Accelerating the strategy: Who What Wear acquisition

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WHO WHAT WEAR
MAKING STYLE ACCESSIBLE TO ALL
WHO WHAT WEAR STARTS WITH

WE ARE A COMMUNITY OF 23M* FASHION AND BEAUTY LOVERS WHO SEEK AN AUTHENTIC EDITORIAL POINT OF VIEW TO INSPIRE US ON WHAT TO BUY AND HOW TO WEAR IT

*Source: Google Analytics for Global UVS + Newsletter Subs + Total Social Following (July 2022)
Every 30 seconds, a WHO WHAT WEAR reader shops a fashion or beauty product recommended by our editors. Over 3,000 products a day, and counting.

Source: Who What Wear affiliate data FY 2021; U.S. only, based on gross units sold; total minutes and days in a calendar year.
INNOVATORS IN MULTI-PLATFORM COMMERCE FOR 15 YEARS AND COUNTING

INSTGRAM • TIKTOK • FACEBOOK • PINTEREST • EDITORIAL • BRANDED CONTENT • CELEBRITY EXCLUSIVES • VIDEO • INFLUENCER • DIGITAL ISSUES PODCAST • LIVESTREAM VIDEO • EMAIL • CONSUMER BRANDS • BRAND COLLABS • POP-UP RETAIL • IRL AND VIRTUAL EVENTS

CONSTANTLY EVOLVING THE WAY PEOPLE CONSUME CONTENT AND COMMERCE

WHO WHAT WEAR
THE FOUNDING STORY

WHO WHAT WEAR IN 2006:
INSPIRE +
INFORM=
EMPOWER TO MAKE A PURCHASE
WITH 100% SHOPPABLE CONTENT

AND THIS WAS JUST THE BEGINNING.

WE HAD AN AMBITIOUS ROADMAP FOR WHO WHAT WEAR FROM LAUNCH, WITH PLANNED BRAND EXTENSIONS, INCLUDING: BOOKS, PRODUCTS, EVENTS, COLLABORATIONS, AND MORE.
MAKE STYLE ACCESSIBLE TO EVERYONE

WHO WHAT WEAR IN 2022:

REPRESENTATION

RESPONSIVENESS

REAL-TIME DATA ANALYSIS
AN AUDIENCE BUILT ON AUTHENTICITY

OUR SITE IS DRIVEN BY CURATION NOT CLICKBAIT

98%

OF THE TOP SEARCH TERMS TO WHO WHAT WEAR ARE FASHION AND BEAUTY-RELATED

Source: SEMrush.com, July 2022; US only; Mobile; Top 100 Traffic-Driving Search Terms for WhoWhatWear.com.
OUR COMMUNITY CONTINUES TO GROW

23M

MONTHLY AUDIENCE ACROSS WHO WHAT WEAR

#1 INDEX (262)²
F18-34

$132K³
#1 FOR MEDIAN HHI

87%/13%⁴
WOMEN/MEN

40%⁵
BIPOC* & HISPANIC

2.5x more likely to reach millennial women than our competitors

Source 1: Google Analytics for Global UVS + Newsletter Subs + Total Social Following (July 2022); Source 2: Comscore MMX Multi-Platform, Females 18-34, June 2022, Females 18-34, June 2022, US, Ranked against Refinery29.com, PopSugar Media, Purewow.com, Bustle.com, Vogue.com; *Tied with Refinery29 for #1 index
Source 3: Comscore MMX, June 2022, US, Median HHI for total audience custom defined list includes Vogue.com, Refinery29.com, PopSugar Media, Purewow.com, Bustle.com, WhoWhatWear.com
Source 4: Comscore MMX Multi-Platform, Females 18+, Males 18+, June 2022, US
Source 5: Who What Wear + Comscore Custom Visitor Profile Study, December 2020

*Black and Indigenous people of color
WHO WHAT WEAR REACHES A NEW GENERATION OF WOMEN

A BOSS
29% OF WHO WHAT WEAR READERS CLASSIFY AS A “BOSS LADY”

A DECISION MAKER
#1 INDEX FOR THE HEAD OF HOUSEHOLD (INDEX 127)

A MOM
57% OF WHO WHAT WEAR READERS ARE PARENTS

EDUCATED
#1 INDEX FOR HAVING A HIGHER DEGREE (INDEX 165)

Source 1: Who What Wear + Comscore Custom Visitor Profile Study, December 2020. "Boss lady" is defined as respondents who selected the following professions: Entrepreneur, Owner, Director (e.g., Group Director, Sr. Director), President, Vice-President (e.g., AVP, EVP, SVP, VP) or Senior Executive reporting to C-Level Executive, C-Level Executive (e.g., CEO, CIO, CFO, CMO, COO, CTO).


