

# LIVELIKE

## HOW TO DELIVER UNRIVALLED SPONSORSHIP OPPORTUNITIES

## How to Deliver Unrivalled Sponsorship Opportunities

Selling sponsorships has always been and continues to be a key component of **driving conversions** and **building brand awareness** for your business. That being said, advertising is constantly evolving, and barriers such as increasingly restrictive laws around user targeting, as well as users growing more accustomed and immune to typical advertising tactics must be overcome.

Advertisers must therefore find **new, creative ways to stand out and capture the attention of their users**. By supporting sponsorships within the LiveLike experience, we give brands an added value sponsorship experience by providing engaging and customized advertising capabilities within their platform.

LiveLike offers the ability for your sponsors to customize their ads to integrate seamlessly within your platform, with dynamic design that lives alongside an interactive, engaging UX that is already working to acquire and retain users.

# The Benefits of LiveLike's Sponsored Features

Through the LiveLike platform brands get access to new and innovative ad inventory, targeting desirable demographics that work to boost user engagement, acquisition, and retention. In other words, there are so many reasons to offer sponsorship opportunities on your LiveLike-powered platform. These include:

## Native Placements

- Seamlessly integrate sponsored ads into your platform experience to avoid jarring off-brand popups that might deter users. With native placements, your sponsors can launch ads that perfectly match the look, feel, and function of your platform, while subtly capturing the attention of users.

**"Native advertising is considered the least intrusive form of advertising, and social media advertising the most intrusive"**

**"Native advertising spend in the US jumped 37% in 2021, and is expected to reach \$98.59 billion in 2023."**

## Additional Inventory to Sell

- Offer branding and sponsorships on top of chat rooms, leaderboards and badges, sticker packs, reaction packs, and widget interactions. Widgets can even be used to push for specific deals or promotions your sponsors would like showcased.

Source:

<https://forecasts-na1.emarketer.com/58becff198308e08e0df10c8/58bec3b0e14d1309b0f8452d>  
<https://www.outbrain.com/blog/savanta-report-power-of-native/>

# The Benefits of LiveLike's Sponsored Features

## First-Party Data

Implement the LiveLike engagement suite to unlock valuable demographic data, sponsorship metrics, and audience engagement analytics. You'll enable sponsors to collect crucial information on user behaviour and ad performance, draw conclusions on sponsorship best practices, test ad engagement strategies, and more.

**"57% of consumers are willing to share their information in exchange for personalized offers or discounts, 53% for personalized shopping experiences, and 52% for personalized recommendations."**

## A More Engaged Audience

Drive user conversions while boosting brand awareness for your sponsors. With customized activations on your platform that are interactive, informative, and include sponsor display and personalized animations, you'll engage users to interact more meaningfully with your sponsors.

Source:

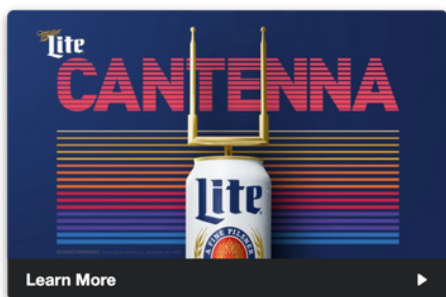
<https://www.business2community.com/marketing/25-mind-blowing-statistics-on-the-state-of-data-driven-marketing-02418119>

## Leveraging Sponsorships with LiveLike's Tools

Here's some more detail on the brand-able elements that can be offered out to your sponsors:

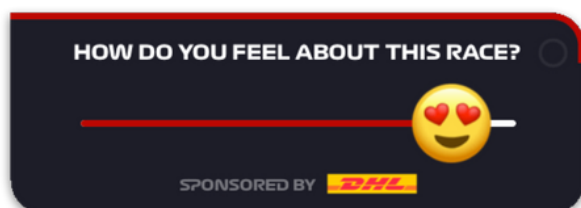
### Sponsored Widget Alerts

Widget alerts can be used to push specific deals or promotions, or simply to highlight the sponsor itself with links as calls to action. Links are free-form - UTM parameters or affiliate codes can be added without additional development work.



