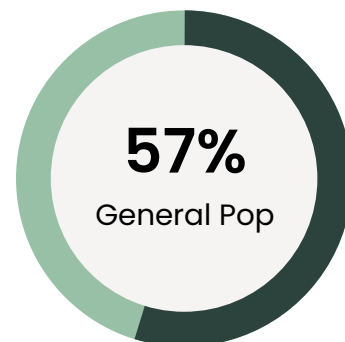
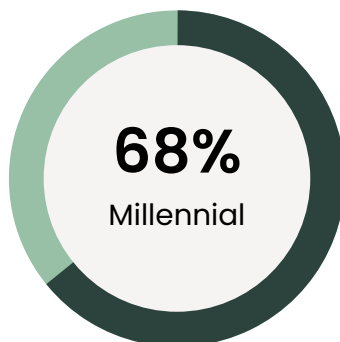
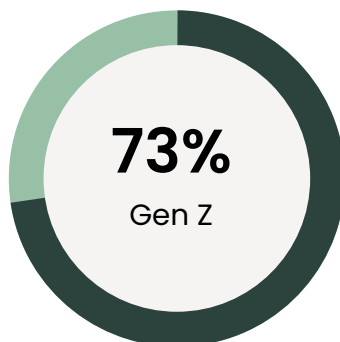


LTK Shopper Insight

Compared to 2022, we noted a **32% increase** in millennial shoppers choosing creators as most trusted

The majority of shoppers are making purchases from creators

Percentage of consumers that make purchases recommended by creators:

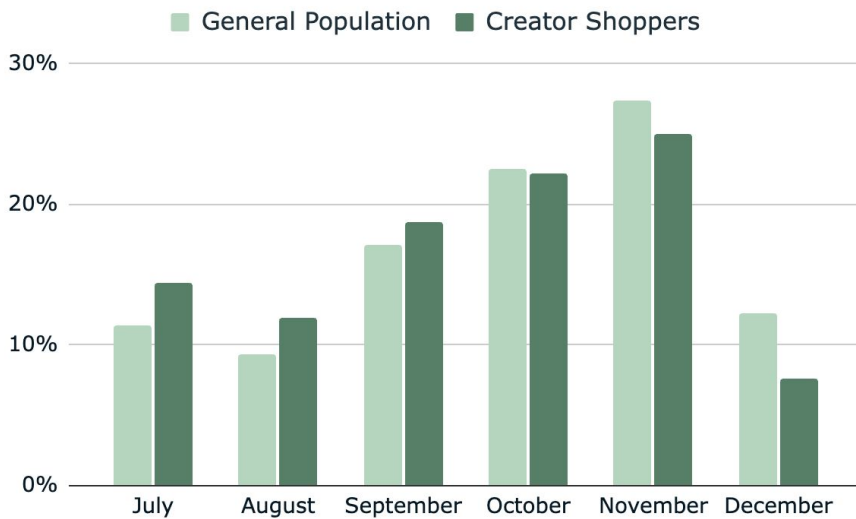


How are consumers planning to shop?

INSIGHT #1

Shopping windows are even earlier than 2022

When shoppers are planning to *start* holiday shopping



38%

General Population
Plan to start holiday shopping by September

Creator Insight

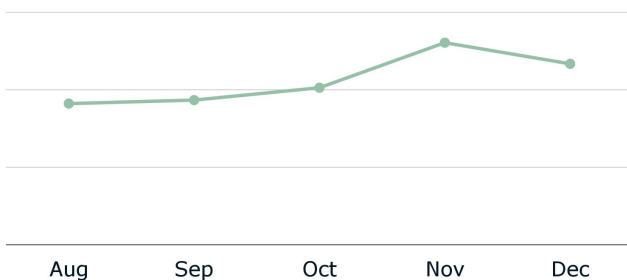
45%

Creator Shoppers
Plan to start holiday shopping by September

Compares to **30%** of the general population planning to start holiday shopping by September in **2022**

