

 GadgetFlow

AURA CIRCLE

ROI 3.65

Raise \$13000



#Crowdfunding

#Bedtime

#CoolGadgets

Product Promotion Analysis

What we did

- ✓ Product listing on Gadget Flow
- ✓ Slider on Gadget Flow
- ✓ Featured section placement on Gadget Flow
- ✓ Gadget Flow dedicated newsletter
- ✓ Gadget Flow shared newsletter placements x6
- ✓ Gadget Flow social media promotions x3 (Facebook, Pinterest, Twitter, Instagram)
- ✓ Gadget Flow blog review

Analytics Reports

Listing Pageviews

2228+

Number of Impressions

300844+

Number of Clicks

5019+

CTR

2%

Video Views

126800+

Number of Newsletters

7

Performance



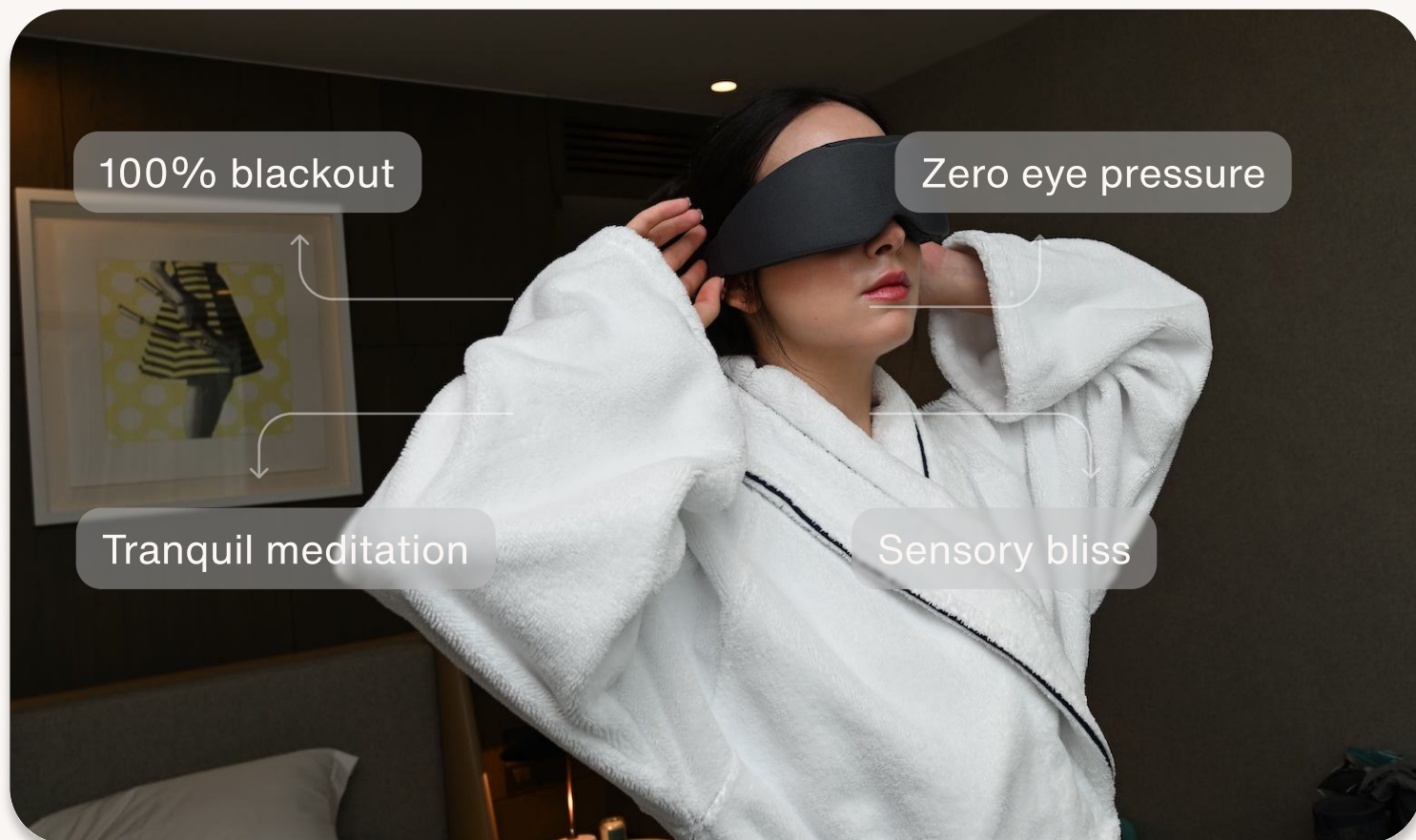
● Spent

\$3499

● Raised

\$12788

About The Product

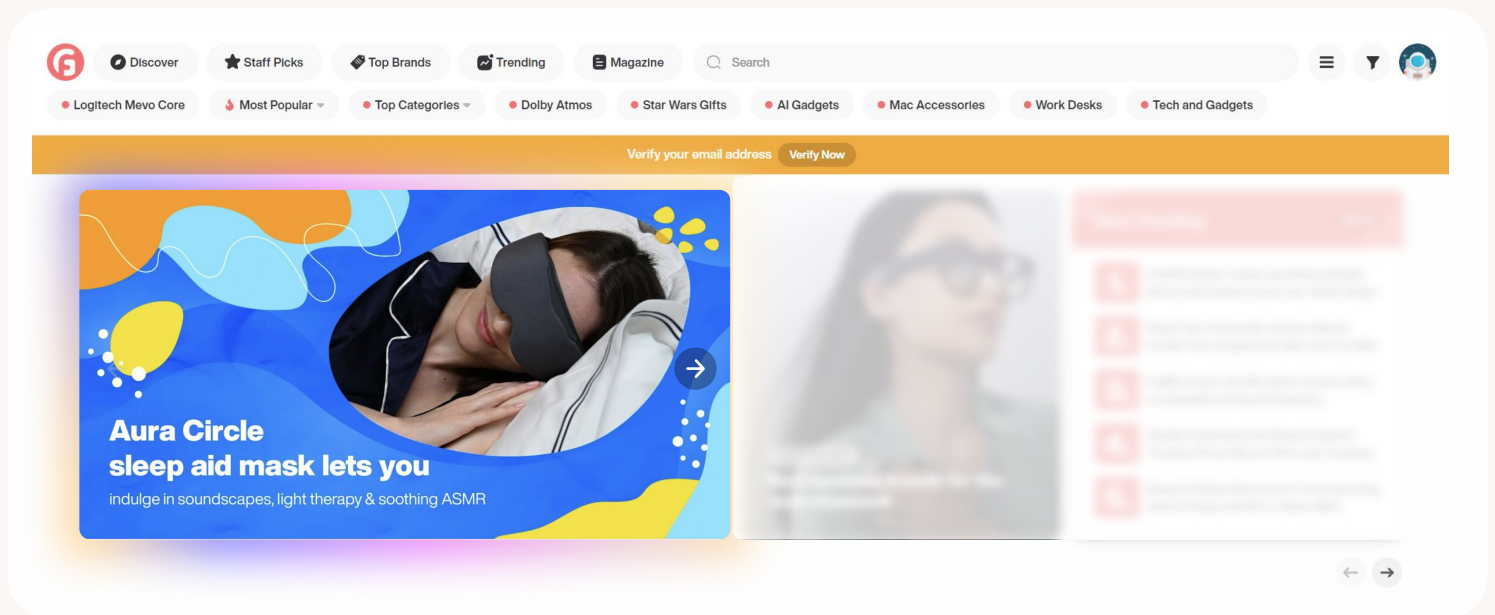


The Aura sleep mask is perfect for frequent travelers and meditation enthusiasts, offering a lightweight, 100% blackout design that ensures complete darkness and zero eye pressure for a comfortable sleep. Weighing only 4.5 ounces, it provides sensory bliss and harmony, and comes with an app featuring nature sounds, guided meditation, and ASMR content, making it ideal for meditation and overcoming jet lag.

