



# CASUAL INFLUENCER

20+ years of product review experience

2024 was the first full year of Casual Influencer, with a focus on the **Amazon Influencer Program**, followed up by building out a **YouTube** presence.

**\$40k+**

2024 AMAZON  
ON-SITE SALES

**8.87%**

AMAZON ON-SITE  
CONVERSION  
RATE

**98.2%**

YOUTUBE  
AUDIENCE  
18-44 YEARS OLD

**99%**

MALE YOUTUBE  
AUDIENCE

## Top Categories

- Computers, Tablets & Components
- Video Games
- Cell Phones & Accessories
- Home
- Home Improvement

## Services

Content Creation	fr. \$000
Video Rights	fr. \$100
User Generated Content	fr. \$150

## Contact

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[www.youtube.com/@casualinfluencer](https://www.youtube.com/@casualinfluencer)

[www.amazon.com/shop/collectingcasually](https://www.amazon.com/shop/collectingcasually)

