



YASHICA VISION

ROI 12.6

Raise \$25000



#Crowdfunding

#Binocular

#4K UHD

Product Promotion Analysis

What we did

- ✓ Product listing on Gadget Flow
- ✓ Slider on Gadget Flow
- ✓ Featured section placement on Gadget Flow
- ✓ Instagram feature on Gadget Flow and Tech I Want
- ✓ Partner newsletters x2
- ✓ Tech I Want dedicated newsletters x2

Analytics Reports

Number of Impressions

55916+

Number of Clicks

649+

CTR

1.6%

Video Views

12000+

Number of Newsletters

4

Performance



● Spent

\$2000

● Raised

\$25311

About The Product



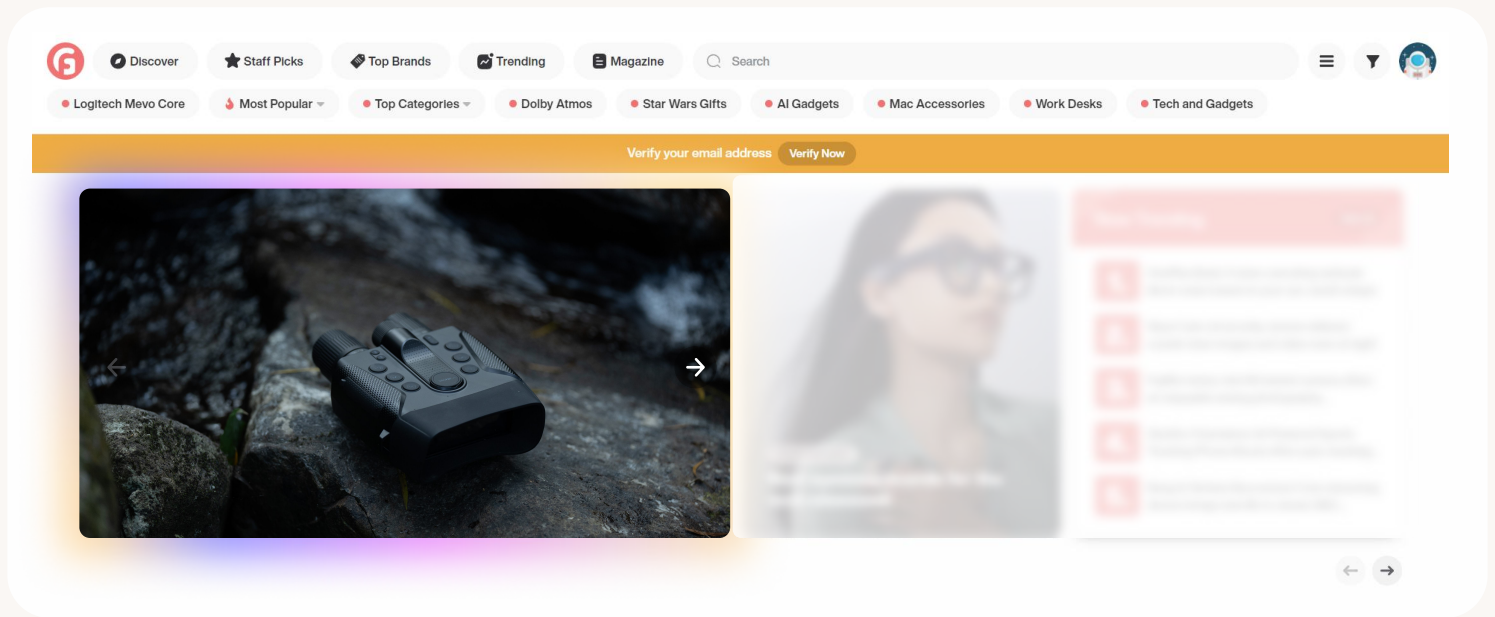
YASHICA Vision is a night photography binocular, featuring 4K UHD image quality and full-color night vision. Offering a natural view in challenging lighting conditions, it's equipped with a superior CMOS sensor for high-resolution images. With an exceptional view distance of up to 600 meters, even in complete darkness, it ensures clarity and detail during exploration.

Enjoy precise framing and observation with 3x optical and 5x digital zoom capabilities. Plus, with up to 16 hours of battery life, it's the perfect companion for wildlife observation or exploration. A must have for adventurers and nightlife outdoor enthusiasts.

Platform Placements

1 Slider

We did the following slider for Yashica. 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

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



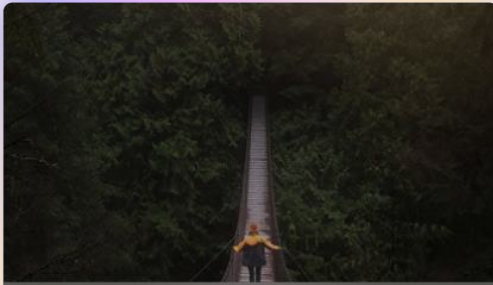
3 Category Placement

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

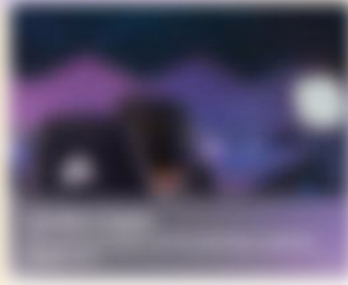


**KICKSTARTER
INDIEGOGO**

Crowdfunding Projects
Discover the latest campaigns on Kickstarter and Indiegogo.