LTK saw shoppers and creators gearing up early in 2022

Monthly LTK shoppers



Monthly executed campaign spend



+15% Increase in creator posting in November MoM

INSIGHT #2

Deals are important to most but LTK shoppers choose quality over price

42%

General Population

Plan to save money with Black Friday & Cyber Monday sales

LTK Shopper Insight

62%

LTK Shoppers

Plan to save money with Black Friday & Cyber Monday sales

Compare to **31%** of the general population planning to save money during BFCM in **2022**



@The_Handwritten_Home

Factors most important in holiday gifting purchases

General Population

01

Price

02

Quality

03

Convenience

04

Availability

05

Brand

LTK Shopper Insight

LTK Shoppers

Quality

Brand

Availability

Convenience

Price

INSIGHT #3

And spend has no sign of drastically slowing

Majority of the population plan to spend more or the same this year compared to last year

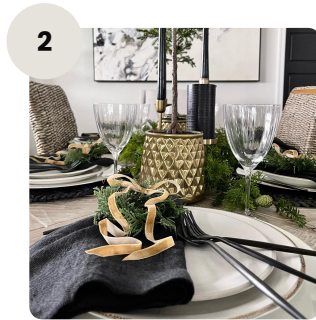


1

Gifts

79%

Plan to spend more or the same



2

Home

64%

Plan to spend more or the same



3

Themselves

(holiday clothing & accessories)

63%

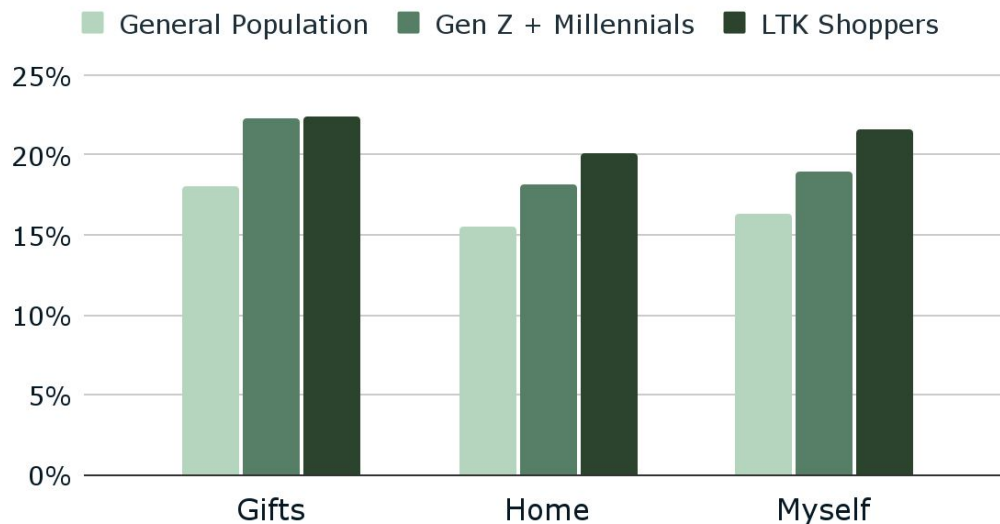
Plan to spend more or the same



LTK Shoppers and Gen Z & Millennials

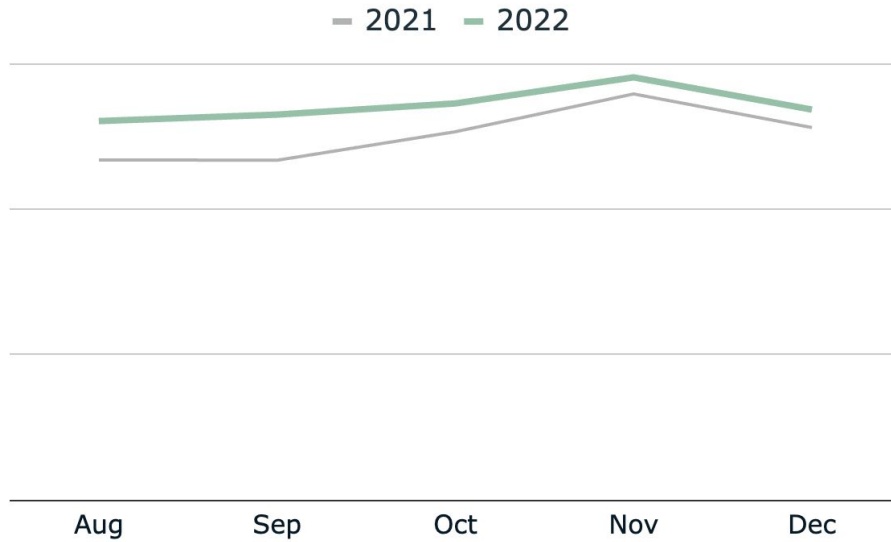
who shop through Creator plan to spend more than the general population

