

Vevo

Discover
Experience
Save



Mobile Marketing Innovation to Reach Multicultural Consumers

Vevo is an app that benefits consumers and brands alike. Vevo lets multicultural consumers discover new things to love, experience more from top brands, and save dinero—all from their smart phone.

For brands, Vevo is a mobile engagement platform to reach and activate multicultural consumers through special offers, samples, messaging, and more.

Launched in 2014, Vevo reached several key milestones in its first year:

- Over 100,000 users
- More than 180,000 samples delivered
- 40+ brands participating
- 30+ campaigns deployed

In 2015, Vevo is ready to scale—delivering audience demographics that marketers crave:

- **76%** have kids
- **71%** female
- **52%** Millennial
- **49%** Hispanic
- **30%** Gen X

Vevo has generated positive consumer feedback and results for our clients:

- **93%** of app users of Giorgio Armani recommend Vevo to friends
- **87%** of sample recipients would recommend products to friends
- **45%** of sample recipients reported purchasing full-size products

Vevo is a bilingual, brand-safe, fully transparent native environment for your business. Vevo can:

- deliver branded content to users
- offer free samples or high-value coupons
- extract sample redemption metrics and demographics
- re-message trial claimants with call-to-action messaging
- integrate e-commerce to drive sales



Vevo Message Center



450,000
messages read

41%
of active audience opens
to read message

12%
of readers
click through

See what Vevo can do for you!

Contact Itay Eshet, at 240.482.8455 or itay@latinumnetwork.com