

 GadgetFlow

# VITALOOP

ROI 9.16

Raise \$26000



#Crowdfunding

#Camping Gear

#Survival Gear

# 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
- ✓ Tech I Want dedicated newsletters
- ✓ Gadget Flow social media promotions (Facebook, Pinterest, Twitter, Instagram)
- ✓ Gadget Flow blog review

# Analytics Reports

Listing Pageviews

**1927+**

Number of Impressions

**43640+**

Number of Clicks

**662+**

CTR

**1.71%**

Video Views

**4000+**

Number of Newsletters

**3**

## Performance



● Spent

**\$4290**

● Raised

**\$26669**

# About The Product

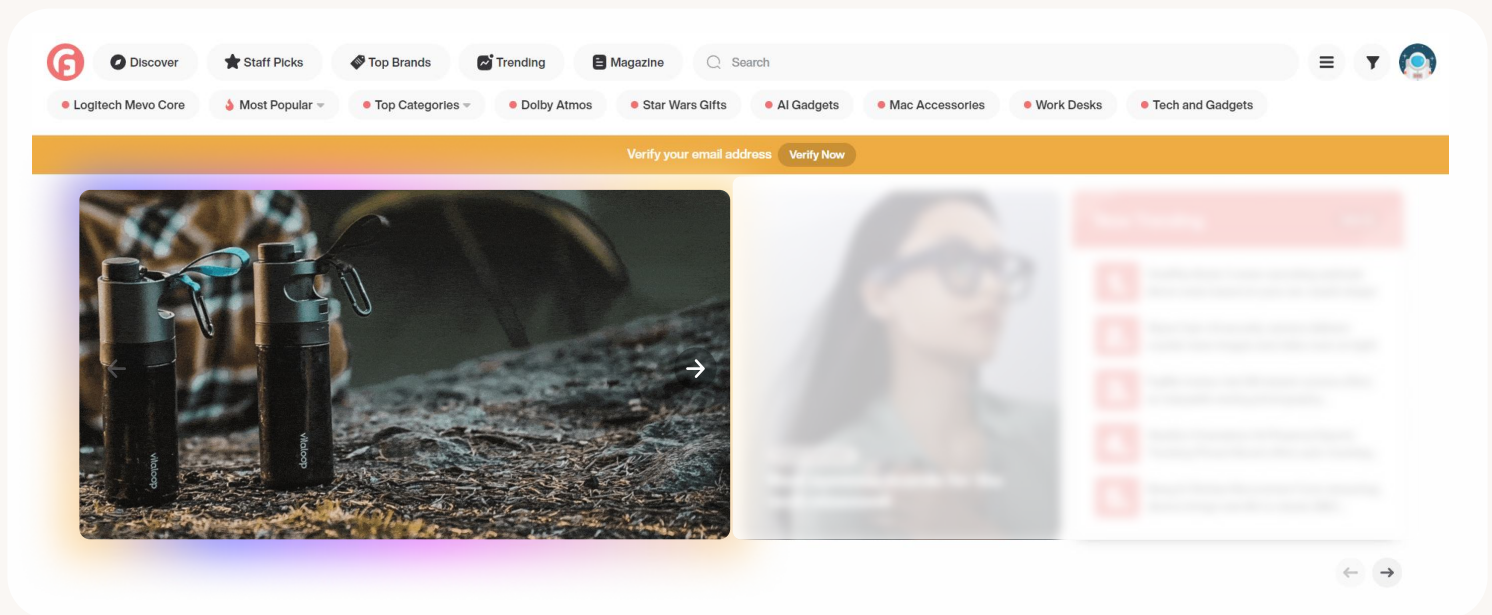


Introducing the Vitaloop water filtration bottle, the future of portable water purification. This innovative bottle features a 5-in-1 filtration system including a Graphene Filter, removing bacteria, viruses, chlorine, heavy metals, and microplastics while preserving essential minerals and enhancing water taste. With a rechargeable battery that can filter up to 13 gallons on a single charge, the Vitaloop is perfect for adventurers seeking safe and clean water from any source with just the press of a button, offering simplicity, convenience, and reliability.

