



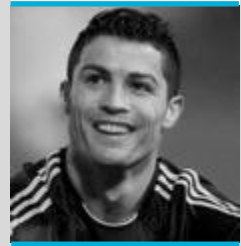
adly

Top Brands Trust Adly
For Social Advertising

SAMPLE OF ADLY NETWORK

Athletes

- MIKE TYSON
- SERENA WILLIAMS
- LAMAR ODOM
- FLOYD MAYWEATHER
- PAUL PIERCE
- CRISTIANO RONALDO



17 MILLION FOLLOWERS

- HOPE SOLO
- RYAN SHECKLER
- NICK SWISHER

Tech/Business

- MARK CUBAN
- CHRIS HARDWICK
- IVANKA TRUMP

Comedians

CHELSEA HANDLER



5.4 MILLION FOLLOWERS

- GEORGE LOPEZ
- MICHAEL IAN BLACK
- SETH MEYERS

Mothers

- TORI SPELLING
- KOURTNEY KARDASHIAN
- SOLEIL MOON
- FRYE

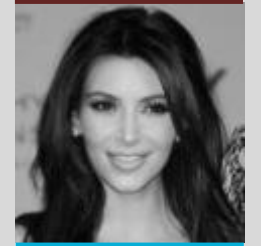


JESSICA ALBA

Entertainment

- MARIAH CAREY
- KELLY OSBOURNE
- NICKY MINAJ
- KERRY WASHINGTON
- NICK CANNON
- JAMIE FOXX
- JAY Z

KIM KARDASHIAN



17.5 MILLION FOLLOWERS

- REV RUN
- JOSEPH GORDON LEVITT
- RAINN WILSON
- PETER FACINELLI
- SNOOP DOGG

TV Hosts

RYAN SEACREST



9.5 MILLION FOLLOWERS

- KELLY RIPA
- ANDERSON COOPER
- JIMMY FALLON

Reality TV

- PADMA LAKSHMI
- AUDRINA PATRIDGE
- SNOOKI
- JILLIAN MICHAELS
- BLAKE SHELTON
- GUILIANA RANCIC
- CAT DEELY

Musicians

- ALICIA KEYS
- KELLY CLARKSON
- CHRIS BROWN
- JOHN LEGEND
- CEE-LO
- MIRANDA LAMBERT
- PINK
- LUDACRIS
- LL COOL J
- ADAM LEVINE






5.4 MILLION FOLLOWERS

- JORDIN SPARKS
- FUN
- CALVIN HARRIS

DATA DRIVEN APPROACH TO CELEBRITY ACTIVATION

adly

Logout

-  Campaigns
-  Publishers
-  Admin

Giuliana Rancic
@GiulianaRancic



FOLLOWERS POSTS PER DAY

3.2M **11.7K** **6.5**

x₂ qScore Segments

Audience





- Pet Owners**
- Techies**
- Fitness Freaks**
- Fashionistas**

Vertical

- Entertainment Media Publications**
- Airlines**

Search Celebrity

⚡ Engagement Stats Organic

			
100,771	17	29	30
EARNED AVERAGE	REPLIES AVERAGE	RT AVERAGE	FAVORITES AVERAGE

👤 Engaged Audience

Status Parents	Gender Female	Age 20-24	Geo California
Parents 48%	Female 91%	20-24 28%	California 12%
Married 27%	Male 8%	17-19 22%	New York State 9%
Single 22%		25-29 21%	Illinois 8%

📊 Trending

#GandB 22	#savelids 14	#ingnycm 7
#FashionPolice 3	breast cancer 3	#GbyGR 3
giuliana bill 3	west coast 3	finish line 3
adorbs scarf 3		

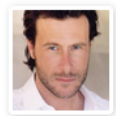
Similar Celebs



catt sadler



FabFitFun



Dean McDermott



Tori Spelling



Bethenny Frankel

HOW CAN ADLY HELP?

PERFORMANCE

Target highly endemic and organically grown audiences of the torso – long tail (> 10,000)

Target Influencer Verticals:
Business | Tech | Sports
Fashion | Health | Finance
Film | Pets | Food | Music

Increase volume of message distribution (more tweets/less reach)

BRAND

Promote your message through the most influential people in business, culture, entertainment, and media.

