

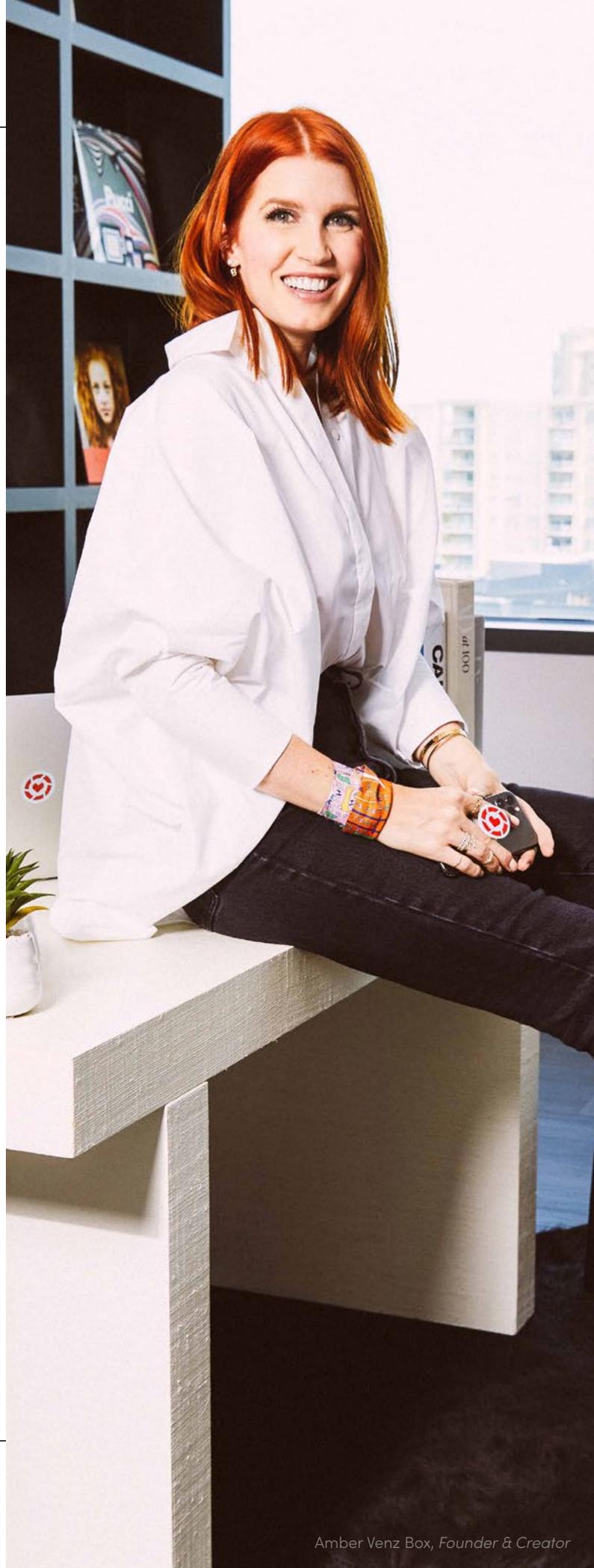


Welcome to LTK!
You are joining the
world's premium
lifestyle creators.

Built by a creator, for creators

OUR MISSION

Empower the world's premier
lifestyle creators to achieve
maximum economic success.



What to know



Active Shoppers

LTK has 8 million shoppers in-app monthly, and those shoppers are purchasing your shoppable content at a rate of 3.5x higher than when they are browsing social media.



Streamlined Homepage

A shopper's homepage will now prioritize Creators they follow by recency, and show how many unseen posts are available to shop.



Post Push Notifications

Your followers will be notified when you have a new post with a reminder to shop.



Search in Shop

Shoppers can now search your Shop by brand, item, or detail with filter and sort capabilities. Let LTK work harder for you by surfacing relevant content and help the shopper find exactly what they are looking for.



Price Drop Alerts

Followers will be reminded to shop a Favorited (hearted) item the moment it goes on sale, driving consistent urgency. All price drops will be shown in-app on the Favorites tab.



My Favorites Emails

Retargeted emails sent to your followers for Favorited (double-tapped) posts to remind them to purchase.

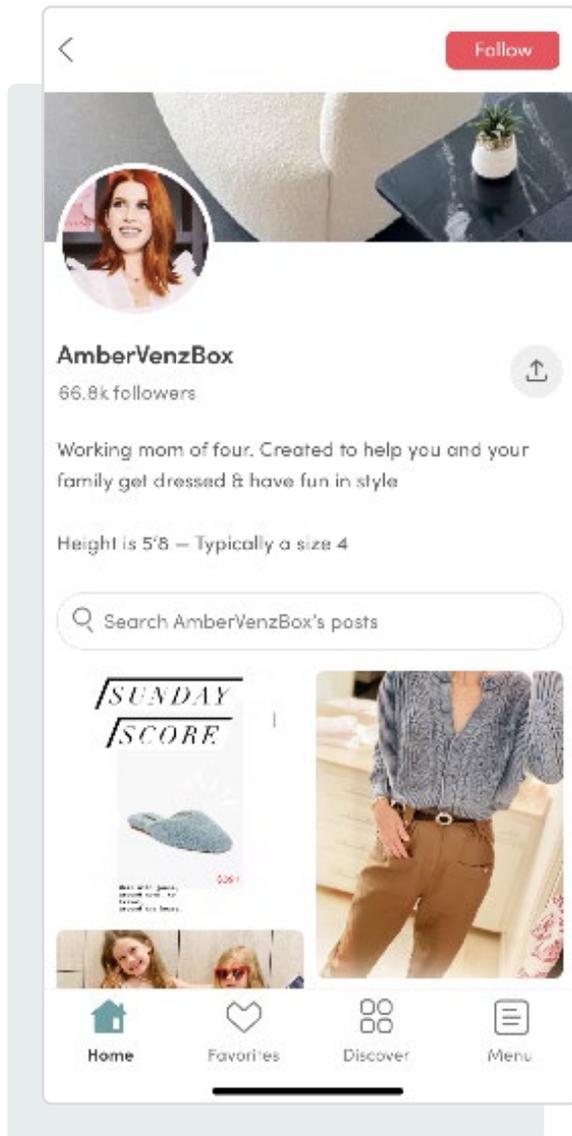


Auto-Follow from Social

When a LTK App user clicks through on a swipe-up or sticker link from social media to your Shop or post, they'll automatically be added as a follower of your Shop on LTK.

What to do

Content is forever discoverable, searchable and shoppable. Optimize your Shop on LTK today to start maximizing your earnings.



1. Update your Shop bio

- Tap the profile icon in the top left corner of your LTK Creator iOS App
- Click Edit
- Tap your profile and Shop name at the top of the screen
- Fill in the information that appears, including your 'About You' description

2. Include details that give your shoppers a sense of your style and what they can expect from your Shop. Include:

- Your sizes
- Custom profile picture
- Custom header image

3. Post to your Shop daily.

Consistency and frequency of new content is key to success for your business.

4. Promote content to your social media channels

with education on how to use the LTK App. Share content directly to your profile right from the LTK Creator iOS app.

5. Add your unique Shop URL

(shopltk.com/explore/LTKusername) to your social profiles to gain new followers.