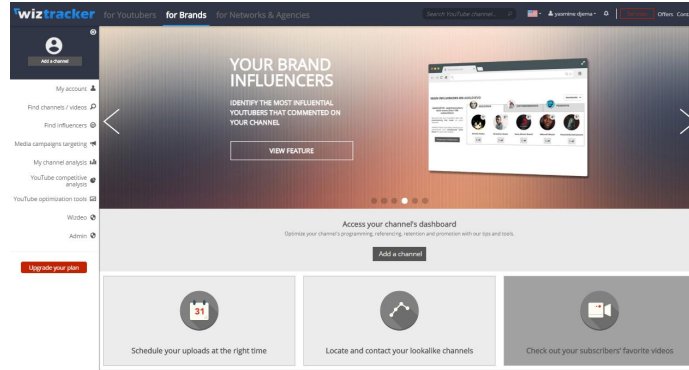


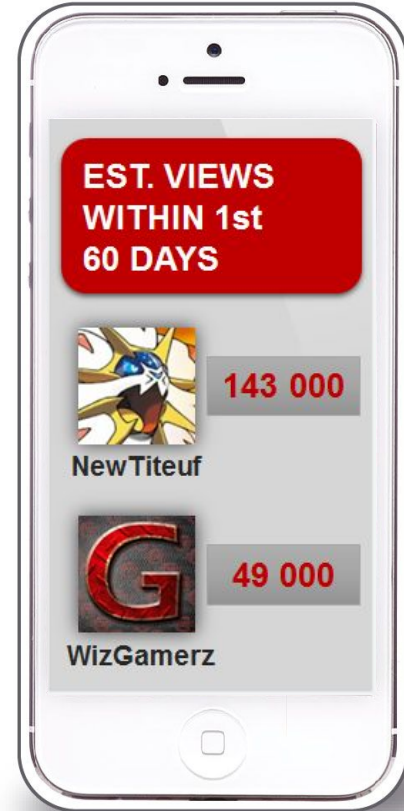
# wiztracker

## FINDING BIG BRAND CONTENT OPPORTUNITIES FOR YOUR MCN CHANNELS



**SITUATION** : 2 SMALLISH SPECIALIZED CHANNELS IN OUR MCN

**CHALLENGE** : FIND BRAND CONTENT OPPORTUNITIES FOR BOTH



# SOLUTION, STEP 1 : FIND PRODUCTS/BRANDS WITH BUDGETS, FOR WHOM OUR NICHE CHANNELS' AUDIENCE IS MOST RELEVANT

1

## ID of products/brands with budgets

Wiztracker data on ad spending,  
sponsored videos + game releases

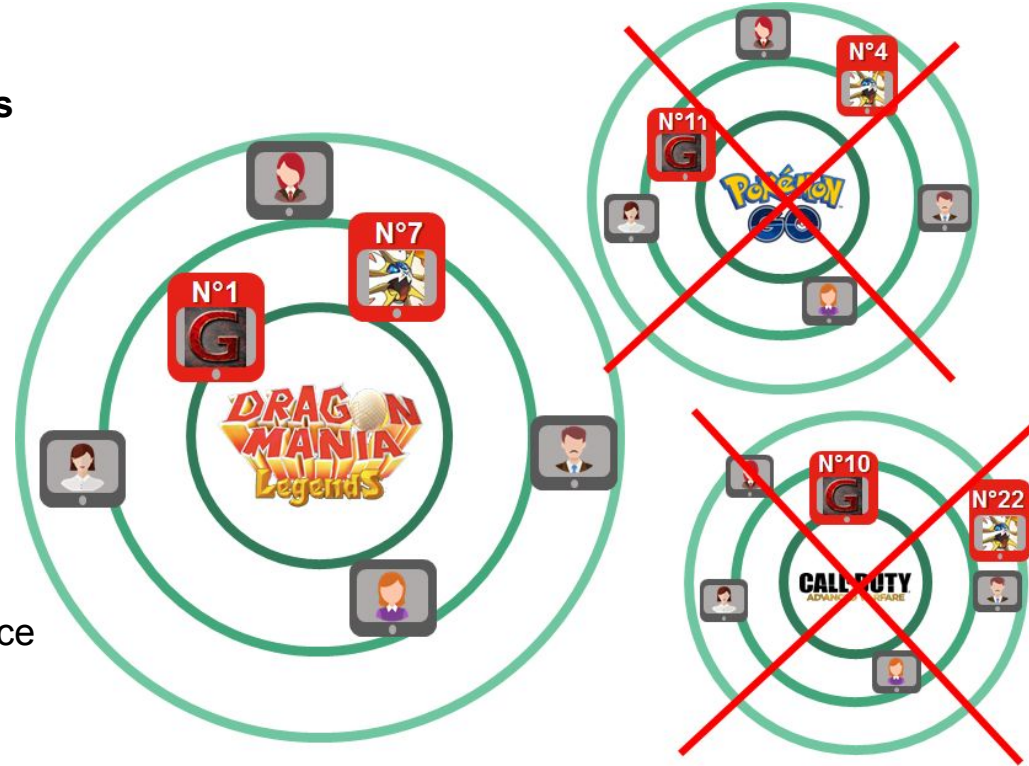
2

## Influencer Scoring/Rating

for all identified games: Wiztracker

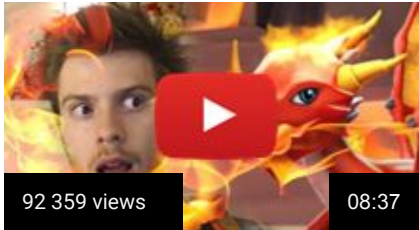
3

Approach most relevant brands &  
convince them thru audience relevance  
data & campaign concept

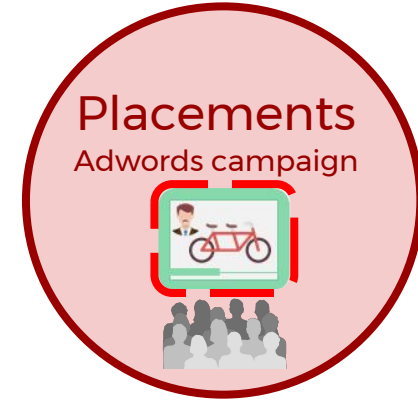


