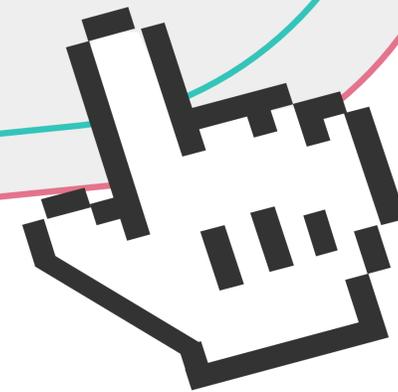


Tyilt



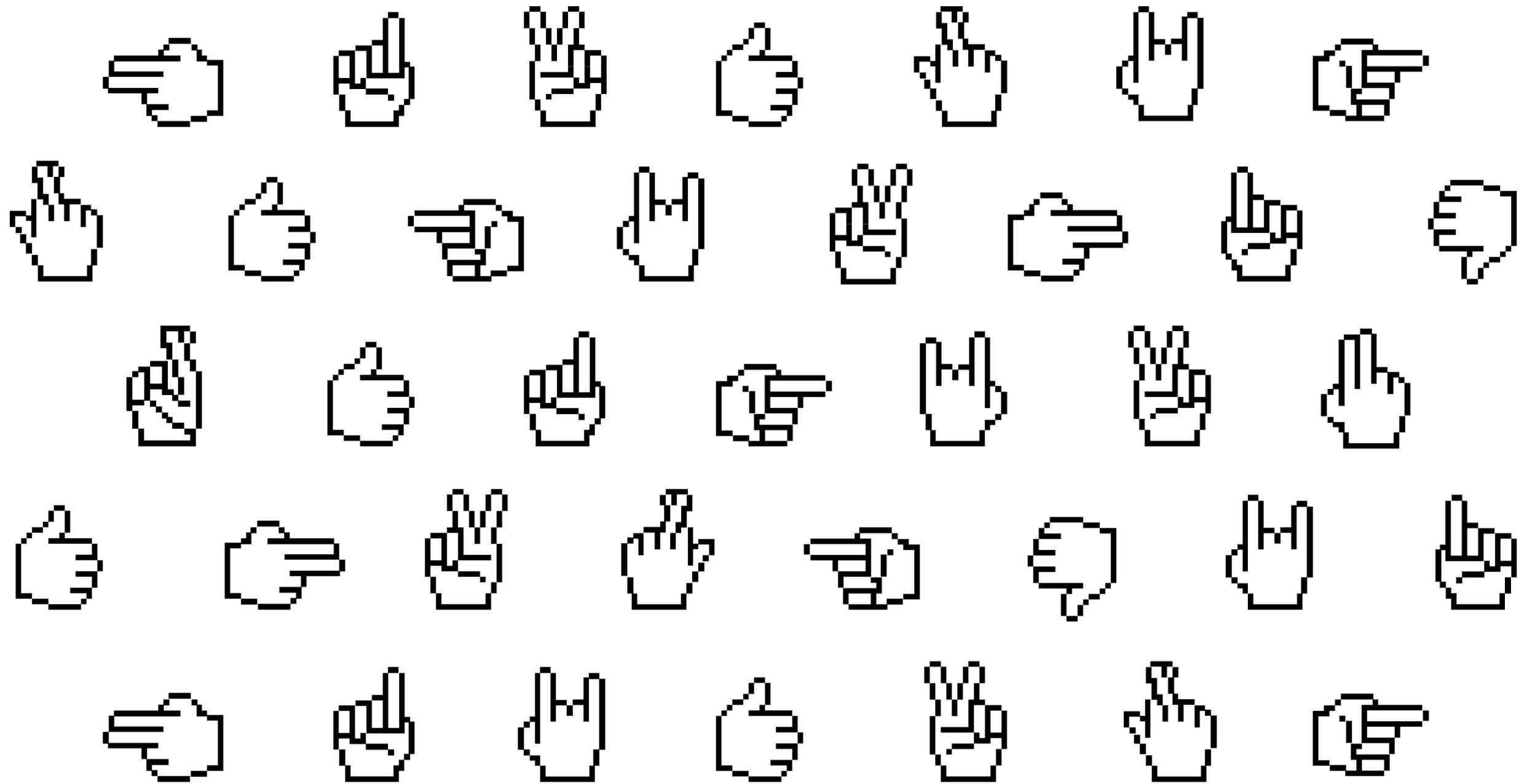
Media Kit

The Tylt's mission is to

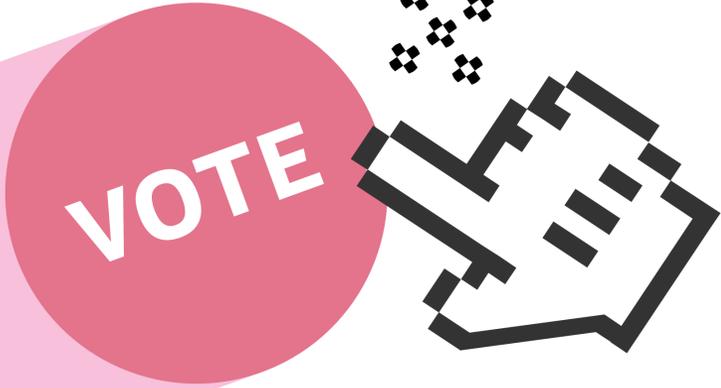
**take the
pulse of
the internet.**

We are the largest and fastest-growing social polling and opinion platform amongst millennials and Gen Z.