FOCUSED, SHOPPABLE CONTENT +
AUDIENCE PRIMED TO SHOP +
BRAND-SAFE ENVIRONMENT =
THE MOST EFFECTIVE BUY FOR COMMERCIAL PARTNERS
BRANDED CONTENT EXPERTISE
AFFILIATE REVENUE

HOW
WHO WHAT WEAR
WINS
THE FUTURE OF WHO WHAT WEAR: BEAUTY

SOCIAL-FIRST, SHOPPING-CENTRIC BEAUTY PRODUCT REVIEWS

EDITOR-LED, FIRST-PERSON REVIEWS OF THE BEST BEAUTY PRODUCTS.

POWERED BY FUTURE’S PEERLESS SEARCH STRATEGY.

AMPLIFIED BY WHO WHAT WEAR’S HIGHLY ENGAGED SOCIAL COMMUNITY.
WHO WHAT WEAR AND THE FASHION LANDSCAPE

MONETISATION OF OUR BRAND
THE WHO WHAT WEAR MEDIA REVENUE TEAM

ONE UNIFIED PRE AND POST-SALE TEAM

48 MEMBERS IN NY AND LA

EXPERTS IN SALES AND CLIENT SERVICES

INNOVATORS IN MARKETING AND BRANDED CONTENT

PIONEERS IN INFLUENCER MARKETING

STRONG RELATIONSHIPS IN FASHION, RETAIL, LUXURY, BEAUTY

4 SENIOR SALES TEAM LEADS, EACH WITH 7+ YEARS SELLING AT WHO WHAT WEAR
WHO WHAT WEAR IS A LEADER IN FASHION AND BEAUTY

#1 index
F18+ WHO FALL IN THE IAB DIGITAL SEGMENT FOR STYLE & FASHION - ALL (INDEX 249)

$63.5M+
IN REFERRED SALES DRIVEN BY OUR EDITORIAL CONTENT IN 2021

350+
ORIGINAL PIECES OF BRANDED CONTENT IN 2021

Source 1: Comscore Plan Matrix Multi-Platform, F18+, June 2022, US; Custom defined list includes Vogue.com, Refinery29.com, PopSugar Media, PureWow.com, Bustle.com, WhoWhatWear.com; IAB Digital Interests audiences consist of behavior observed directly on the Comscore desktop and mobile panels. In effect, using these IAB targets will allow you to understand how site visitation overlaps with particular interests based on observed behaviors.

Source 2: Who What Wear Affiliate Data Jan-Dec 2021, US only

Source 3: Google Analytics Jan-Dec 2021, US only
WHO WHAT WEAR IS A LEADER IN FASHION AND BEAUTY

#1
IN OUR COMPETITIVE SET
FOR INSTAGRAM
FOLLOWERS AND
INTERACTION RATE

12,000+
INSIDER-ACCESS TO THE
MOST DIVERSE SET OF
INFLUENCER TALENT
ACROSS THE WORLD

2 weekly
ORIGINAL PODCASTS THAT
ARE DIRECTLY MONETISED
AT A PREMIUM BY OUR
SALES TEAM
IN A CROWDED MARKETPLACE:
AN AUDIENCE THAT SETS US APART

A COMMUNITY OF THE MOST INFLUENTIAL WITH THE HIGHEST SPENDING POWER
TRANSFORMING THE TRADITIONAL SALES FUNNEL INTO A CYCLE

AWARENESS

SHARE

INTEREST

PURCHASE

ENGAGEMENT

WHO WHAT WEAR RANKS #1 IN:

#1 for Time Spent, Average Minutes Per Visitor (3.1)

75% of Who What Wear visitors have a high interest in fashion* vs. 48% of non-Who What Wear visitors

75% of Who What Wear readers say fashion websites have a big impact on the products they purchase vs. 32% of Non-Who What Wear readers

80% of Who What Wear readers use social media to post things they like vs. 71% of Non-Who What Wear readers

there are 1.1m user-generated IG posts using the hashtag #whowhatwearing

80% of Who What Wear + Lucid/Cint custom study, February 2022; Sample of 1,175; statistically tested at the 95% confidence level. Who What Wear visitors indicated they visited the site in the past three months; Familiarity based on top 3 box; all other stats based on a Top 2 box.

Source 3: comScore Mobile Metrix, February 2022; Mobile Web only; Target of F18+, US; Total Mobile; Run on [P] WhoWhatWear.com/Clique Media; Ranked against Refinery29.com, PopSugar Media, Bustle.com, Vogue.com, PureWow.com

Source 4 and 5: Source: Who What Wear + Comscore Custom Visitor Profile Study, December 2020; WWW readers is any respondent who has visited the Who What Wear website in the past 3 months; Non-WWW readers is anyone who has not visited the Who What Wear website in the past 3 months and includes those who visited at least one competitor site in the past 3 months or those who have not visited any competitor site in the past 3 months, but have visited online fashion and beauty content sites/apps.