Intersect the author's influence with your product

Tap into the emotional connection that exists between “influencer” and “audience.”

Instantaneously reach millions of people

VIRAL

Seed the stream with conversations that can go viral:

- Contests
- Giveaways
- Exclusive Creative Content
- Real-time information

ACTIVATION SPOTLIGHT

20th Century FOX

and some recent conversations sparked in
ENTERTAINMENT...



Driving Tune-In for #PercyJackson Premiere

Sparking Conversations Between Today's Most Socially-Charged Personalities



Driving Ticket Sales



Kendall Schmidt @HeffronDrive

Love it when a movie stays true to the books... #PercyJackson trailer looks amazing! Who's in tomorrow?! #sp deets.at/oILt

4,406 RETWEETS 3,336 FAVORITES

10:00 AM - 6 Aug 13

GET TICKETS

SEA OF MONSTERS

Driving Video Views

YouTube

PERCY JACKSON SEA OF MONSTERS

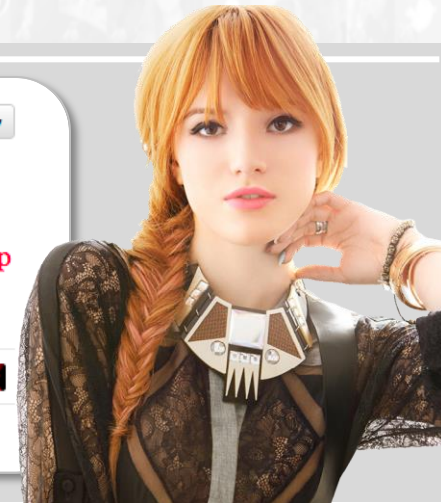
2:26 / 2:32

bella thorne @bellathorne

Crazy Monsters for the fellas. Logan Lerman for the ladies. What else do u need?! Oh yeah, 3D! <3 #PercyJackson #sp deets.at/odLt

580 RETWEETS 481 FAVORITES

10:00 AM - 26 Jul 13



Driving Tune-In for #PercyJackson Premiere

Sparking Conversations Between Today's Most Socially-Charged Personalities



 **Kendall Jenner** 
@KendallJenner 

.@KylieJenner I'm thinking about rocking my Golden Fleece to #PercyJackson. It looks EPIC, leggo!! #sp deets.at/oGLt

 Reply  Retweet  Favorite  More

334 RETWEETS **533** FAVORITES 

10:00 AM - 5 Aug 13

 **Kylie Jenner** 
@KylieJenner 

.@KendallJenner YES! Logan Lerman FTW! We must go SEA #PercyJackson... in 3D!!! #sp deets.at/oFLt

 Reply  Retweet  Favorite  More

422 RETWEETS **624** FAVORITES 

12:15 PM - 5 Aug 13

Driving Awareness & Consideration: #PercyJackson Premiere

PERCY JACKSON
SEA OF MONSTERS

adly

Sparking Conversations Between Today's Most Socially-Charged Amplifiers

7 CELEBRITY
PUBLISHERS

23,071,466

TOTAL PAID IMPRESSIONS / REACH

8,151,097

TOTAL EARNED IMPRESSIONS / REACH

100K+
CLICKS

7.6K+
RETWEETS

150K+
TOTAL
ENGAGEMENTS

6.7K+
FAVORITES

0.47%
eCTR



Instagram



Instagram Execution Example

Celebrities post personalized photo's of or with the product



Sara Bareilles
Followers: 170,650
Likes: 12.7k
Comments: 295



Snoop Dogg
Followers: 2,598,775
Likes: 27,500k
Comments: 231



Lo Bosworth
Followers: 492,044
Likes: 7.2k
Comments: 67



Alli Simpson
Followers: 1,240,661
Likes: 54,600k
Comments: 220

Twitter Execution Example

Celebrities post personalized photo's of or with the product



General Mills- Star Wars Pens

Khloe Kardashian
 Followers: 9.19M
 Favorites: 2,682
 ReTweets: 514



Ubisoft – Just Dance 2014

Keegan Allen
 Followers: 1.14M
 Favorites: 1,213
 ReTweets: 493



We believe in starting
conversations, and the social
stream is where today's
conversations begin!