Our community votes on trending topics in **culture, sports, politics** and **entertainment.**



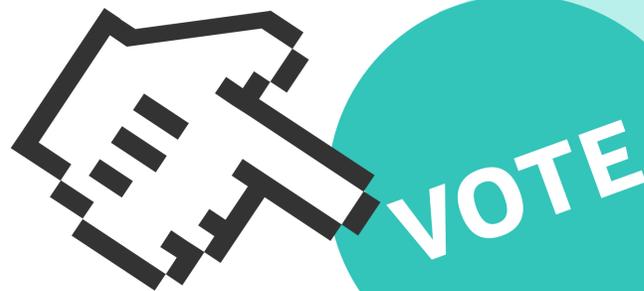
We built The Tylt to be a sounding board for young people who feel like their opinions aren't being heard. We do more than just collect votes, we facilitate and amplify conversations.



VOTE



**THE SIGNAL ALGORITHM IS OUR
PATENTED SOCIAL POLLING
TECHNOLOGY THAT IS USED
GLOBALLY BY BRANDS TO
GATHER OPINIONS IN REAL-TIME.**



VOTE



We know millennial and Gen Z sentiment.

“Almost 84% of millennials prefer to find love in real life, according to a 2018 survey by The Tylt.”

**BUSINESS
INSIDER**

“New research found that almost 40 percent of millennials believe tipping is optional and that nearly half want to ban it altogether.”

 NBC NEWS

“The millennial voice could end federal marijuana prohibition.”

Forbes

“The Tylt reports that a whopping 68.8 percent of millennials would rather work in their pajamas—ahem, work from home— than go into the office.”

Parade

Asking the right question is only important if you reach the right audience.

80MM

average total monthly reach

1.3MM

followers across channels

232 MM

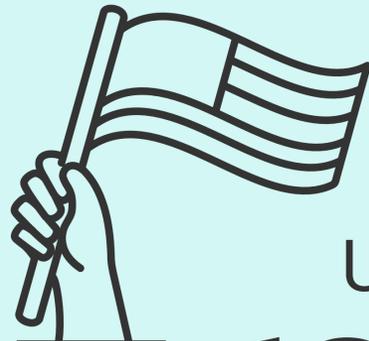
video views per year

16%

engagement rate

15%

Tyters share their votes from our site to their social audiences



USA

71%



Male

51%

Female

49%

AGE

18-24



26%

25-34



39%

35-44



15%

45-54



10%

55-64



6%

65+



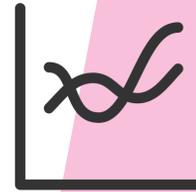
4%

What makes us different?



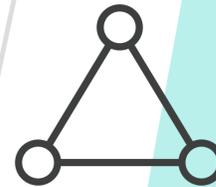
AUDIENCE OPINION IS THE STORY

Our editorial team of seasoned journalists knows how to ask the right question and present two sides while keeping people's opinion as the focal point.



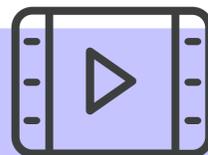
REAL-TIME DATA

The Tylt is the only polling platform that collects, visualizes and shares real-time data. We inspire, curate and continue the conversation beyond just a poll itself.



SOCIAL IMPACT

The Tylt harnesses our audience's audience to expand reach and measure organic sentiment.

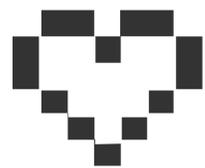


VIDEO EXPERTISE

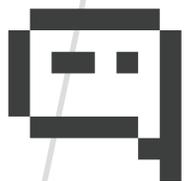
The Tylt's in-house video team can create custom videos, cuts for each platform and live experiences.

Transform followers into conversation leaders

Share content that your consumers will actually act on.



Our questions spark passionate reactions from your brand evangelists and encourage sharing. We measure brand sentiment and see meaningful discussions that deepen your brand affinity.