Percent of shoppers planning to spend more across categories



Shoppers continue to spend more on the LTK platform

Monthly sales per app shopper



LTK sees each shopper spending more in 2H compared to 1H

Year over year, shoppers continue to spend more and we expect to see the same trend for holiday 2023 based on 1H 2023 results

+8%

GMV per LTK app shopper (Holiday 2022 vs 2021)

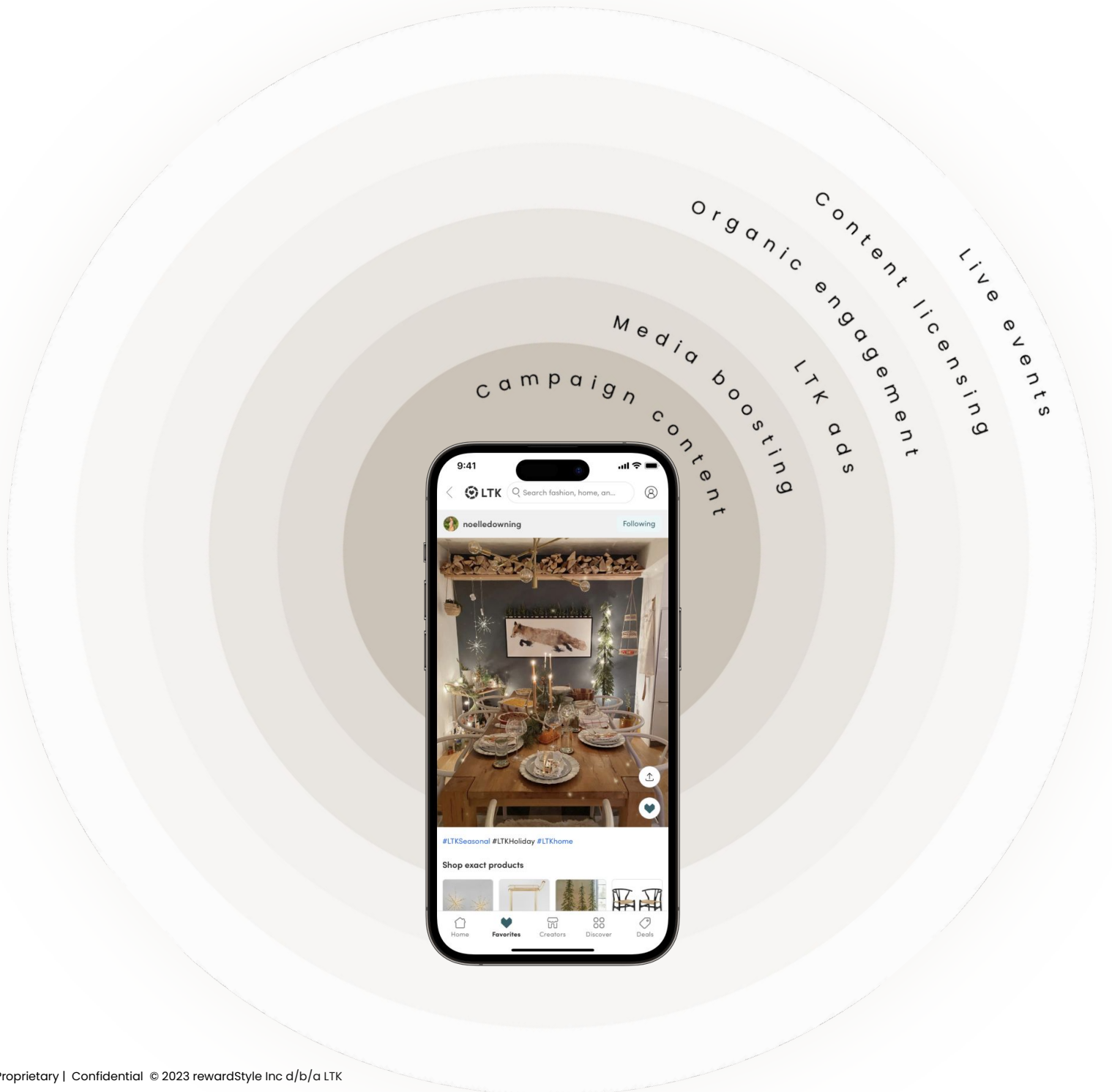


CREATORS AS INSPIRATION

A full funnel strategy

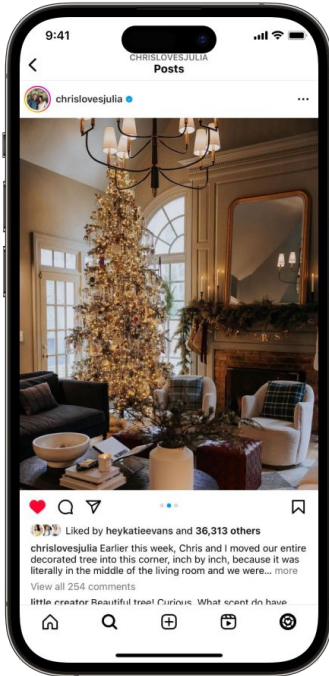
360° winning brand strategy

A holistic approach to working with Creators is how brands drive consistent YoY growth with full-funnel results.