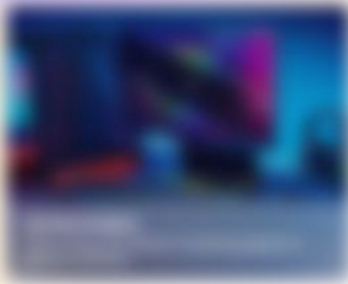
Great Outdoors
Quench your thirst for adventure with travel gear and accessories designed for Mother Nature.



Photographer's Paradise
This is a must-see collection of photography gadgets to improve your skills.

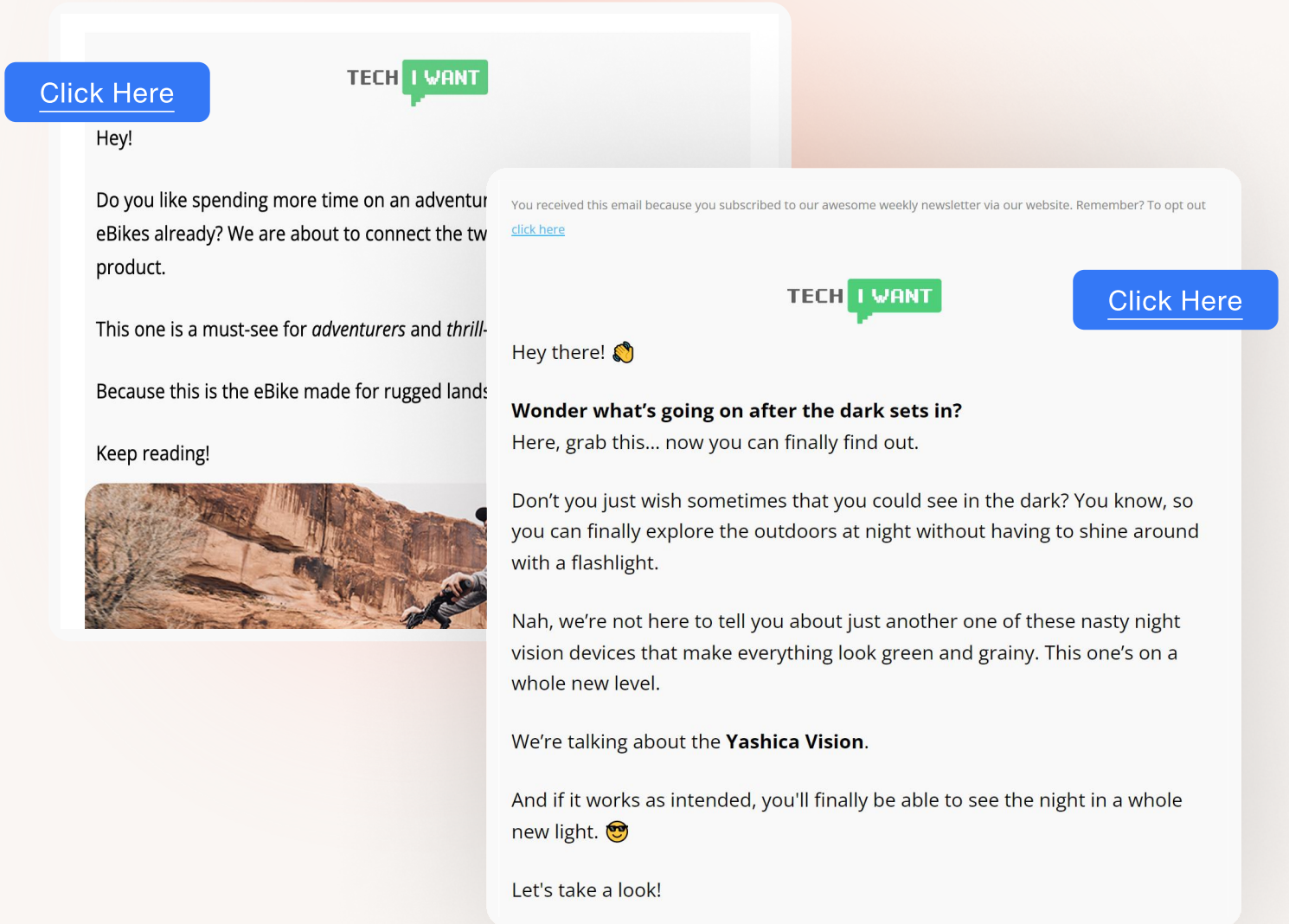


Tech and Gadgets
The best tech announcements and latest gadgets curated by the Gadget Flow team.



Newsletters

We wrote two TiW newsletters for Yashica.



- 1 Both 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 41% and 38%

Social Media

We did 2 Instagram Reels for Yashica

1 While the one from TiW was with voiceover, the one on Gadget Flow was more lifestyle.

2 Both generated an average of 6K organic views.

[Click Here](#)



▶ 6K



techiwant

Follow

Message

1,670 posts

796K followers

166 following

Tech I Want | Tech & Innovation

techiwant

Community

🚀 We imagine a world full of worthy innovations

🌟 Follow & get your dose of content on tech, engineering & sci

🌐 linkin.bio/techiwant



gadgetflow

Follow

Message

3,756 posts

284K followers

2,465 following

Tech, Gadgets and Crowdfunding

gadgetflow

Media/news company

🚀 Latest tech releases

🌟 Innovative products

📄 Exclusive discounts

📦 Unboxing videos

Never miss a cool product release, again. 🚀

🌐 linkin.bio/gadget_flow

[Click Here](#)



Content Analysis

Product Listing: [YASHICA Vision](#)

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](#)