



WHY?

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?

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.



Kazakhstan

Azerbaijan

Morocco

Algeria

Egypt

Uzbekistan

Qatar

WHO?



Full Coverage
Active Tried&Good members across all key regions of MENA and Turkic Republics

Creators ranging from 2K to 100K+ followers



Various Socioeconomic Segments
Members from A, B, C1, C2 and Expats



Growing family Experience&Share
lovers are growing fast in MENA and Turkic Republics

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.



%79



Content created by REAL USERS influences purchasing decisions the most.

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

%100



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



**150
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.*



TRIED&GOOD



TRIED&GOOD



TRIED&GOOD



TRIED&GOOD

AI-Powered
Segmentation

Product delivery along
with the brief

Lifestyle, sphere of
influence, content topics,
engagement rate, etc.

Publishing
the created
content with
Tried&Good's
approval

Reach
reporting

Conversion tracking
if a sales link is available



TRIED& GOOD



triedandgood



deneyenlerbilir.com/pdf/TriedandGood