### Sponsored Interactions

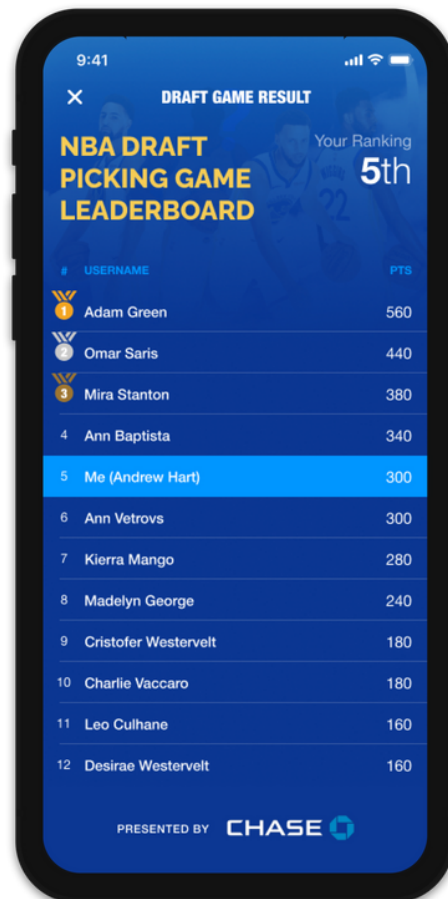
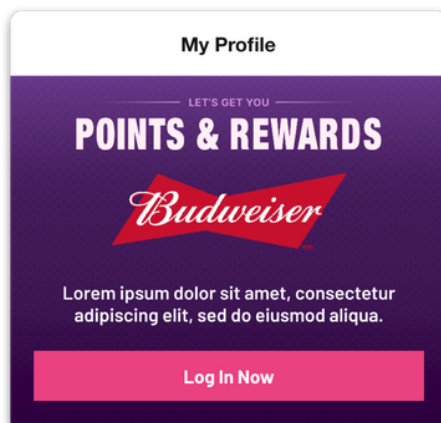
Interactive widgets can be customized to attach branding based on the type or content of the widget. As a brand, you can be officially sponsoring all the quizzes or polls, and can even choose to display a branded animation when results are revealed.



# Leveraging Sponsorships with LiveLike's Tools

## Branded Leaderboards & Badges

Sponsors can officially own leaderboards and custom badges, rewarding fans with community praise and prizes courtesy of your sponsor.



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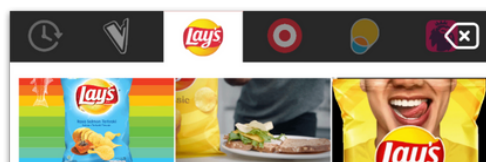
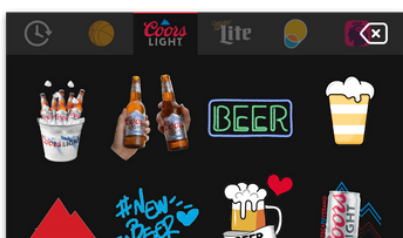
## Sponsored Chat Rooms

The LiveLike chat experience offers different ways to communicate via text, emoji, stickers and gifs in a public, private, or influencer-focused setting. Leverage your sponsorships by offering chat sections that are entirely branded and customized to your sponsor.



## Sponsored Sticker Packs

As an extension of the LiveLike chat experience, our toolkit offers customized emoji packs, where users can react and communicate via static and animated stickers that showcase your sponsor.



## Sponsored Reaction Packs

Give fans the opportunity to cheer on their favorite players or teams, and react to live events, using your own customized sponsored reaction packs.



## About LiveLike

LiveLike is a technology company dedicated to empowering digital experiences that enable deeper fan engagement, increased retention rates, and new monetization opportunities.

Media companies from around the world and events like the Super Bowl, FIFA World Cup, NBA Playoffs, French Open turn to us to transform their platforms into communal and interactive experiences, bringing their fans closer to the action.

**Our mission is to empower digital experiences and convert audiences into engaged fans!**



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