Creators move consumers through the funnel: Inspiration

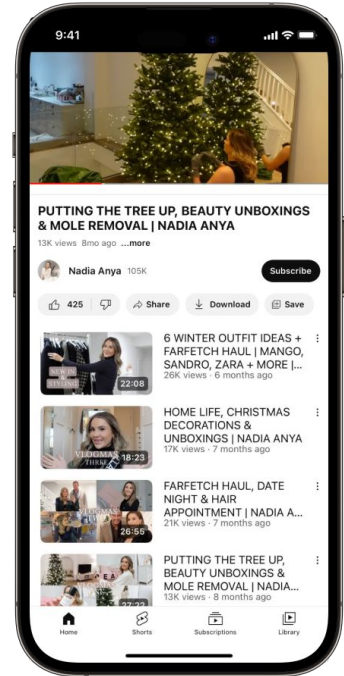
Instagram



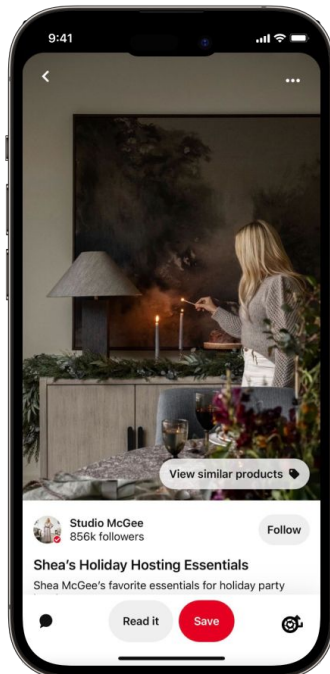
Facebook



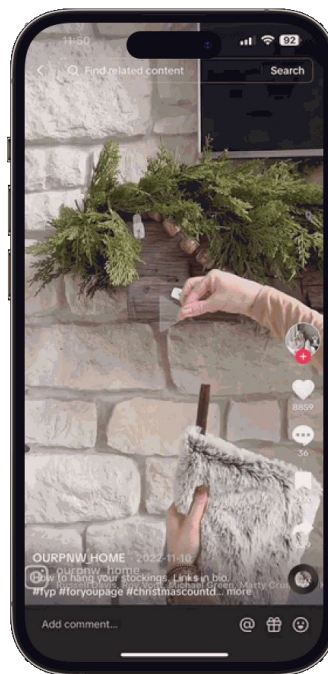
YouTube



Pinterest



TikTok



Content categories are diverse

Holiday inspiration spans categories

TOP HOLIDAY CONTENT



Holiday baking/cooking



Gift hauls/gift guides



Home decor inspiration



Kids & family festive activities



Vacation vlogs



Key Insight

Gen Z & Millennials rank gift hauls and guides as the #1 holiday content to watch

