

Customer Acquisition: Retail



Lot 18

Target
Wine influencers

Engage
Klout invites influencers to get a \$100 Lot18 credit

Amplify
Influencers spread the word to their large audiences

Exclusive Deal from Lot18

200

Influencers
112 Pass-Alongs

3,277

Tweets

8 Point

increase in Klout score

8.4 Million

Impressions