



## *WHAT IS STYLEHAUL?*

StyleHaul is a global marketing services and media company that connects top creators with premier brands. Our community includes true creatives with a passion for fashion, beauty, and lifestyle content aimed at Gen Z and young, engaged millennials. StyleHaul provides creators with the resources they need to grow their audience, increase ad revenue, expand content offerings, stay on top of social trends, and partner with top-tier brands.

## *WHO IS STYLEHAUL?*

Our creators are vibrant, stylish, beauty-loving girls and guys. Driven by personality and passion, they're dedicated to sharing their content with candor and authenticity, and they encourage their viewers to explore and celebrate their own unique talents and interests.

Comprised of 60,000 creators with channels and social platforms linked to Society\* - including Ashley Tisdale, Chloe Lukasiak, Shaaanxo, Chloe Morello, Bubzbeauty, Aspyn Ovard, Loey Lane, Krazyrayray, and CloeCouture - the StyleHaul community drives over 2.3 billion average monthly views.

In 2017, the StyleHaul community continued to expand, forging partnerships with top creators in the Mom and Parenting space - including Family Fun Pack, LoveMelisaMichelle, and Felicia La Tour. We also added to our #StyleHaulFam by establishing strong bonds with some of the most prominent guys in our Hawk community - social creators in fashion, fitness, travel, tech, food, drink, and entertainment.

\*Our proprietary technology product and creator database



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# *SELECT BENEFITS OF STYLEHAUL*

## *ACCESS TO ANALYTICS*

We use proprietary YouTube analytics to increase channel SEO through metadata optimizations. In plain English?

StyleHaul provides the best tips & tricks to make videos searchable and relevant. We'll tell you which days are best to post, which of your videos are the highest performers, what metadata tags are trending best, and more.

## *INCREASE IN CPMS*

On average, creators see an increase in CPMs (revenue per thousand views; i.e. how effectively you're monetizing your youtube channel) after joining StyleHaul.

## *YOUTUBE SUPPORT*

Having issues with your YouTube account? StyleHaul will contact YouTube directly and solve any problems you're struggling with. Rest-assured, we're responsive, communicative, and here to troubleshoot any day-to-day backend issues with friendly guidance and hands-on support.

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