



# RunRepeat

Media kit 2019



# Our audience



**+20M**

In direct sales to retailers per year  
(71% in the US)



**7,612,000**

Pageviews



**2,319,000**

Unique visitors



**215,000**

Highly targeted list



**41%**

United States

**39%**

Europe

**20%**

Others



**65%**

Mobile



**35%**

Desktop

\*Data generated May 2019

RunRepeat



# Our brand

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**The go-to place for reviews of athletic shoes**



**High buyer-intent**

As opposed to other media sites that have many subscribers who subscribe to news



**All visits come to read reviews of athletic shoes**

Highly targeted audience



**Reviews:**

4,245,336 users & 12,267 experts

# Sponsored content

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## Post

A single post featuring your supplied assets such as images or video. Posts are labeled as “Partner story”.

\$6000



## Curated buyers guide

A single post of up to 10 products to be featured with links to external client site(s).

\$12,000



## Position #1 on category pages

1.6 million page views per month. About 20% of users click the first result.

\$100 CPM.



## Position #1 on product pages

4.6 million pageviews across categories. Only for products you stock.

\$100 CPM.

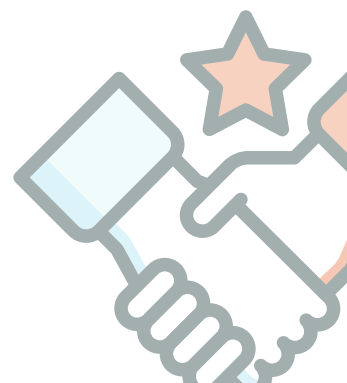


## Newsletter

No word count limit, up to 10 products to be promoted. Can link anywhere. Can be booked together with post/buyers guide on RunRepeat.com. **37%** open rate, **45%** click-through rate, **0.3%** bounce rate.

*\*We do maximum one per quarter.*

\$4000





# Corescore for retailer & brands



Improve sales and engagement by implementing all 4 million reviews from RunRepeat on your own store.



85% of consumers said they read up to 10 reviews



88% of consumers say they trust online reviews as much as personal recommendations



Improve sales 13-35% with reviews



Install a one-line script, you can enrich your product pages with reviews from users and in-depth expert reviews



Runrepeat.com corescore

★★★★★ 4.5/5 from 4358 users

★★★★★ 91/100 from 6 experts

94  
Superb!

# Expert testing program

Send your product line to our panel of +100 experts, who will do in-depth reviews that will be published at RunRepeat, and which you can use in your marketing.



## +3M monthly visits

The reviews will be exposed to +3M monthly visits. shoes with more reviews tend to get higher Corescores, which lead to more exposure at RunRepeat.



## Popular shoes get more visits

The most popular shoes reach several hundred thousand visits in a year.



## Better product match

We match your product lineup with our experts.

### Expert Reviews

★★★★★ 91 / 100 based on 16 expert reviews



Matthew Liu  
Level 3 expert  
Verified

★★★★★ 97 / 100 | RunRepeat

#### Brooks Ghost 11- The

The Brooks Ghost 11 comes in listing all of them. Just know the going to like.



# Affiliate partnership

Get your offers listed at RunRepeat like **+200** other retailers already do. We use geolocation software to show your offers.

Your exposure at RunRepeat depends on:

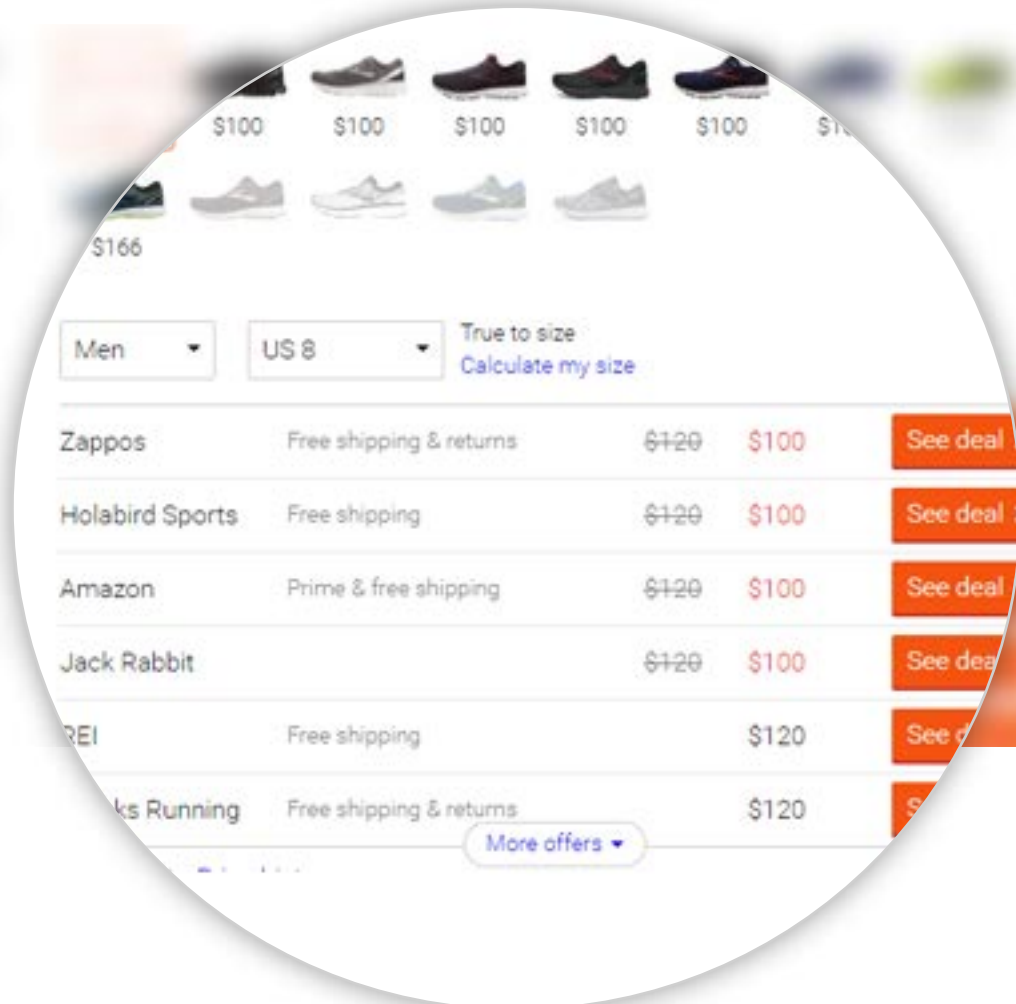


**The commission rate**



**Your conversion rate**

We're available at most affiliate networks and we're open to direct partnerships as well (CPA, CPC)



# Contact

## Corescore for retailer and brands

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## Brands: Shoe testing program

**Shiela Jorge**

Partnerships

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## Retailer: Affiliate partnership

**Shiela Jorge**

Partnerships

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