



# SPACEPEAK

ROI 4.75

Raise \$21000



#Crowdfunding

#Apparel

#Winter Necessities

# Product Promotion Analysis

## What we did

- ✓ Product listing on Gadget Flow
- ✓ Slider on Gadget Flow
- ✓ Gadget Flow dedicated newsletter
- ✓ Tech I Want dedicated newsletter

# Analytics Reports

Number of Impressions

**69587+**

Number of Clicks

**956+**

CTR

**1.7%**

Number of Newsletters

**2**

## Performance



● Spent

**\$2500**

● Raised

**\$21419**

# About The Product

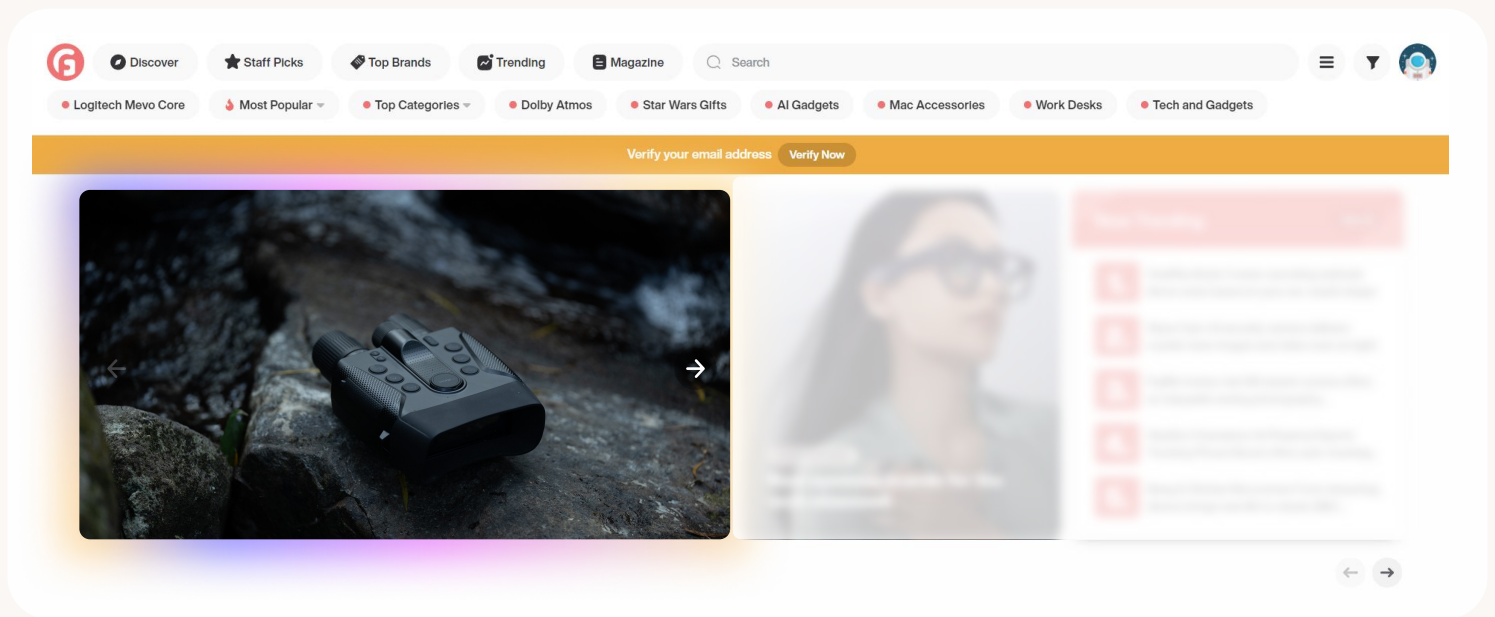


Stay warm in temperatures as cold as  $-40^{\circ}\text{C}$  with the SpacePeak Aerogel insulated jacket, equipped with NASA-inspired Aerogel insulation technology that effectively traps heat. This versatile jacket features 20 waterproof pockets, including a secure back pocket for valuables such as tablets. Its 3-in-1 design allows for customization in different weather conditions, while the 20,000 mm waterproof rating and wind resistance provide excellent protection. Despite its warmth, the SpacePeak jacket remains lightweight for optimal mobility, making it ideal for outdoor activities or daily wear with style and functionality.

# Platform Placements

## 1 Slider

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

**SPACEPEAK** 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

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



#### KICKSTARTER INDIEGOGO

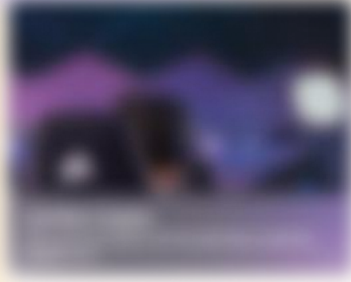
##### Crowdfunding Projects

Discover the latest campaigns on Kickstarter and Indiegogo.