Featured Creators: @piecesofemerald, @vonnies.homedecor, @festivefarrarco, @hauteofftherack, @nenaevans

Creator focused gift guides

will be a consumer focus for holiday 2023 for both inspiration and shopping

61% **Gen Z**
Plan to use gift guides for holiday shopping

64% **Millennials**
Plan to use gift guides for holiday shopping

 LTK Shopper Insight

65% of consumers who turn to LTK for holiday inspiration plan to shop Creator Gift Guides



Key Insight

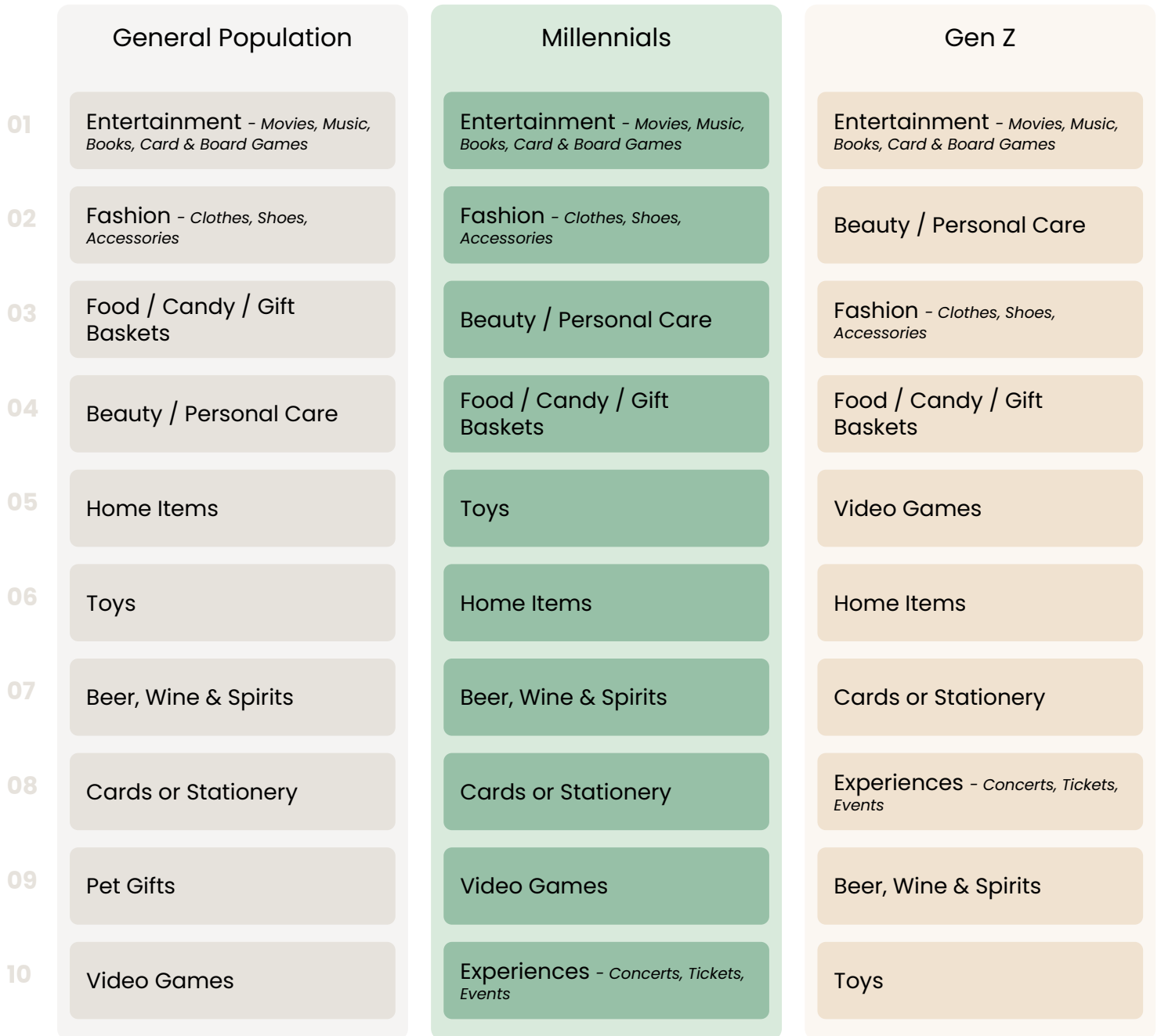
Creator gift guides out-ranked online publications gift guides as a source of inspiration

