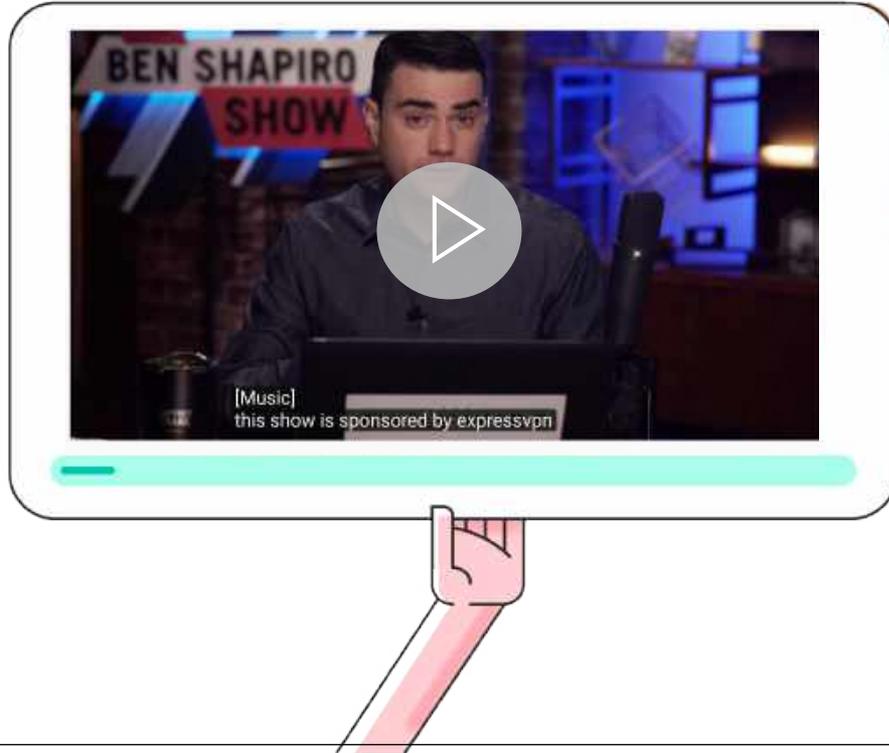


# Campaign Teardown

Express VPN



# Express VPN

When it comes to virtual private networks, or VPNs, Express VPN is the #1 trusted leader in the industry. With its popularity and growth, Express VPN has made a name for itself on social media – especially [YouTube](#). According to [SimilarWeb](#), 89.68% of Express VPN's traffic on social media comes from YouTube. With this in mind, NeoReach conducted [Social Intelligence Insights Report for Q1 2020](#) to provide analyzed data from the US and Canada that was pulled from over 6,000 YouTube videos indicating brand partnership.

Through this report, it was found that Express VPN landed a spot as one of the top 5 spenders, putting much of its [marketing strategy](#) into influencer marketing on YouTube to promote the brand, its products, and its benefits.



# Express VPN

**Express VPN** is a virtual private network (VPN) that provides a secure, encrypted tunnel between your device and the internet. Using its services, you can help **protect yourself online** from any interference or censorship from outside sources, such as hackers or your internet service provider. **VPNs are also widely used by consumers to ensure access to sites and services that otherwise might be restricted in their countries.**

# Top Spender Metrics

Express VPN came out on top as the highest spender on YouTube in the tech industry. By partnering with 11 [influencers](#) over a span of 133 total videos, they successfully sponsored the highest-grossing [sponsored](#) video in the tech industry, gaining up to 300K impressions. They also drew in some impressive metrics.



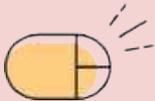
Metrics	Q1 2020
Total Videos	133
Total Reach	211,846,000
Total Views	21,411,036
Total Likes	590,986
IMV	\$2,520,101.38
Avg. IMV	\$18,948.13
Avg. Views	160,985

(BY SPONSORED YOUTUBE VIEWS)



