

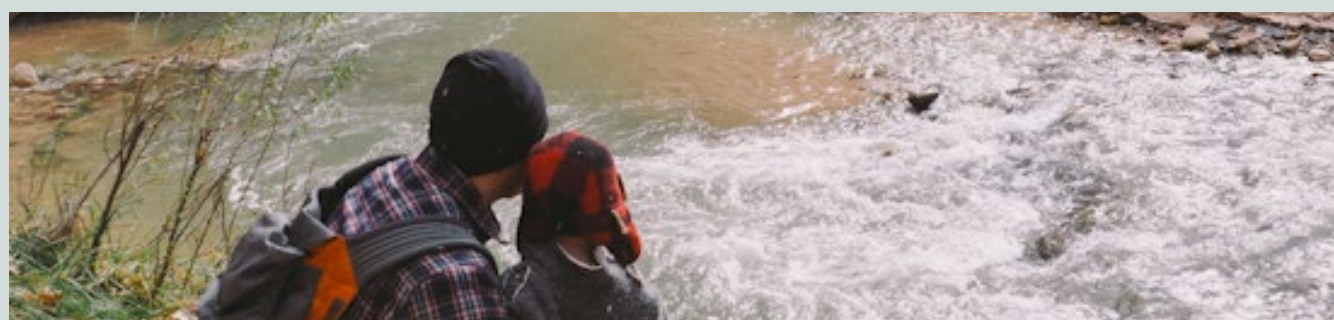


### *FM Insights: Consumer Tech*

Federated Media's content strategy team plans, executes and analyzes our influencer content programs. In this installation of FM Insights, we've identified top content insights from previous Consumer Tech campaigns to help inform current and new content programs from an editorial standpoint.

#### *01. Highly visual content keeps audiences more engaged.*

In our Canon and Olympus camera campaigns, imagery-driven posts produced the most engaged readers. [The Daybook](#) (Olympus) and [Sketch42](#) (Canon) both posted about family vacations, which resulted in the highest average engaged time on post in their respective campaigns. The takeaway? Let the camera do the storytelling. Include more photo-driven posts, and align content with settings and stories that showcase the camera at its best.



#### *02. Educational content boosts CTR.*

While most tech enthusiasts appreciate new technology, there's no denying the initial hesitation to learn a new tool. We noticed content that broke down specific product features or provided "how-to's" increased CTR. [Scout16](#) touted the Olympus PEN-EPL7 camera features and led the campaign with a 2.32% SCTR, while [This is Glamorous'](#) post with three photography tips led the Canon campaign with a 15.08% SCTR. Framing the content around authentic and relatable stories allows the consumer to visualize themselves engaging in similar activities.