

BILI OVERVIEW

WHO IS BILI

UNPACKING SOCIAL COMMERCE COMPLEXITIES

CREATING INFLUENCE THROUGH BILI

GENERATING RESULTS

HOW TO WORK WITH BILI



An abstract graphic consisting of several overlapping, rounded geometric shapes. At the top is a purple triangle pointing right. Below it are two larger, rounded shapes: a light purple one and a pink one, both pointing right. The text 'WHO IS BILI' is centered over these shapes.

WHO IS BILI



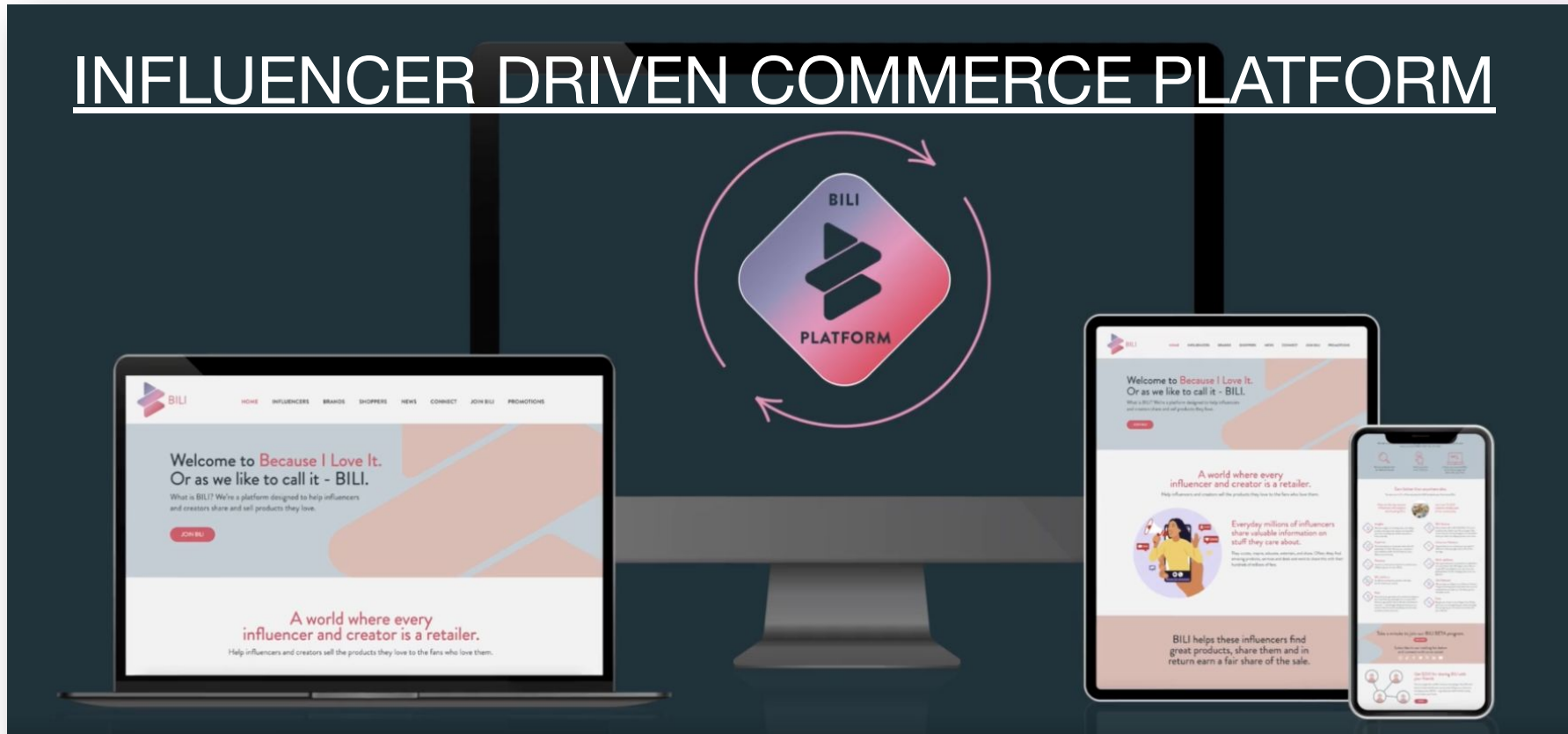
Because I Love It

(a.k.a. **BILI**)

WHO ARE WE?



INFLUENCER DRIVEN COMMERCE PLATFORM



Seamlessly connect brands
with the right influencers

Empowers influencers to
become retailers

Simplified solutions to help
inspire consumers at every stage
of their purchase journey

BRANDS WE WORK WITH



Reckitt
Benckiser



JAGUAR



dentsu x



purana



PORSCHE



KYPER
collections



The background features a large, abstract graphic composed of overlapping, rounded shapes in shades of purple and pink. The shapes are layered, with a darker purple shape at the top and a lighter pink shape at the bottom, creating a sense of depth and movement.

UNPACKING SOCIAL COMMERCE



SOCIAL COMMERCE: THE FACTS

FUELLED BY THE SIGNIFICANT AMOUNT OF TIME SPENT ON SOCIAL MEDIA PLATFORMS

Global Social Commerce
~USD \$1.298T in 2023
(\$76Bn in NA | \$6Bn in CA)
~USD \$3T by 2026
~USD \$8.5T by 2030
(~\$2.28T in NA)

The avg. daily time spent on social media in the US is 2 hours and 20 mins

In 2024, there will 110.4million US social buyers, accounting for 42% of all internet users 50.3% of all social media users