Holiday 2023

Top gifting categories

And while consumers are watching spend, they will still purchase across category

TOP 10 GIFT CATEGORIES

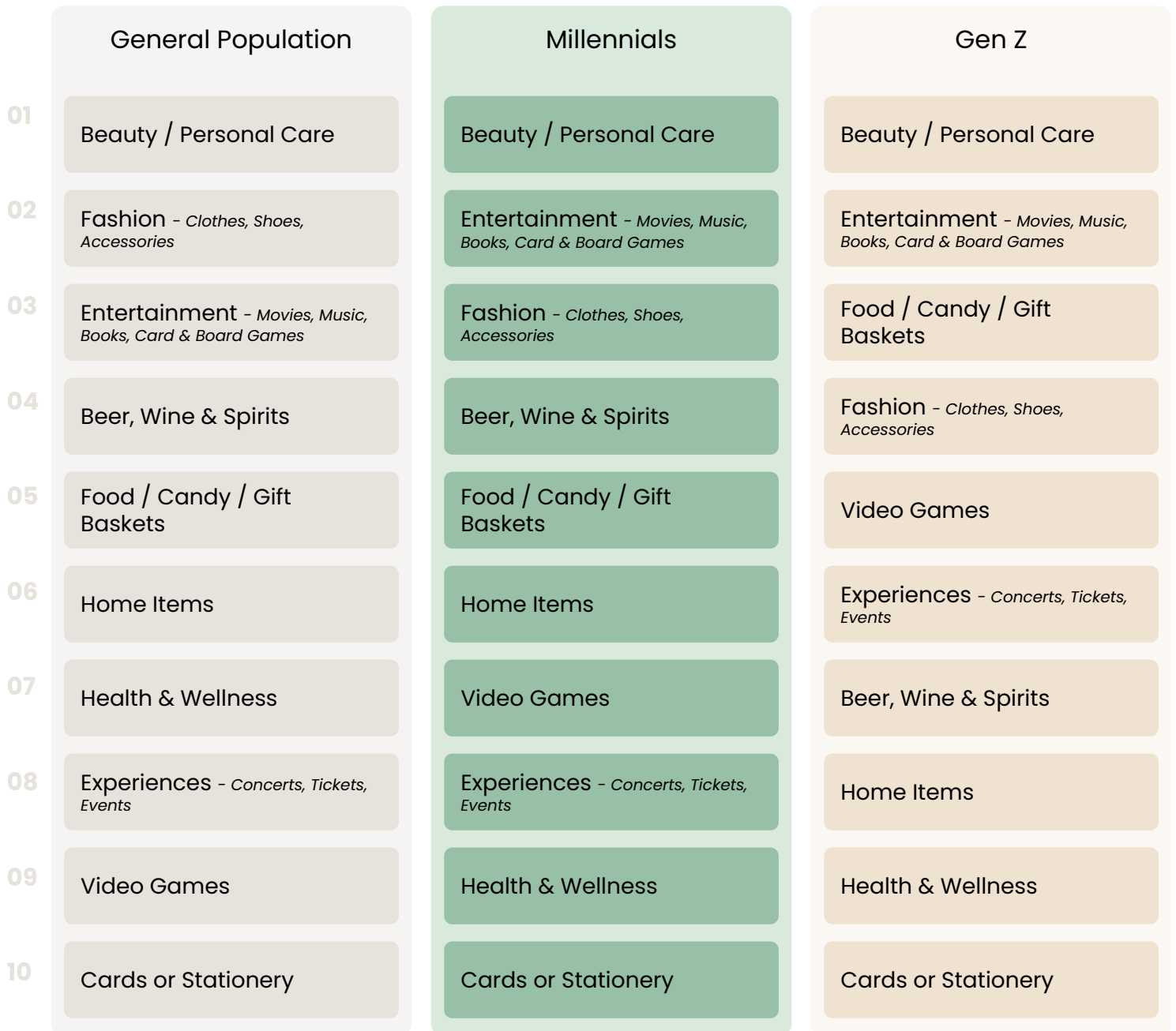


Holiday 2023

Top self-purchasing categories

And while consumers are watching spend, they will still purchase across category

TOP 10 SELF PURCHASE CATEGORIES



Creators hold the trust of consumers

Shoppers choose creators for inspiration & recommendations they trust

Top ways creators help consumers shop for holiday

General Population

- 01 Gift recommendations
- 02 Product recommendations for my home
- 03 Recipe / hosting inspiration
- 04 Experience / "things to do" recommendations
- 05 Exclusive discount codes
- 06 Sharing sale events / discounts
- 07 Travel inspiration



Summary

Holiday Study Shows:

- 01** Those who shop Creator recommendations are shopping even earlier than the general population
- 02** Deals are important to most but LTK shoppers choose quality over price
- 03** More consumers plan to shop during Black Friday & Cyber Monday sales to save money than last year
- 04** LTK Shoppers and Gen Z & Millennials who shop through Creator plan to spend more than the general population
- 05** Creator holiday content impacts consumer purchasing full funnel- from discovery to consideration to purchase
- 06** Creator gift guides out-ranked online publications gift guides as a source of inspiration
- 07** Creators continue to be the most-trusted Source of inspiration for holiday shopping for Gen Z & Millennials



LTK BRAND PLATFORM

#1 Influencer Platform

LTK Optimize

Turnkey Creator campaigns managed by LTK Experts.

LTK Connect

Self Serve for brands who want to engage Creators for paid content with end-to-end campaigns.