AWARENESS ON ITS OWN IS NOT ENOUGH

PERFORMANCE THAT SETS US APART

75% of Who What Wear visitors have a high interest in fashion* vs. 48% of non-Who What Wear visitors

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THE IMPORTANCE OF E-COMMERCE INNOVATION

“The global social commerce industry is expected to grow three times as fast as traditional e-commerce, from $492 billion in 2021 to $1.2 trillion by 2025, driven by Gen Z and Millennial consumers, who will account for 62% of social commerce spend by 2025.”

-2022 Accenture study

THE CUSTOMER OF THE FUTURE

At least 1 in 10
Who What Wear monthly affiliate sales occur across our social media channels

Social commerce stat: WWW Affiliate data. Livestream stat: reporting from livestream platform, Bambuser, Spring 2022
WHO WHAT WEAR CASE STUDY: SPERRY FOOTWEAR “ALL THE WAYS TO WEAR” BRANDED CONTENT

Editors and Influencer Styling

Newsletter and Homepage Promotion
WHO WHAT WEAR CASE STUDY:
SPERRY FOOTWEAR “ALL THE WAYS TO WEAR” BRANDED CONTENT

ADDITIONAL MEDIA

Cross-platform banners aligned with relevant content across Who What Wear and Apple News

Shopping placements on Who What Wear site and newsletter
WHO WHAT WEAR CASE STUDY:
SPERRY FOOTWEAR “ALL THE WAYS TO WEAR” INFLUENCER STYLING EVENT
WHO WHAT WEAR CASE STUDY: SPERRY FOOTWEAR “ALL THE WAYS TO WEAR” SOCIAL FOLLOWER COMMENTS

Sperrys has sneakies!!! So cute omg. Always low key wanted the boat shoes but was never on a boat lmao. Love these.

I need a pair!!! 😍

Shoes are perfect!

getting these!!

LOVE Sperrys

Suddenly, I like Sperry boat shoes!!

Love those, so fun!

I love them!! You look so good! ❤️

CUTE!!! They look so comfy 😍

Someone had just asked if we are still wearing boat shoes. The answer is now yes 😎

These are so cute with the fit 😞

love this look and shoessss 🔥

I’m getting these next!

Love them paired with the blazer 😍
Key measures prove our strength as a team

- Trusted relationships
- Innovative Ideas
- Experience in execution
- Performance-driven results

+110%

WHO WHAT WEAR CORE ACCOUNT REVENUE

Top 20 accounts are up 110% from 2019-2022 (Jan-July only)

WHO WHAT WEAR BRINGS
DIRECT SALES CAPABILITIES AND STRONG CLIENT RELATIONSHIPS

93%

ADVERTISER RETURN RATE

Average Deal Size
(Average deal size is up 45% in 2022 YTD vs 2019)

WWW Sales stats from Boostr, 2019-2022 YTD
GROWTH OPPORTUNITIES WITH NEW AUDIENCES

Managerial / Executive Position (150 Index)

Affluence (250 Index)

Affluence Index (Marie Claire 255)
Source: Comscore MMX Multi-Platform, Females 18+ HHI $100K or more, June 2022; US, custom defined list includes Allure.com, Bustle.com, Elle.com, Harpersbazaar.com, Instyle.com, Popsugar Media, Purewow.com, Refinery29.com, Vogue.com, MarieClaire.com

Managerial/executive position index (Marie Claire 140)
Source: Comscore Plan Metrix, Females 18+, June 2022; US, custom defined list includes Allure.com, Bustle.com, Elle.com, Harpersbazaar.com, Instyle.com, Popsugar Media, Purewow.com, Refinery29.com, Vogue.com, MarieClaire.com
FUTURE MEANS FASHION AND BEAUTY FOR EVERY WOMAN

CONTENT + AUDIENCE + EXPERTISE IN AD SALES

Unique premium Fashion, Beauty and Women's lifestyle sites that offer this level of editorial credibility, audience diversity and scale - combined with our proven expertise and success in direct advertising solutions
SO MUCH ROOM TO GROW

FUTURE MEANS

INNOVATION
- SEO expertise
- New ad products
- Proprietary technology
- Data solutions

RESOURCES
- More content to support new categories (ie Beauty)
- Production and events teams

SCALE
- Larger distribution
- New audiences

WE DELIVER MORE

BIGGER BUDGETS
- More dollars from existing clients
- Retention and Growth of Core accounts

NEW CLIENTS
- In new categories
  (like Beauty, Homes and Finance)
- New clients with different needs
  (like events, video production)
- New business in categories where scale is a priority
  (mass beauty)

Unique opportunities with our unified pre and post-sale teams