**** 70% use Social Platforms for gift ideas**

**** 60% GenZ & Millennials use Social Platforms for holiday shopping**

LOOKING BEYOND TRADITIONAL BORDERS

IRL VS. VIRTUAL

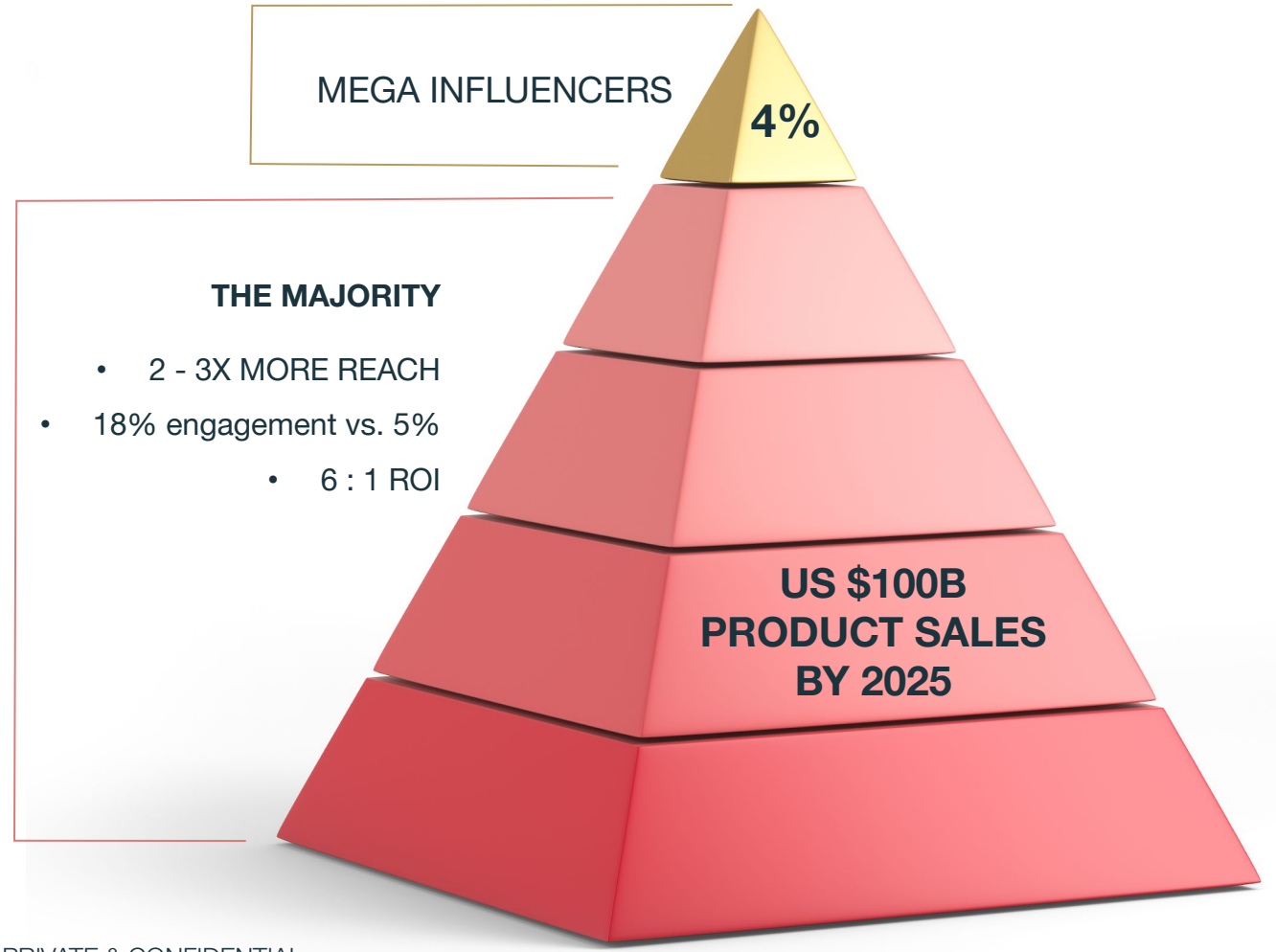
PERSONALIZATION THROUGH AI

COMMUNITY OVER FOLLOWERS

FINDING THE MOST IMPACTFUL INFLUENCERS

- 35% of consumers trust reviews as much as social media influencers since 2023
- The most effective influencers are “THE MAJORITY” – influencers that have a strong community (25k – 150k sweet spot) that start treating their content more:
 - Professionally
 - Better quality
 - Value for \$\$ therefore are more efficient