# ExpressVPN

## Express VPN Insights



**211 M**

REACH



**590K**

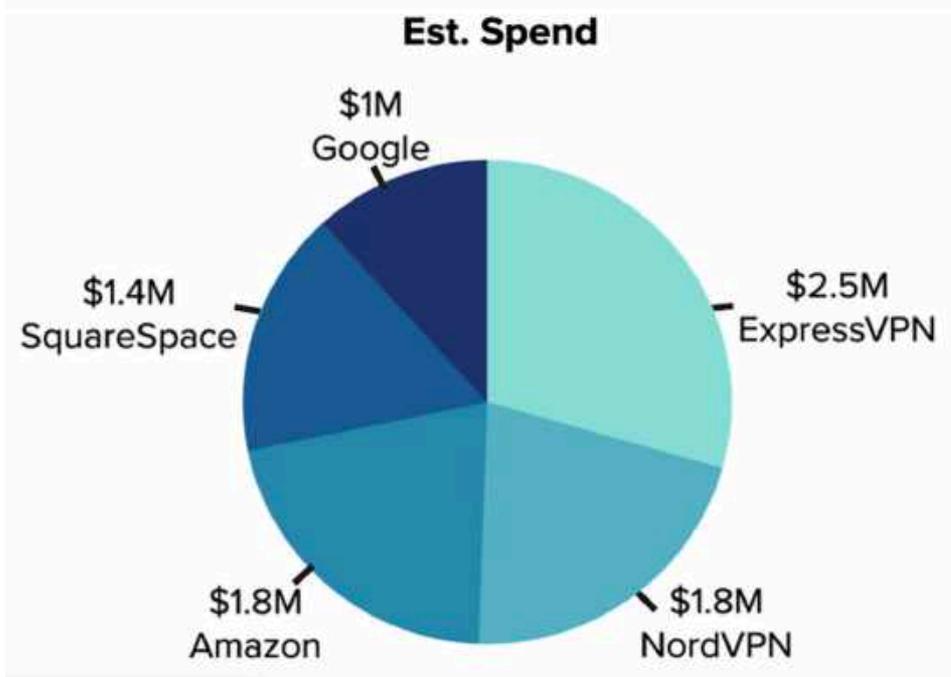
LIKES



**\$2M+**

IMV

# Top 5 Tech Spenders on YouTube

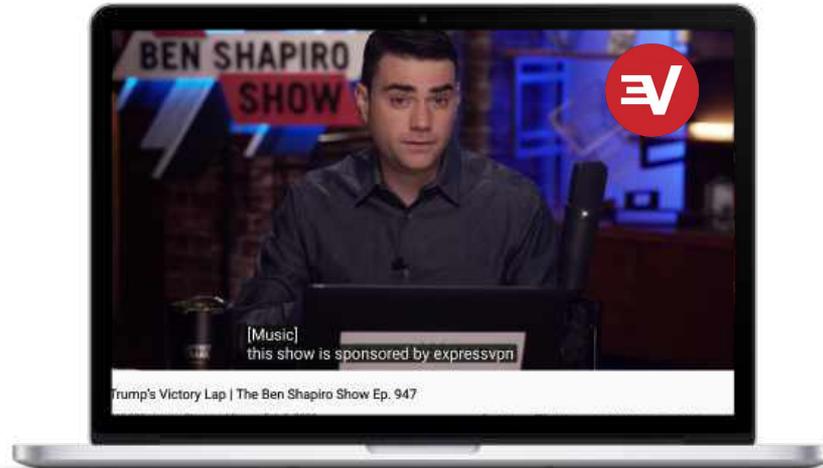


**When it comes to virtual private networks, or VPNs, Express VPN is the #1 trusted leader in the industry.** With its popularity and growth, Express VPN has made a name for itself on social media – especially YouTube. According to SimilarWeb, 89.68% of Express VPN's traffic on social media comes from YouTube. With this in mind, NeoReach conducted Social Intelligence Insights Report for Q1 2020 to provide analyzed data from the US and Canada that was pulled from over 6,000 YouTube videos indicating brand partnership.

## Working with Influencers

According to the Social Intelligence Insights Report, the tech industry was one of the top 10 industries with the highest spend on YouTube.

As the highest tech spender, Express VPN made it a mission to work with well-known influencers.



To promote its services, Express VPN both sponsored entire shows/series, like Ben Shapiro's The Daily Wire, and provided discount codes for the influencer's viewers. This unique discount code provided new users with a 12-month plan that included 3 months of free service.

For more broken-down information, check out the total number of videos each influencer posted for Express VPN.