# Platform Placements

## 1 Slider

We did the following slider for **VITALOOP**. 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

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

### Featured this Week



### 3 Category Placement

**VITALOOP** has been placed in four of our most trending categories, which include

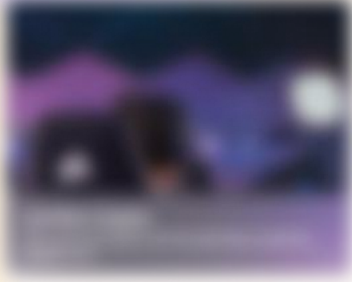


**KICKSTARTER  
INDIEGOGO**

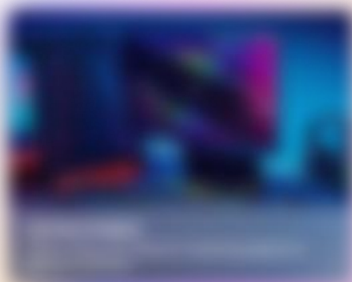
**Crowdfunding Projects**  
Discover the latest campaigns on Kickstarter and Indiegogo.



**Great Outdoors**  
Quench your thirst for adventure with travel gear and accessories designed for Mother Nature.

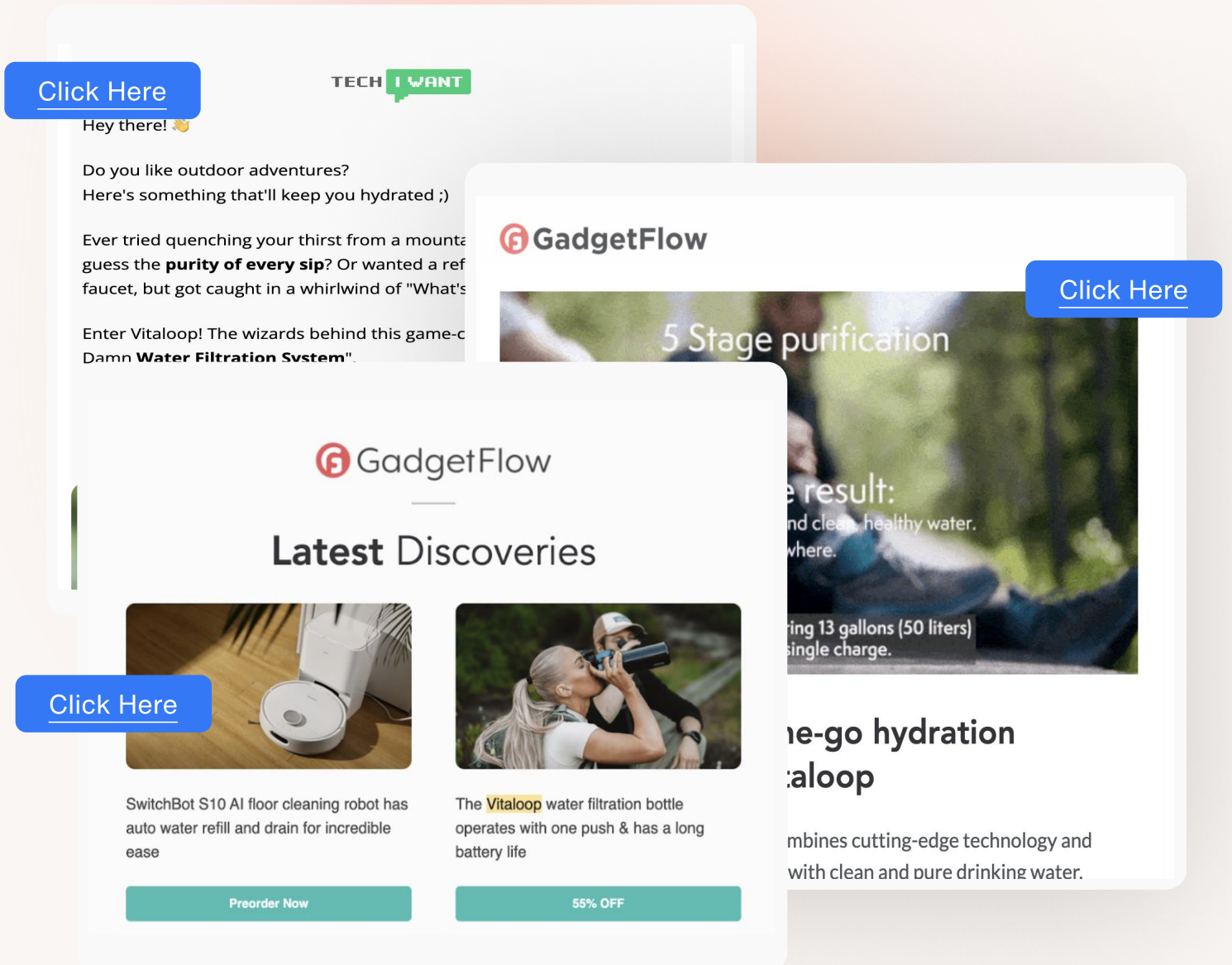


**Camping Gear**  
This is the ultimate camping gear to enhance your overall camping experience.