2023 GLOBAL SOCIAL COMMERCE **\$1.25T**
[will grow 2x]



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NAVIGATING SOCIAL COMMERCE

SHOPPER FRICTION

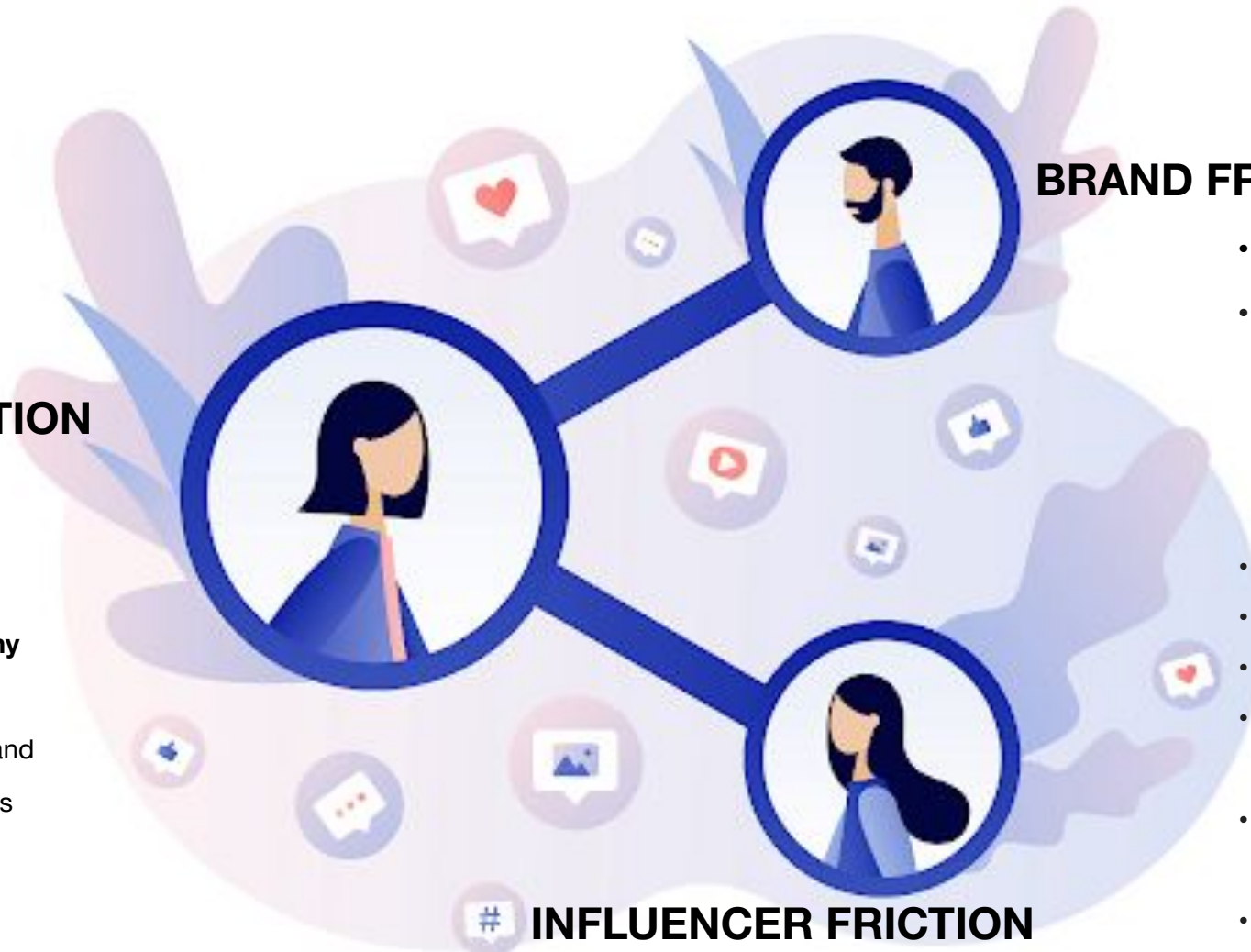
- **Trust in brand/product**
- Breadth of influencers / content
- **Cumbersome and lengthy checkout experiences**
- Lack of consistency in brand messaging on all platforms
- Inconsistent customer service experience

INFLUENCER FRICTION

- Hard to source, work with & understand brand needs
- Navigating content ownership and licensing
- Legal guidelines and regulations
- Shorter attention spans of their community
- Creating consistently successful content
- Providing reporting
- Financial management, billing, invoicing

BRAND FRICTION

- **Sourcing and evaluating creators at scale**
- **Creator management**
 - *Understanding creator culture and needs*
 - *Content licensing and ownership*
 - *Legal and contracting*
- Holistic Measurement and Reporting
- Navigating multiple social media platforms
- Understanding brand vs sales objectives
- Bringing social into Omni-channel experiences
- Keeping pace with frictionless shopper experiences
- High cart abandonment
- Understanding how to use AI
- Ongoing engagement with customer feedback





SHOPPER SOLUTIONS

- Integration of BILI platform to simplify commerce capabilities between brands and influencers
- Authentication of creators
- Shipping and return management
- Tax and shipping integration across every State and Province
- Relevant content connection between creators and brands

- **AI tools to increase performance of content**
- Integration of BILI platform to simplify commerce capabilities between brands and influencers



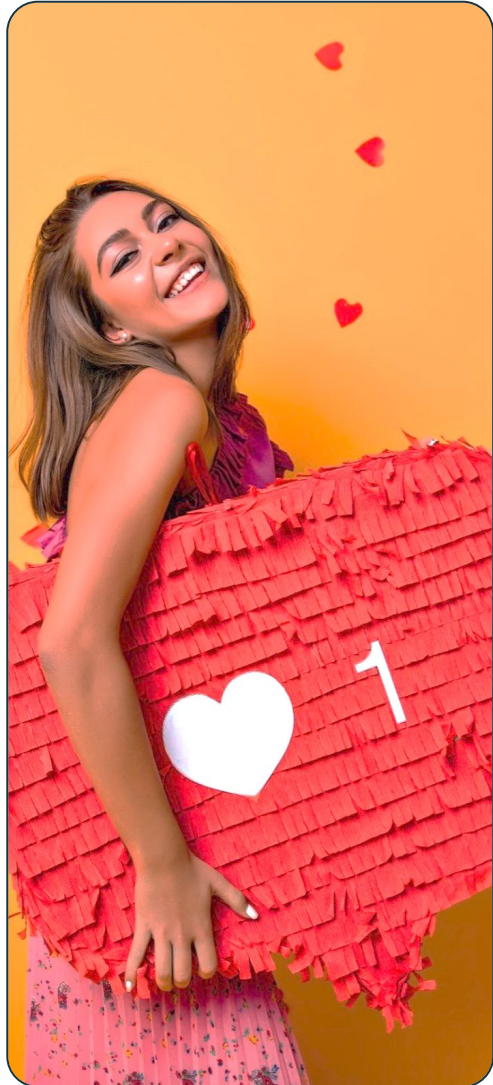
INFLUENCER SOLUTIONS

- Comprehensive social audit
- Deal flow from brands
- Consulting on social media best practices
- Product sampling / testing

BRAND SOLUTIONS

- **Guaranteed content performance**
- THREE solutions to drive engagement & ROI
- **AI tools to increase content performance**
- Integration of BILI platform to simplify commerce capabilities between brands and influencers
- Creator and content audit and management
- **Cost effective, direct access to athletes at scale**
- Deep knowledge creator culture and needs
- Standard content licensing, usage and exclusivity agreements
- Adherence to industry/brand regulations and guidelines
- Real-time Measurement and reporting
- Creator pricing negotiations and benchmarks

ENGAGING AUDIENCES ALONG THEIR
PURCHASE JOURNEY



BILI BOOST

Drive awareness (views) and engagement of your influencer generated branded content

BILI BASE

A performance-based model for driving direct product sales, through BILIs 25,000+ creator community and our own platform store. BecauseILoveIt.com



THE DILEMMA OF DECLINING ORGANIC REACH

“What size influencers should I focus on?”