Platform Placements

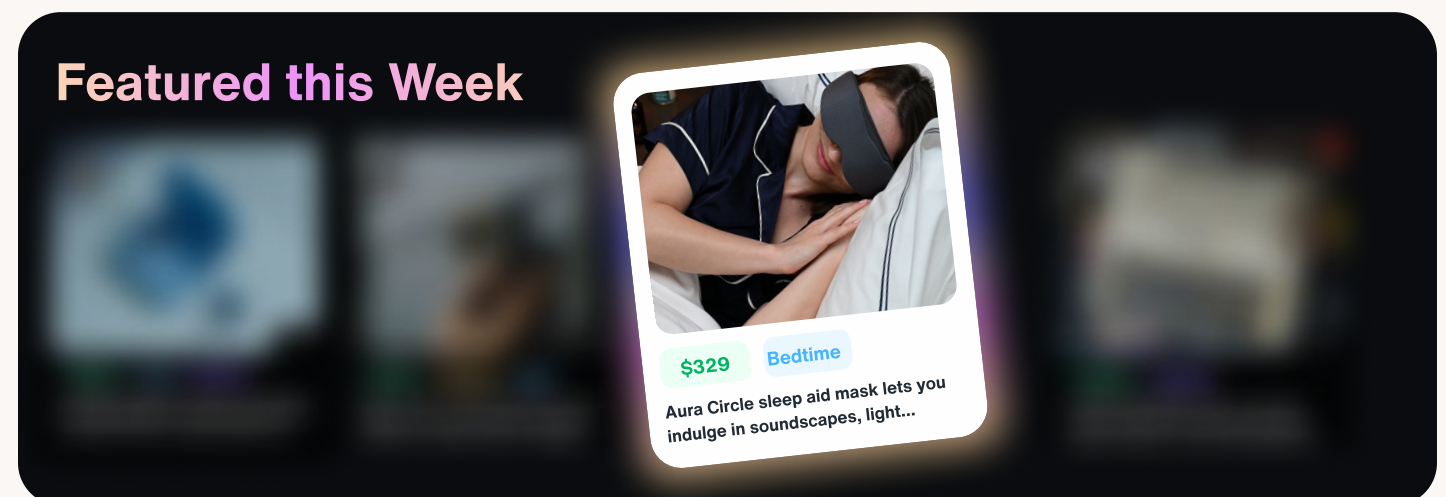
1 Slider

We did the following slider for **AURA CIRCLE**. The focus was on highlighting the main feature of the product—night photography. We also chose a lifestyle image to show the actual size of the product using a natural scene.



2 Featured Placement

AURA CIRCLE was also given placements in the featured section and trending now section of Gadget Flow to attract more attention from our homepage viewers.



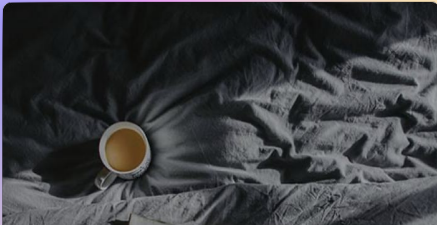
3 Category Placement

AURA CIRCLE has been placed in four of our most trending categories, which include


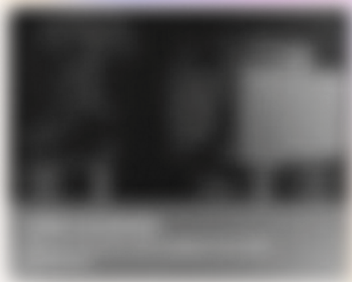
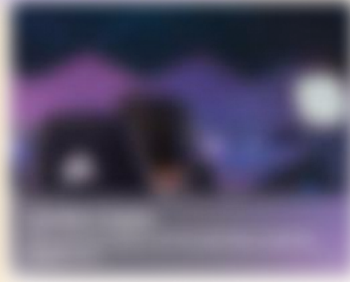


**KICKSTARTER
INDIEGOGO**

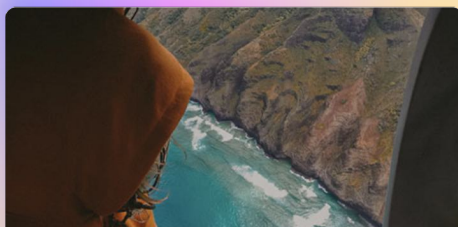
Crowdfunding Projects
Discover the latest campaigns on Kickstarter and Indiegogo.



