

INDAHASH LAUNCHES; “VIDEOSEED”, TO HELP BRANDS ENGAGE WITH CONSUMERS THROUGH VIDEO CONTENT

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Initial campaigns outperforming branded channels by up to 238x

indaHash, the technology platform that connects brands and agencies directly to almost 200k global digital influencers to create authentic, original branded content campaigns, today unveiled its new video seeding tool, “VideoSeed” which is designed to help brands engage with more consumers through video content and is sold on a cost per view (CPV) model on Facebook, Instagram and Snapchat.

Research shows that native content advertising which is posted by influencers or within a person’s personal network enjoy up to seven times higher levels of trust and delivers engagement rates up to 74%. In a trial campaign with Actimel, the same branded video posted by indaHash influencers versus the brand’s own Facebook page enjoyed 238 times the engagement rate (likes and comments divided by views) - 0.23% vs 54,7%.

This latest product development from indaHash comes hot on the heels of the launch of the first global automated solution for Snapchat in December and is in response to client demand to harness the power of video content in brand campaigns.

indaHash’s approach turns the current model on its head. Video content is published and shared by real people (who are precisely targeted) - not an algorithm - on real social media accounts by thousands of digital influencers, across different platforms. The global reach (over 400M potential impressions) of the indaHash platform means that both cross-platform and cross-market campaigns can be created automatically and run efficiently and cost-effectively from anywhere in the world.

Barbara Soltysinska, co-founder, indaHash said;

“Video marketing has grown massively in recent year with a third of all online activity involving watching video online. As a result, it is one of the most powerful marketing forms with a 97% increase in purchase intent when a viewer enjoys a branded video. Consumers, tend to enjoy content that is created or shared by real people more and so we have seen huge engagement rates for video on influencer profiles when compared with any other platforms tools and solutions. Therefore it makes sense that influencers become the new publishers - creating and distributing content and engaging with their audience in a powerful way.

Our initial pilot projects, saw engagement rates for video more than 200x higher when shared by our influencers than on a brand’s own platform. This is a powerful indication of the potential of this product for marketers”

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Notes to Editor:

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indaHash - is an international technology platform that automates content marketing campaigns with digital influencers on Instagram, Facebook and Snapchat. It was launched at the beginning of 2016. Since then, the platform has been used to execute over 500 campaigns in EU, MENA, USA, South Africa, India (in total, over 40 countries) for brands such as Coca-Cola, McDonald's, P&G, or L'Oreal. The app has over 200,000 registered digital influencers with a total reach of over 400 million followers.