##### Great Outdoors

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



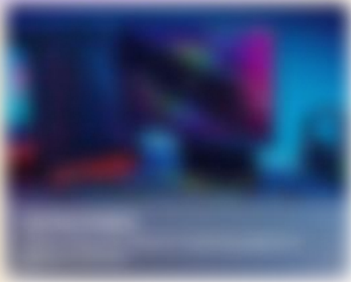
##### Photographer's Paradise

This is a must-see collection of photography gadgets to improve your skills.



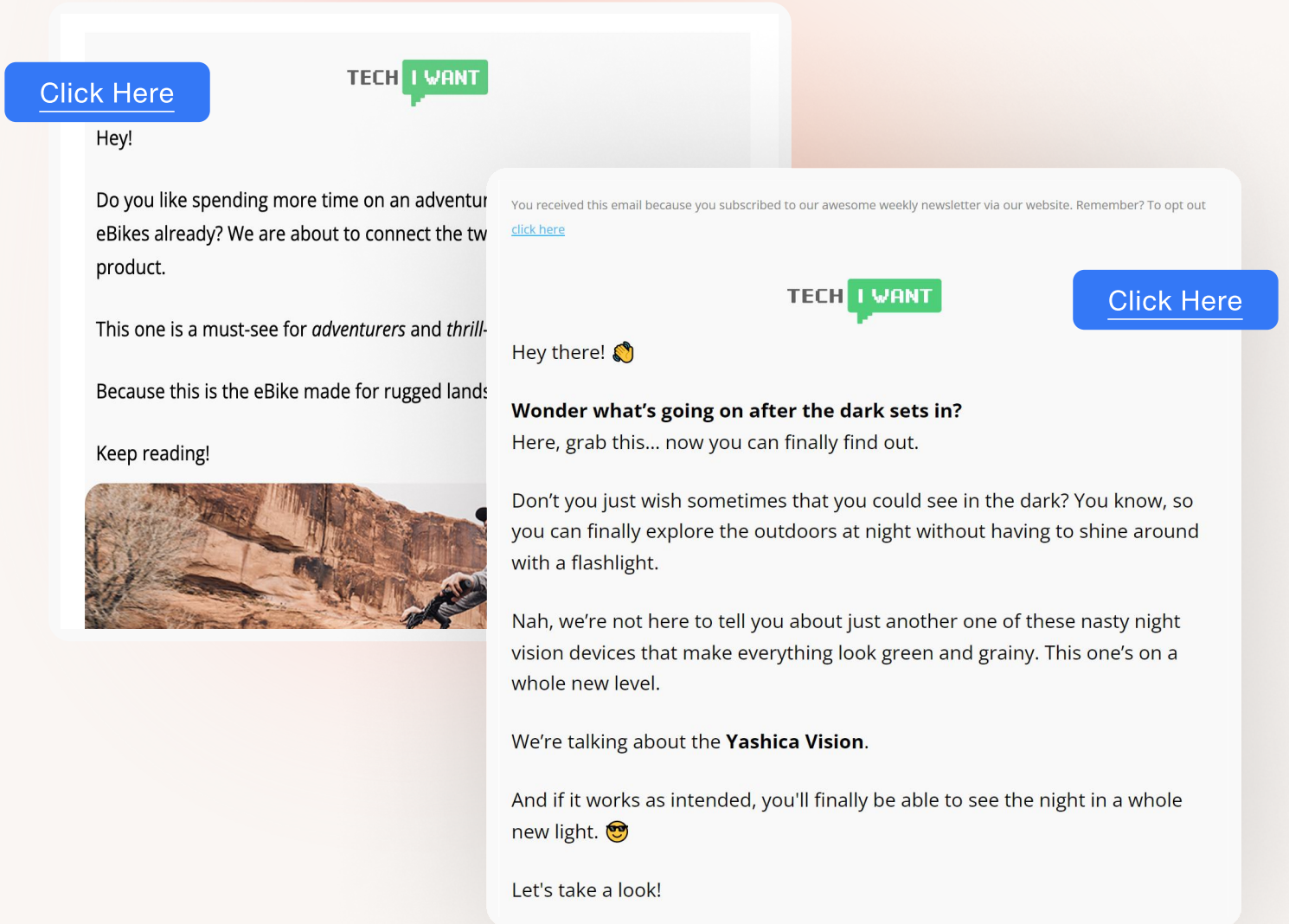
##### Tech and Gadgets

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



# Newsletters

We wrote two TiW newsletters for **SPACEPEAK**.



- 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%

# Content Analysis

Product Listing: [SPACEPEAK](#)

## 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](#)