# STEP 2 : WIDER REACH THRU TARGETED ADWORDS CAMPAIGN, LEVERAGING MOST ENGAGING SHORT VIDEO

## Branded Content Videos



## Short Videos



# HOW WIZTRACKER HELPS : BRANDS-YOUTUBERS MATCHING, PLUS ADWORDS PLACEMENT IDENTIFICATION FOR AMPLIFICATION CAMPAIGN

Wiztracker helps you find brands matching your YouTubers

BRANDS



It's a match !



YOUR YOUTUBERS



Wiztracker helps you find Adwords placements with audiences closest to your influencer

YOUR INFLUENCER



RELEVANT PLACEMENTS  
SELECTION RANKING



YOUR ADWORDS CAMPAIGN



**RESULTS : REACH X 4, CONVERSIONS X 5, BUDGET X 4**

**VERY HAPPY BRAND CUSTOMER, VERY HAPPY TALENT**

**BRAND CONTENT  
CAMPAIGN  
(60 first days)**

**AMPLIFICATION VIA  
ADWORDS  
(47 days on Android & iOS)**



**VIEWS**

**213 000**

**X 4**

**787 700**



**CONVERSIONS**

**5395**

**X 5**

**26,773**



**COST/CONV**

**1,5€**

**- 30 %**

**0,98€**



**%CONV/VIEW**

**2,53%**

**+35 %**

**3,40%**

# EAGER TO START YOUR NEXT INFLUENCER CAMPAIGN ?

[START YOUR INFLUENCER CAMPAIGN HERE](#)



[AMPLIFY YOUR INFLUENCER CAMPAIGN HERE](#)

