

# ADM OFFERS UGC

## What Is UGC?

- UGC stands for User Generated Content
- Content produced by users (customers, patients, etc.) about the product or service

## The Value of User-Generated Content:

### Trust & Authenticity

- Consumers **trust UGC 50%** more than other media
- Consumers are **3x likelier to identify UGC as being authentic** as compared to branded content

## Results

### E-commerce results from ADM partnership on UGC:

- 19% higher Return on Ad Spend (ROAS) than other assets
- 5% higher Average Order Value (AOV) than other assets

### Digital health results from ADM partnership on UGC:

- 17% higher Link Click Through Rate (Link CTR) than other assets
- 15% lower Cost per Click (CPC) than other assets
- 58% lower Cost per Acquisition (CPA) than other assets

## Recommended Platforms:

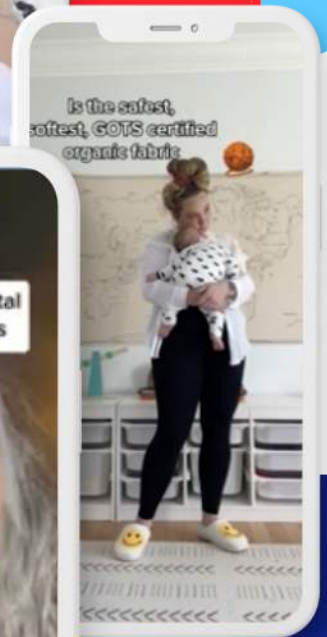


## What's Included In The ADM UGC Offering?

### 45 UGC Videos for \$21K Per Quarter

- Up to 9 different content creators
- Up to 9 creative concepts
- Up to 2 hook variations per concept

All content is owned by you as the brand in perpetuity and can be leveraged for organic posts, across your website, and anywhere else you'd like to leverage it.



## Interested in learning more about the ADM UGC offering?

Reach out to your ADM Account Manager!