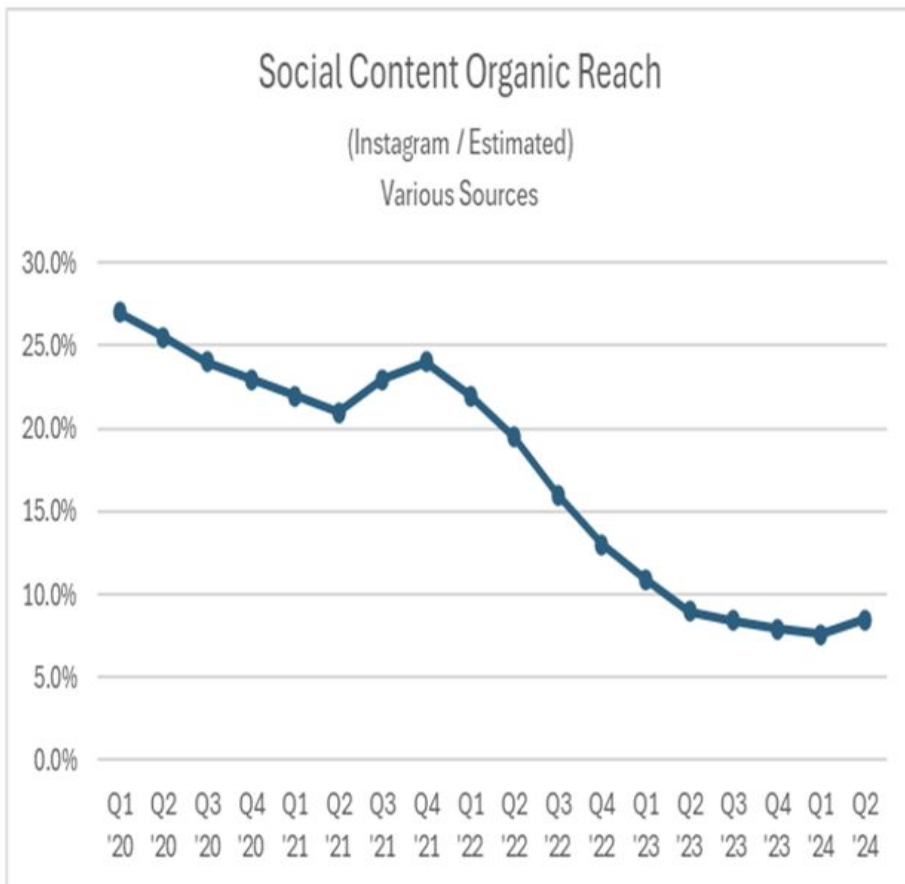
“ Are Mega influencers worth it”?

“Should I bother with Nano influencers”?

“Should I prioritize organic reach?”

“Is paid boosting worthwhile?”

“Where do I get the best value and quality”



DECLINING ORGANIC REACH

2020: 100K followers delivers ~27K organic reach / post
 2021: 100K followers delivers ~17K organic reach / post
 2024: 100K followers delivers ~7 – 10K organic reach / post

ECONOMICS OF THE CREATOR ECONOMY

During this same period, costs to source creator content have increased, resulting in a relative decline in value

AUDIENCE METRICS CONTINUE TO GROW

During this period, #influencers have doubles, social media audiences have grown 30-50% with 62% of adults using social media worldwide for an avg 2hrs and 23mins / day

RESULT: Despite relative declining value, the social opportunity must be harnessed to where the audiences are

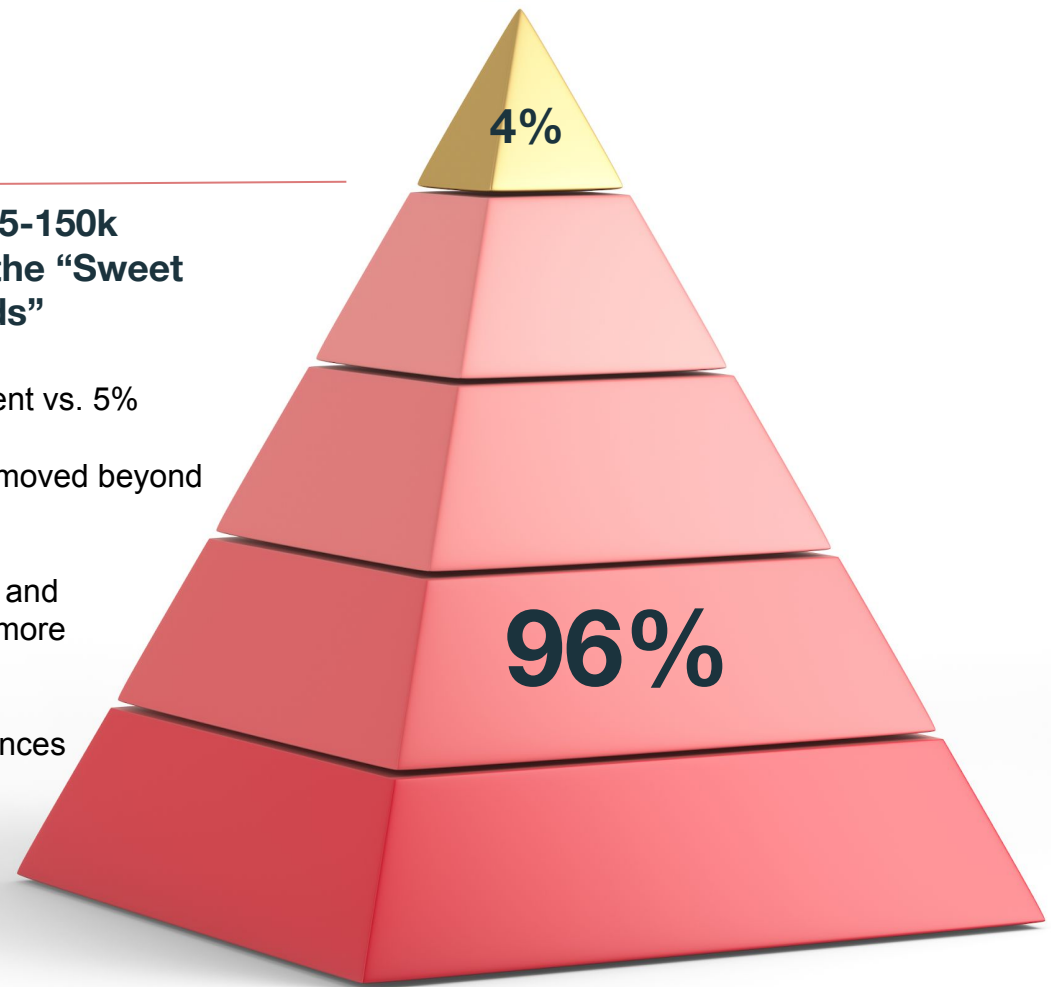
DRIVING EFFECTIVE REACH AND ECONOMIES OF SCALE