LTK Launch commissionable links

Driving referral traffic.

LTK Benchmark

Competitive influencer benchmark analysis from 11 years of data.

LTK App

Augment reach and impressions through 8M monthly shoppers.

LTK Boost

Scale creator reach with targeted media boosting from inside Creator's posts for more authentic reach



What LTK Brand Partners have to say...

In a recent NPS survey, our brand partners shared what they love the most:

"The partnership with the LTK reps!"

"Great team and client services, data-driven solutions, robust measurement."

"Performance + data backed results"

"End to end management + open communication to continue to improve our process."

"I value the campaign turnaround time, ease of casting, and the network of creators within LTK."

"The ability to be hands off with influencer relationships!"

"The responsiveness of our account team and willingness to try new marketing approaches."

"Turnkey activations, a diverse influencer network and actionable learnings/insights."

What our brand partners value:

- Ease of campaign process
- Data-backed approach from program kick-off to results
- Market innovation
- The LTK team

NPS Score of

50



Creator Guided Shopping

The #1 tech-enabled power partner for Creator Guided Shopping.

Millions of monthly shoppers driving **billions in trackable sales** through the **largest Curated Creator community**, LTK Benchmark™ with **12-years of Creator data**, proprietary insights, and unparalleled consulting.

LTK by the numbers

20M+ monthly shoppers

\$3.6B+ in annual trackable sales

5-star rated shopping app

7,000 brands on LTK platform

Hundreds of thousands LTK curated Creators



Creator Guided Shopping™

Thank you!

Contact us

hello@rewardstyle.com