

### Why has the "Nano & Micro-influencer" concept gained importance?



**90%** of consumers prefer brands that share authentic customer content.



The tendency to buy products from brands that use user-generated content increases by **83%**.



# Why do brands now definitely include the "Recommendation Module" in their communication plans?

Macro-influencer recommendations are increasingly perceived as advertisements. Nano & Micro-influencer' shares are perceived as **REAL**, **SINCERE** and **AUTHENTIC**.

## Tried&Good: Real People. Real Stories. Real Conversions.



- Born in 2021, Turkey (as DeneyenlerBilir) today a thriving family of 65,000+ Nano & Micro-influencer nationwide.
- Going Global in 2025 expanding networks across MENA and the Turkic Republics. By the end of '26: Expected to reach a Global 'Tried&Good' community of 450.000 people in 12 countries.
- Women-led communities authentic voices, diverse regions, real impact.
- Product-in-hand experience influencers receive, try, and proudly share their stories with the "Tried&Good!" spirit.
- Tailored brand audiences we segment communities and build dedicated influencer clusters for each brand.
- Rich UGC content influencers organically create and share, opening a unique branded channel.





# **Services Offered by Tried&Good**

Product Experience Videos
We deliver selected products to
our members and they share
real and sincere experience
videos placed in their lives.
Each UGC content goes
through our approval before
they share.



#### Events

We increase the power of branded events by having our members participating in those. They share before, during, and after Reels.

#### Affiliate Sales Channel

We integrate the brand's online store and allow Tried&Good members to share and sell with ready-made affiliate links.





After Tried&Good experiences, 100% unique content is shared suitable for the brief.

Content created by REAL USERS influences purchasing decisions

the most.



# **Experience Examples from Tried&Good / Turkey**

Our members share real experiences with various products, providing reliable information to consumers.









We increase organic spread power with members' shares from brand events they are invited to.



Kenton X MSA Workshops



Karaca Workshops



# Sample Project Results



**Product:** New Diaper Launch

Segmentation: Selected mothers, products delivered to their babies

**Delivery & Sharing Completion Period:** 6 weeks



mothers
shared their product
experiences



**850.000+**views
wide audience
reach



2.000+ direct product sales



**Product:** Dishwasher Detergent Launch

Segmentation: Various SES groups - women selected

**Delivery & Sharing Completion Period:** 8 weeks



300 DeneyenlerBilir Members

Campaign results
conducted with
a larger member group
achieved higher
engagement.



The #1 best-selling product in its category on Trendyol

During the DeneyenlerBilir sharing process, the product became the best-selling item in its category on Trendyol.



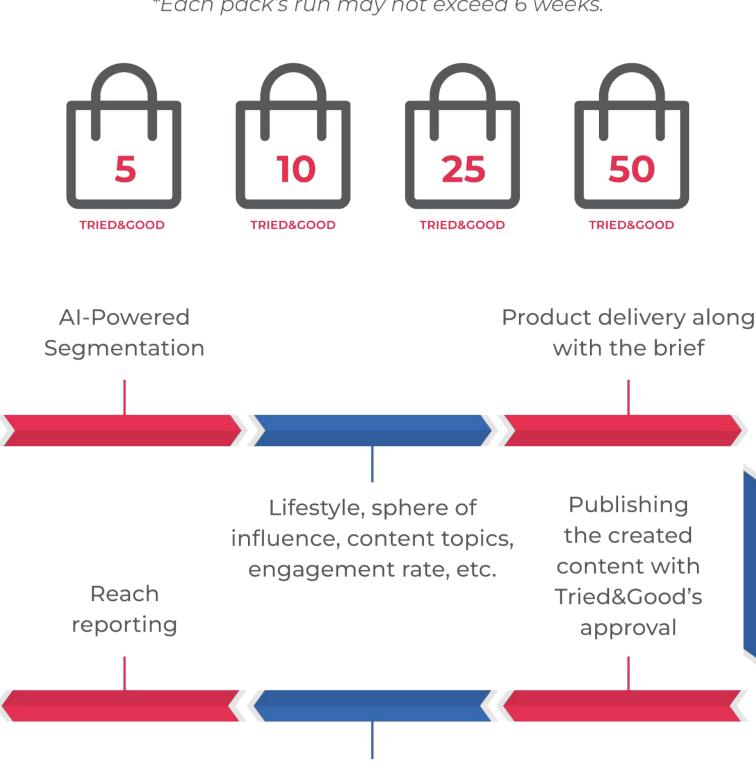
20.000+ Clicks

With a high engagement rate, users were directed to the brand's content.



# PACKAGES

\*Each pack's run may not exceed 6 weeks.



Conversion tracking if a sales link is available







triedandgood



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