- Two solutions to address the declining value of organic reach
 1. Work with larger Mega influencers to gain larger reach numbers
 2. Paid Boost of content with Micro – Mid influencers
- **BILI PoV: Option 2 provides brands the greatest value (increased effectiveness at a lower costs)**
 - Greater budget efficiency
 - Authentic content
 - Controlled audience targeting

BOOSTING EFFECTIVENESS: PAID CONTENT BOOSTING DELIVERS 100% OF VIEWS AGAINST A BRAND'S DEFINED TARGET AUDIENCE

Creators with 5-150k followers are the "Sweet Spot for Brands"

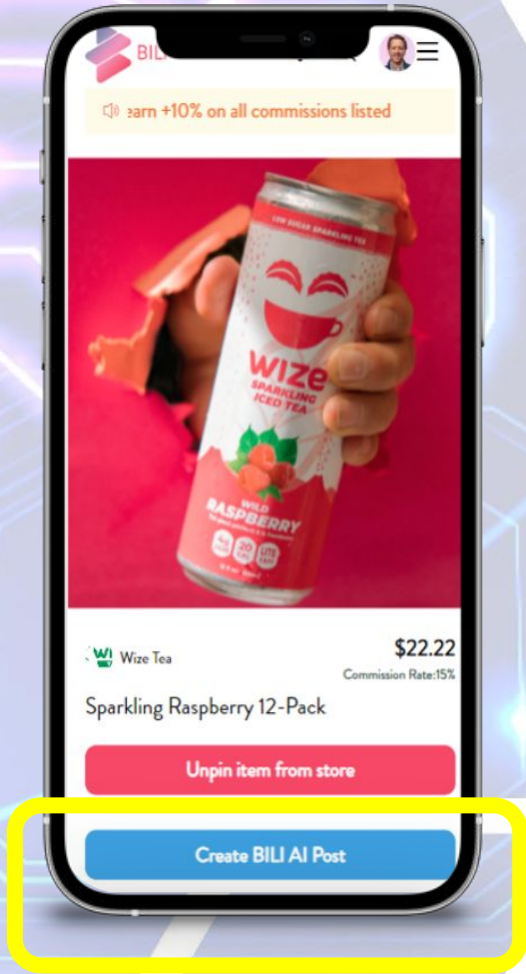
- 18% engagement vs. 5%
- Creators have moved beyond a 'side hustle'
- Content quality and processes are more professional
- Engaged audiences
- Fair fees





