

CASUAL INFLUENCER

21+ 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. 2025 saw a significant increase in Amazon On-Site sales and YouTube channel growth.

\$68k+

2025 AMAZON
ON-SITE SALES -
68% INCREASE
OVER 2024

9.19%

AMAZON ON-SITE
CONVERSION
RATE

99.2%

YOUTUBE
AUDIENCE
25-54 YEARS OLD

97%

MALE YOUTUBE
AUDIENCE

Top Categories

- Computers, Tablets & Components
- Cell Phones & Accessories
- Home
- Pet Food & Supplies
- Clothing & Accessories

Services

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

Contact

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www.youtube.com/@casualinfluencer

www.amazon.com/shop/collectingcasually