# Newsletters

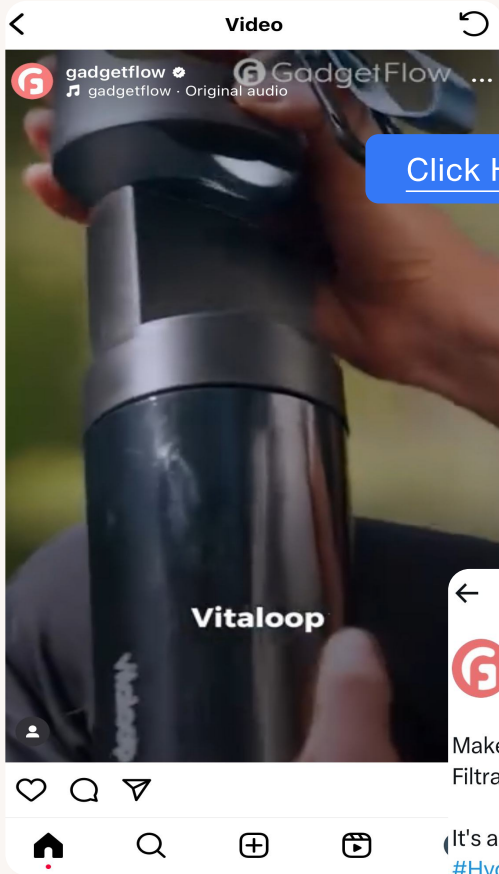
We wrote one GF dedicated blast, TiW dedicated blast and one GF shared newsletters



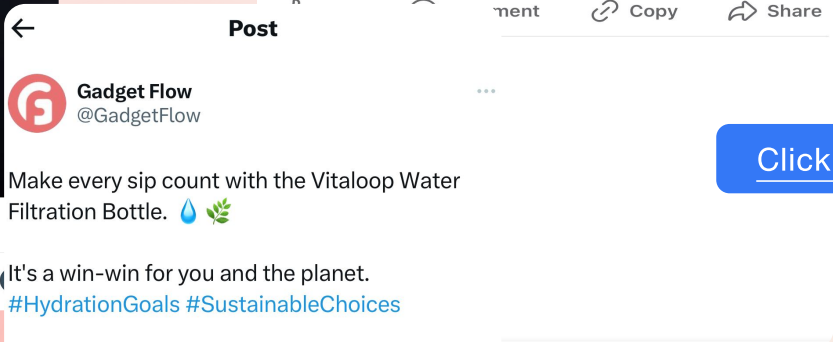
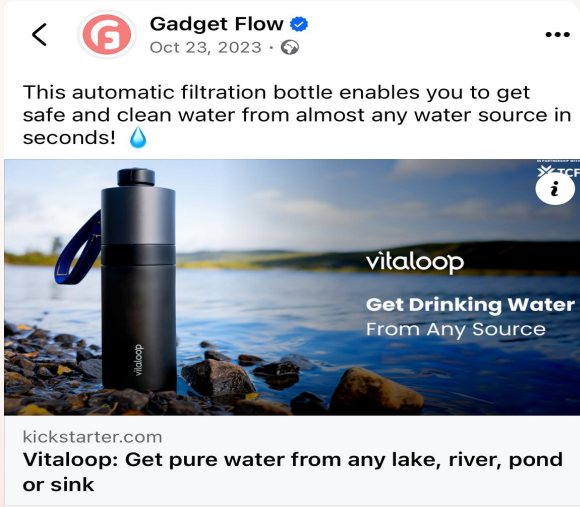
- 1 The newsletters have unique subject lines and highlighted two different aspects of the product.
- 2 We highlighted the main features with bold font to drive more attention towards them.
- 3 GIFs were used to draw attention
- 4 The newsletters came with a great unique open rate of 48% and 46%

# Social Media

We did Facebook, Pinterest, Twitter, Instagram for **VITALOOP**



[Click Here](#)



[Click Here](#)

[Click Here](#)



# Content Analysis

Product Listing: [VITALOOP](#)

## 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](#)