BILI's POINTS OF DIFFERENTIATION

EMPOWERING OUR CREATORS
THROUGH AI



- BILI's Generative AI content creation integrated in creator process flows

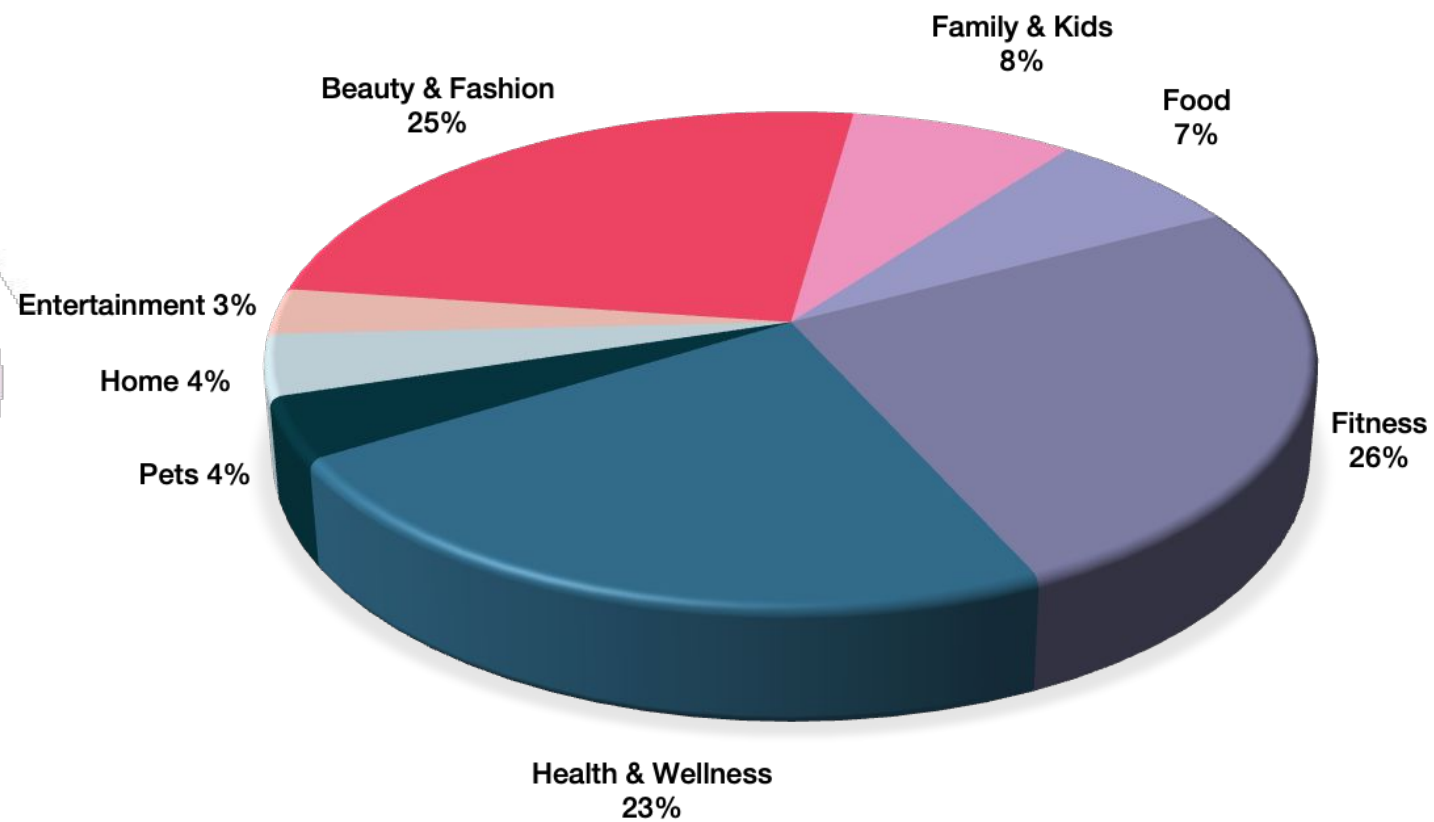
- Brands and creators have control

- RESULTS: +28% Engagement (views, likes, shares, comments).
- No additional cost



DIRECT ACCESS TO SPECIALTY TALENT

- BILI Audits any of the 3-4 million influencers in North America
- PLUS, direct engagement with 25,000+ community of specialized creators
- Generating 400+ MM SOCIAL SHOPPER IMPRESSIONS





- **SPORTS FOCUSED PARTNERSHIPS**



Reaching almost 15,000+ amateur, pro, retired and Olympic athletes across North America



Exclusive strategic partnerships



8,000 University and College athletes



TURNING DATA INTO ACTIONABLE
INSIGHTS



Creator selection
process 150
different audit
touchpoints

Content ideation
based on content
gap analysis

Social listening for
creation of content
themes

Content compliance
based on brand
requirements



GENERATING RESULTS



ATTENTION MATTERS
HYPER FOCUS MODEL ON
PERFORMANCE THAT
ALIGNS WITH ATTENTION
METRICS

GUARANTEED VIEWS

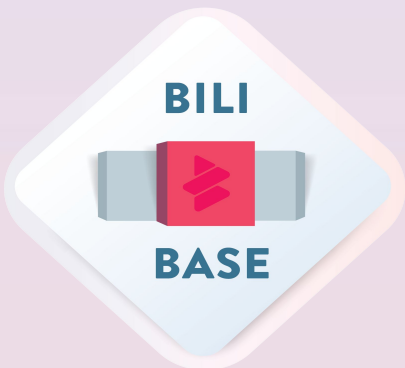
- Guarantee minimum # views across FB, TikTok, IG
- No asterisk or quotes around our guarantee

STRONG ENGAGEMENT

- Based on our algorithms, processes and experience we can estimate campaign engagement

PERFORMANCE GUARANTEED

CASE STUDY:
PERFORMANCE



Content Creator
Leanne Lee
[@lifewithleannelee](#)



CFL Player
Henoc Muamba
[@he_whoknocks](#)



Content Creator
Taisia Lev
[@taisialev](#)

SHOPPER+ CHALLENGE:

Drive brand awareness of the platform with a 2-day sale to celebrate their 2nd anniversary on a very small budget

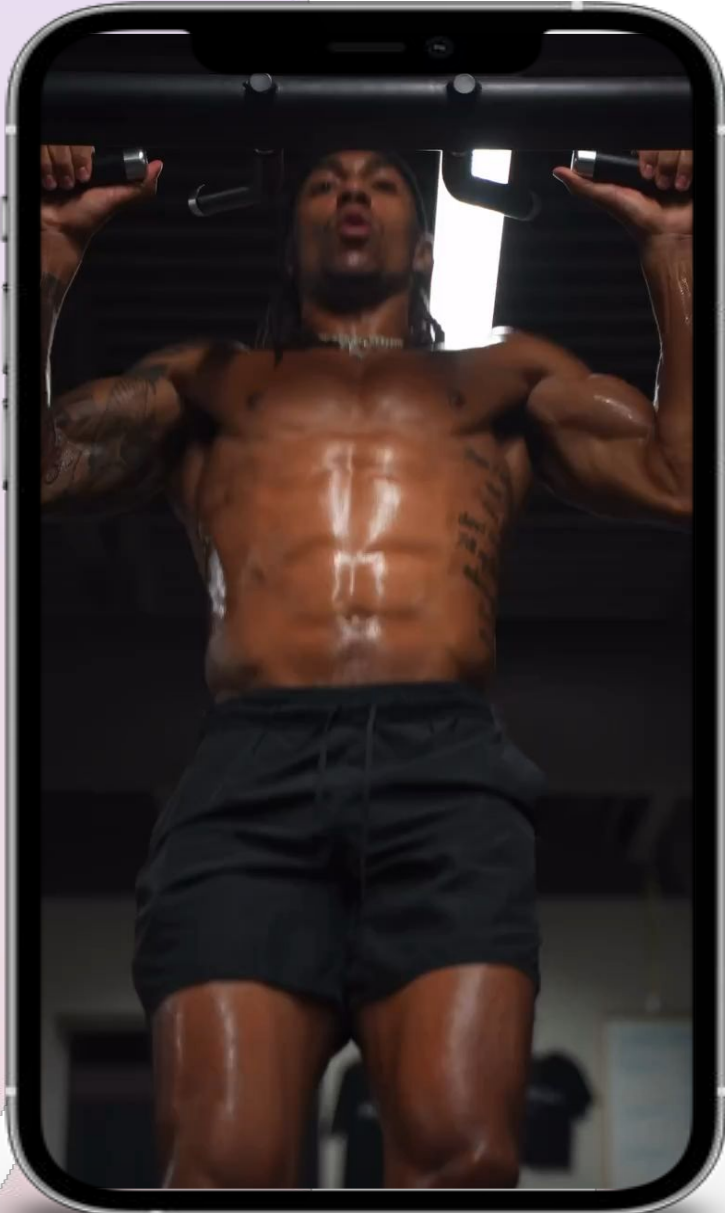
SOLUTION:

budget focus on having 3 creators | 5 pieces of content highlighting a variety of products, including household essentials like kitchenware and gardening tools, encouraging Canadian shoppers to seize the opportunity

