

Twitch



Why Activate Influencers on **Twitch**?

Twitch is the leading live streaming platform for gamers and video content creators. Viewers can watch their favorite Streamers do anything live — from painting, cooking, podcasting, camping, to playing e-sports.

In 2018, over 560 billion minutes of content had been streamed on Twitch and daily active users hovered around 15 million. In 2019, with 4.5 million monthly streams, up 33% from 2018, the platform is continuing to gain usership and mainstream popularity.

Users subscribe to a Stream's channel, tune in during scheduled sessions and consume hours of content, making Twitch an ideal platform to activate influencers on.



Audience is Notoriously Difficult to Reach, Yet Highly Engaged

With 82% of Twitch users being males and 73% of users aged between 18 and 49, Twitch reaches 50% of the millennial males in America. The average Twitch viewer spends 1.5 hours per day watching their favorite Twitch streamers (3x the amount of time spent on Instagram) and provides monetary investments to their channels to show support.



Centered Around Live Interaction

Twitch is centered around live interaction. With an active chat during streams, influencers are able to answer questions and speak to the product promotions “in-person,” making product recommendations more authentic, interactive, and in-real-time. This is what also makes Twitch a differentiator from other video platforms, like YouTube.



Provides Utility & Long-term Partnerships

Streamers on Twitch are open to influencer brand sponsorships. However, the products being sold must provide some relevant utility to the streamers and the sponsored streamer must not appear to “sell out,” which can be easily avoided by meaningful, long-term partnerships with a brand.

Best Suited Brands for Twitch



Male-Focused Demographic

With 82% of Twitch users being males and 73% of users aged between 18 and 49, Twitch reaches 50% of the millennial males in America. Brands that advertise on this platform should be trying to reach a similar demographic.



Long-Form, Live Video Content

Tap into Twitch influencers to produce content, speak authentically to a brand's products and values, plus work and interact live with their loyal and dedicated audiences on a highly engaging, long-form content platform.



Looking to Drive Impressions and Engagements

The main KPIs for a Twitch campaign should be impressions and engagements. There are plenty of traffic and revenue-driving opportunities for brands on Twitch, but the main objective for this platform should be brand awareness.

Ways to Activate on Twitch

- 01** Influential streamers can be sponsored by a brand to shout-out products, conduct product demos, reviews, unboxings, or giveaways, plus organically feature a product during their live stream on Twitch.
- 02** Streamers will leverage the Live Chat to engage with their audience in real-time, answer questions, and create authentic, live engagement around a brand sponsorship and product.
- 03** Streamers will utilize additional technical integrations within Twitch to ensure a brand is properly and clearly recognized as a sponsor and will help drive awareness, traffic, and sales.