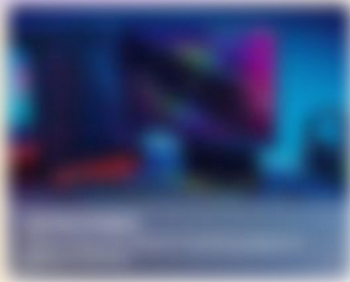
Bedtime
Relax after a tiring day with our stylish bedtime products.



Tech and Gadgets
The best tech announcements and latest gadgets curated by the Gadget Flow team.



Travel Gadgets
This is a collection of must-have travel gadgets that you need for your next trip.



Newsletters

We did around 6 shared newsletters on Gadget Flow about Aura Circle and one dedicated blast.

[Click Here](#)

 GadgetFlow



Aura Circle sleep aid mask lets you indulge in soundscapes, light therapy & ASMR

51% OFF

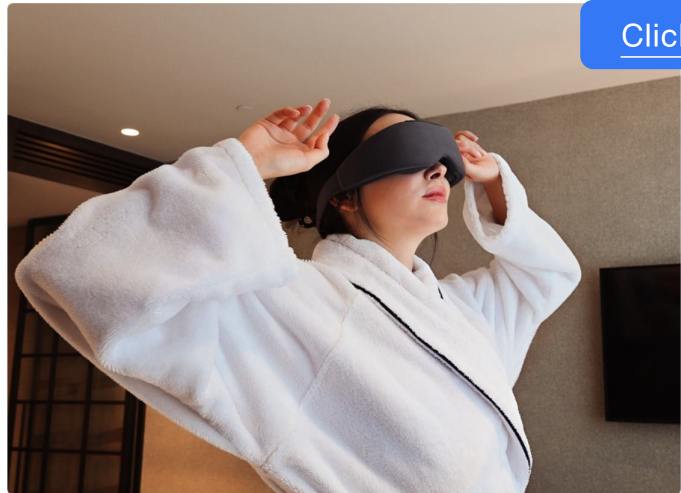


The Vaor telescopes close



 GadgetFlow

[Click Here](#)



The Aura sleep aid mask comes with a 100% blackout design you will love

Screen time. Stress. Longer work hours.

Our daily lives are being overwhelmed with too much pressure on our eyes. Naturally, this results in poor sleep quality.

- 1 The newsletters have unique subject lines and highlighted two different aspects of the product.
- 2 We highlighted the main features with bold font to drive more attention towards them.
- 3 GIFs were used to draw attention
- 4 The newsletters came with great unique open rates of 51.42%, 43.24%, 51.51%, 51.67%, 51% and more.

Social Media

We did Facebook, Pinterest, Twitter, Instagram for **AURA CIRCLE**




Video

gadgetflow and auracircleofficial
gadgetflow · Original audio

Introducin

Click Here

Pinterest



Click Here

More like this


16:09

Messages

Gadget Flow

Aug 2, 2023

Who wants good sleep here? 🙌 Aura Circle, thanks for bringing this product come to life!



kickstarter.com
Aura Smart Sleep Mask: 100% Blackout & Deep Sleep

Post

Share


Gadget Flow
@GadgetFlow

Click Here

Sleep like never before with the Aura Circle Sleep Aid Mask! 🥰🌟

Get 51% off until September 1st and wake up refreshed. Limited time offer! #SleepBetter #SleepTech 🌙🛏️

Shop now: gadgetflow.com/auracircle6



Click Here

Content Analysis

Product Listing: [AURA CIRCLE](#)

Key Notes

- 1** We chose a **bulleted format** for writing the main features of the product. This format helped readers clearly understand the product just by skimming through the presentation.
- 2** The **title gives the primary function of the product** in an SEO-friendly format, ensuring the primary keyword (night photography) is mentioned in the beginning.
- 3** We also gave an additional **SEO boost with a backlink** but we made sure to add it towards the end of the description in order not to drive traffic elsewhere.
- 4** **The three most useful specs** were highlighted for brevity.
- 5** We chose a **high-quality, close-up view of the product with a video highlight** to ensure people see every angle of the product in a condensed yet informative layout.
- 6** Our listing also highlights the **current price of the product**, and we keep changing it based on the updates we get about product availability which helps in making the entire presentation recent and up to date.

Thank You

Feel free to reach out to us.
We look forward to hearing from you!

[Contact Us](#)