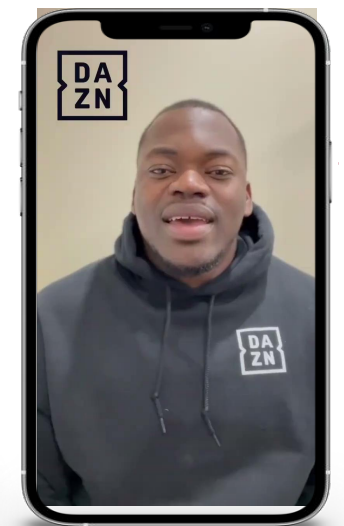
RESULT:

+98k organic views | +114k organic reach +2,700 engagements

Exceeded Campaign Benchmarks by +20%



"BILI provided an exceptional level of service, overdelivering against our client objectives"
-VP at Dentsu



DAZN CHALLENGE:

Amp up its NFL season opener with authentic content that connected with sports loving fans and captured the true spirit of football

SOLUTION:

x4 pro football players to create 70+ pieces of content across Instagram, TikTok, Twitter, and Facebook over 8 weeks

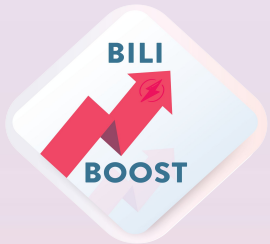
RESULT:

+5MM views | +1.9MM organic reach |

+280k engagements

Exceeded Aggressive Subscription Targets

CASE STUDY:
CUSTOM / SPONSORED POSTS



Marlene Boss
Professional Hockey
Goalie for PWHL
[@marleneboss](#)



Coach Wapps
Goaltender Coach
[@increase_performanc](#)



Andrew Harris
CFL MVP
[@andrewharriss33](#)



Saroya Tinker
Former Pro Hockey Player
and Sports Broadcaster
[@saroyatinker71](#)



Gary Huang
Influencer
[@gair_bear](#)

DR OETKER CHALLENGE:

Increase weekly purchase and consumption rate of Dr. Oetker Giuseppe pizza

SOLUTION:

Collaborated with professional athletes where participants in the campaign had the chance to "Practice with a Pro," learning tips and tricks from the featured athlete and after enjoying delicious pizza!

RESULT:

+7MM views | +1.9MM organic reach | 216k+ engagements

24 pieces of content over 6 weeks

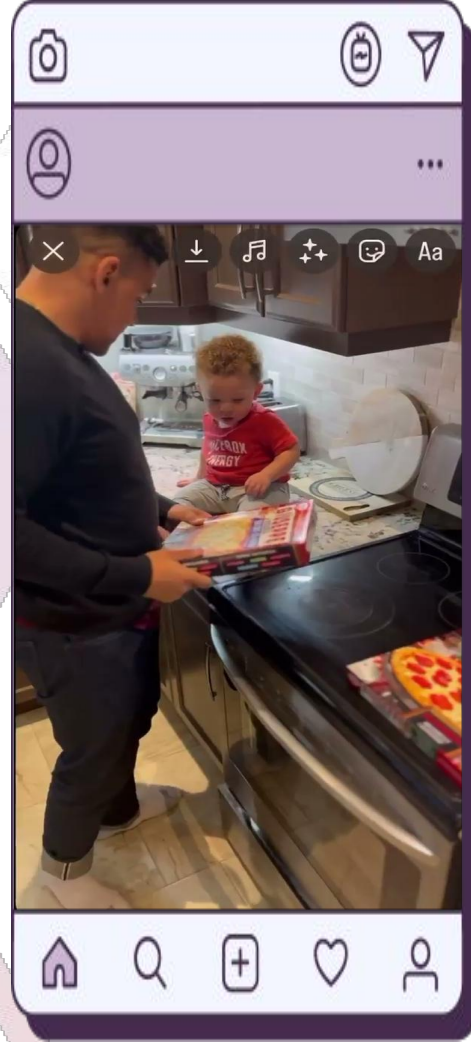
Exceeded Content View Guarantees by 30%



DR.OETKER CONTENT



CASE STUDY:
CUSTOM / SPONSORED POSTS





Davaris Daniels
@tdf_baby



Gary Huang
@qair_bear



Eva Chin
@ridetowander



Evgenia Jen
@z.e.n.e.r.g.y



Sheza Qayyum
@heyitsmepandypanda

FINISH:

Promote awareness and trial of Quantum UltraMAX by highlighting its exceptional cleaning power through relatable and engaging content.

SOLUTION:

We partnered with diverse content creators from niches such as deal finding, cleaning, athletics, and family to authentically showcase Quantum UltraMAX's superior cleaning power to a broad audience.