The Daily Wire



61 Videos

BenShapiro



61 Videos

Rooster Teeth



3 Videos

TheJWitz



1 Video

Mother's Basement



1 Video

EmmyMadelnJapan



1 Video

FLuuMP



1 Video

Nomadic Fanatic



1 Video

Warrior Poet Society



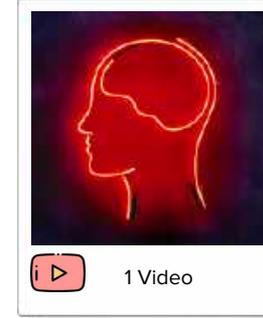
1 Video

Treesicle



1 Video

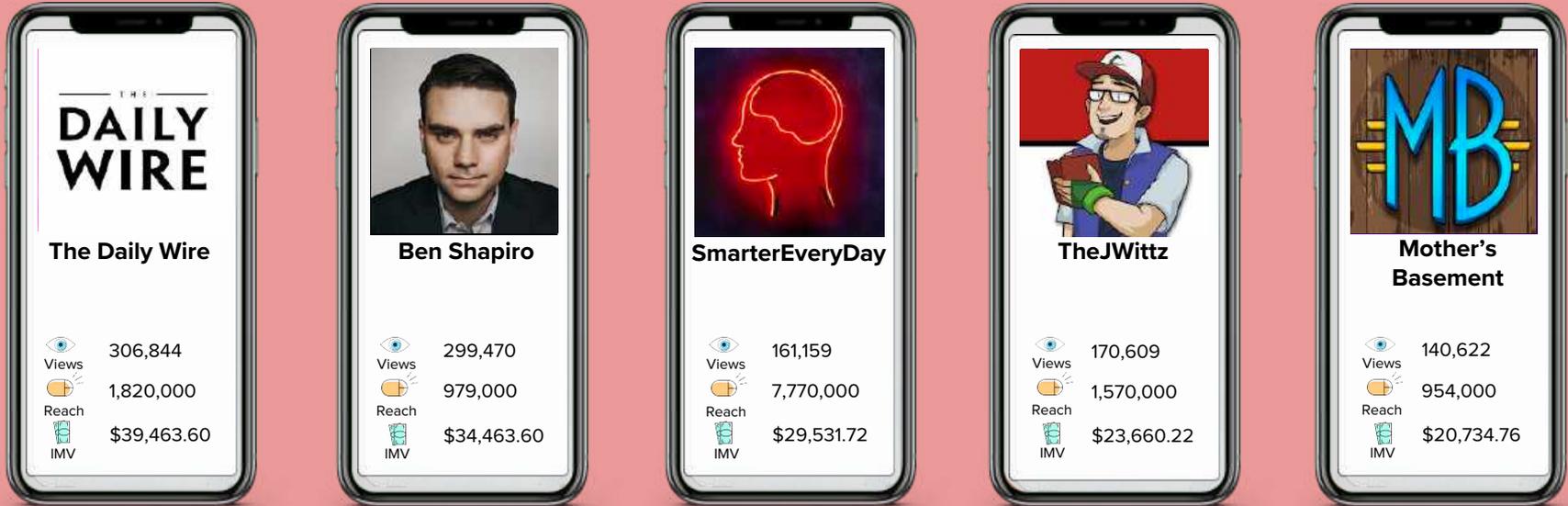
SmarterEveryDay



1 Video



# Standout Content and Influencers



These videos were mainly geared towards older male audiences but spanned across multiple niches including news and politics, comedy, science and technology, gaming, travel, how-to videos, and anime. By doing so, Express VPN was able to work with popular creators that each draw in different viewer demographics to reach a variety of potential new users that would sign up for a 12-month plan.

# Standout Influencers Channels



The Daily Wire



BenShapiro



SmarterEveryDay



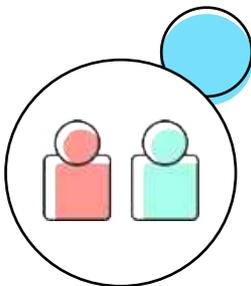
TheJWittz



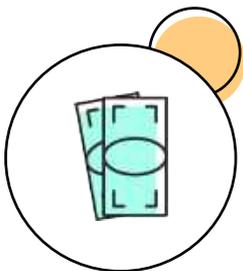
Mother's  
Basement

Influencer	Subscribers	Views
The Daily Wire	  2.1M	 602M
BenShapiro	  1.6M	 137M
SmarterEveryDay	  8.4M	 783M
TheJWittz	  1.6M	 352M
Mother's Basement	  1M	 170 M

# Final Results



The Express VPN Q1 Report Data states that this campaign drew in \$2,520,101.38 in IMV and 21,411,036 total views on YouTube. In August 2019, it was reported by Sensor Tower that Express VPN earned \$100K in estimated monthly revenue and was downloaded 200K times.



In June 2020, when the video content for the campaign wrapped up, it has now been reported by Sensor Tower that Express VPN's revenue grew to \$600k and downloads grew to 300K.