RESULT:

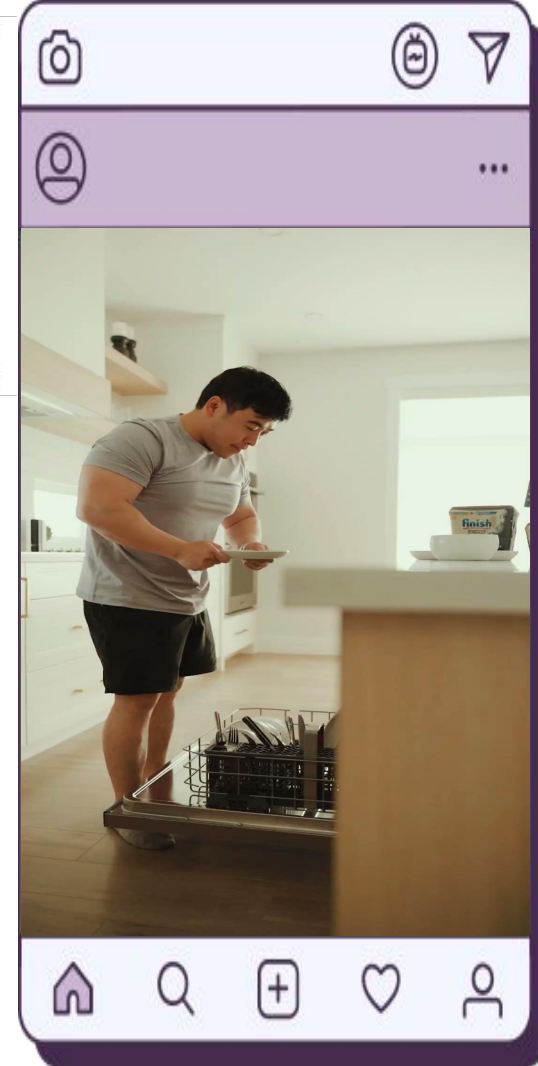
2.7M+views | 23,473+ organic reach | 29k+ engagements

9 pieces of content over weeks

This campaign is still in the process of rolling out.

CASE STUDY:
CUSTOM / SPONSORED POSTS

FINISH CONTENT

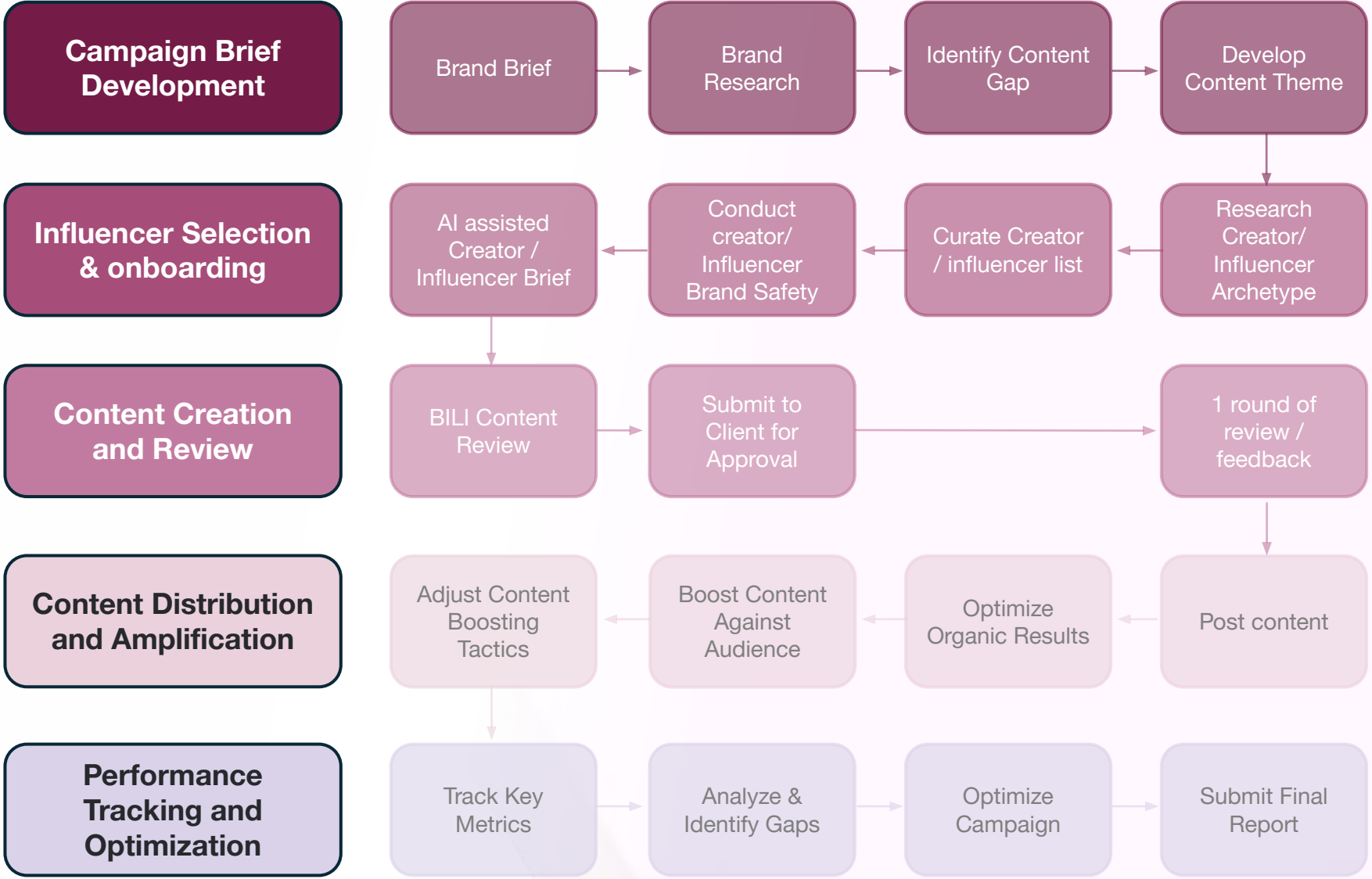


The background features a light beige gradient with several overlapping, semi-transparent geometric shapes. A large purple triangle points upwards from the top center. Below it, a pink shape with a pointed top and rounded bottom corners is centered. At the bottom, a larger, rounded pink shape points downwards. The text is centered over these shapes.

HOW TO WORK WITH BILI



HOW WE WORK





WHY BILI?





NEXT STEPS:

Challenge the BILI team with a Brief