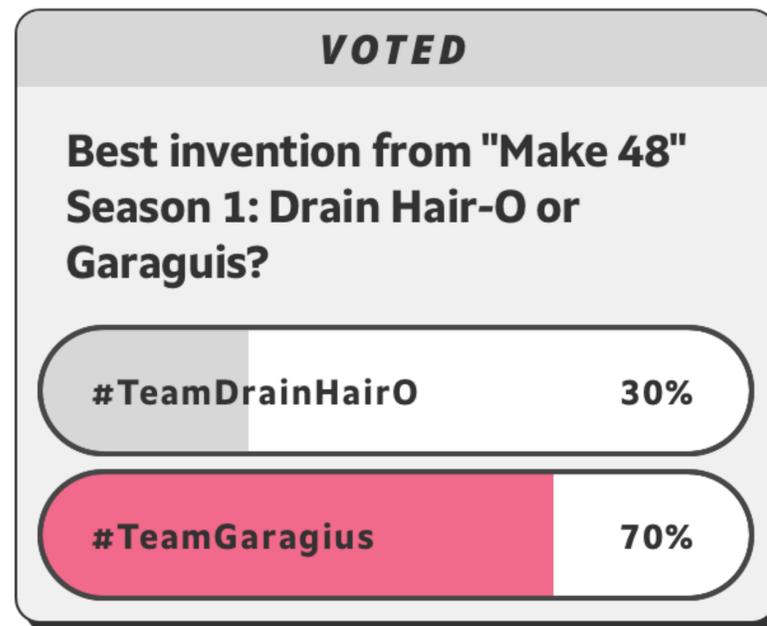
Share content that your consumers will actually act on.



That's nice and yes I would buy it! ❤️



Not a matter of if I would buy. It's a matter of where do I buy it?!?!?!?!?



Want to see more cool inventions?

[WATCH 'MAKE48' NOW](#)

Share this and double your vote!



100% yes



This is genius



yes



YUP



Yep. Take my money 😂



I need one for every room in my house

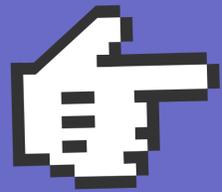


Everyone needs this

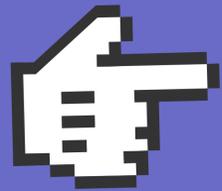


tech finally solves a real world problem

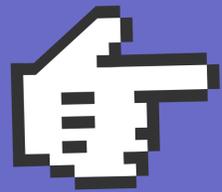
OPPORTUNITIES



Custom branded content campaigns to drive organic engagement and brand awareness



Content sponsorship of top-performing features from our editorial calendar



Product, market and customer research

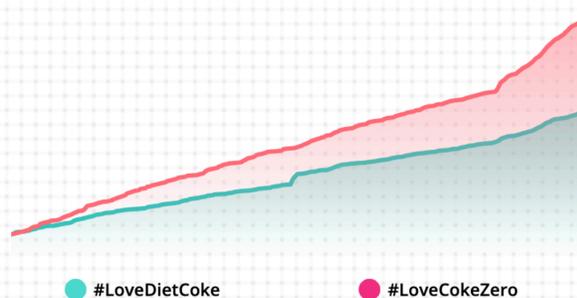
BRANDED CONTENT

Custom branded content campaigns directly incorporating your product or company into the question, research and creative, including:

ARTICLE, SERIES OR BRACKET

differences are part perception and part ingredients, but that's enough to elicit strong opinions in fans. While both taste like Coke—which soft drink do you love most?

Real-time Voting



Diet Coke, which debuted in 1982, is easily the best-selling sugar-free soft drink of all time and second-most popular soda after good ol' fashioned Coca-Cola. Coke Zero was created for male audiences (the word "diet" seemed to appeal more to female consumer) but both beverages have ardent fans across all genders.

The average American drinks 45 gallons of soda a year. Makes sense that reducing the sugar content in soft drinks is a good idea. For many, it's a calorie-free way to get a quick caffeine fix

CREATIVE

lavieinmakeup • Follow

lavieinmakeup Hello my Beauties 💕 Do you like Coke? What do you prefer? 🍷 Coke Zero or Diet Coke? 🍷❤️💕 In collaboration with @thetylt I make this makeup to invite you to vote, you only have to enter our Instagram and enter in link biography! I am very happy to have collaborated with @thetylt ❤️ I hope you like makeup very much 🍷💕 #LoveDietCoke #LoveCokeZero

— Y decidme vosotros que preferís? 🍷 Coca-Cola Zero o Coca-Cola Light? 🍷❤️💕 En colaboración con @thetylt hago este maquillaje para invitaros a votar, solo tenéis que entrar en su Instagram y en la biografía le dais a su enlace principal y votar por favor! Solo

Liked by sarah_schmidt and 382 others

JANUARY 12

ORIGINAL VIDEO CONTENT

Diet Coke or Coke Zero Sugar: Which pairs better with your favorite foods?

CUSTOM TARGETED LINKS

Favorite sugar-free soft drink: Diet Coke or Coke Zero Sugar?



Put your name on a Coke bottle

BUY IT NOW

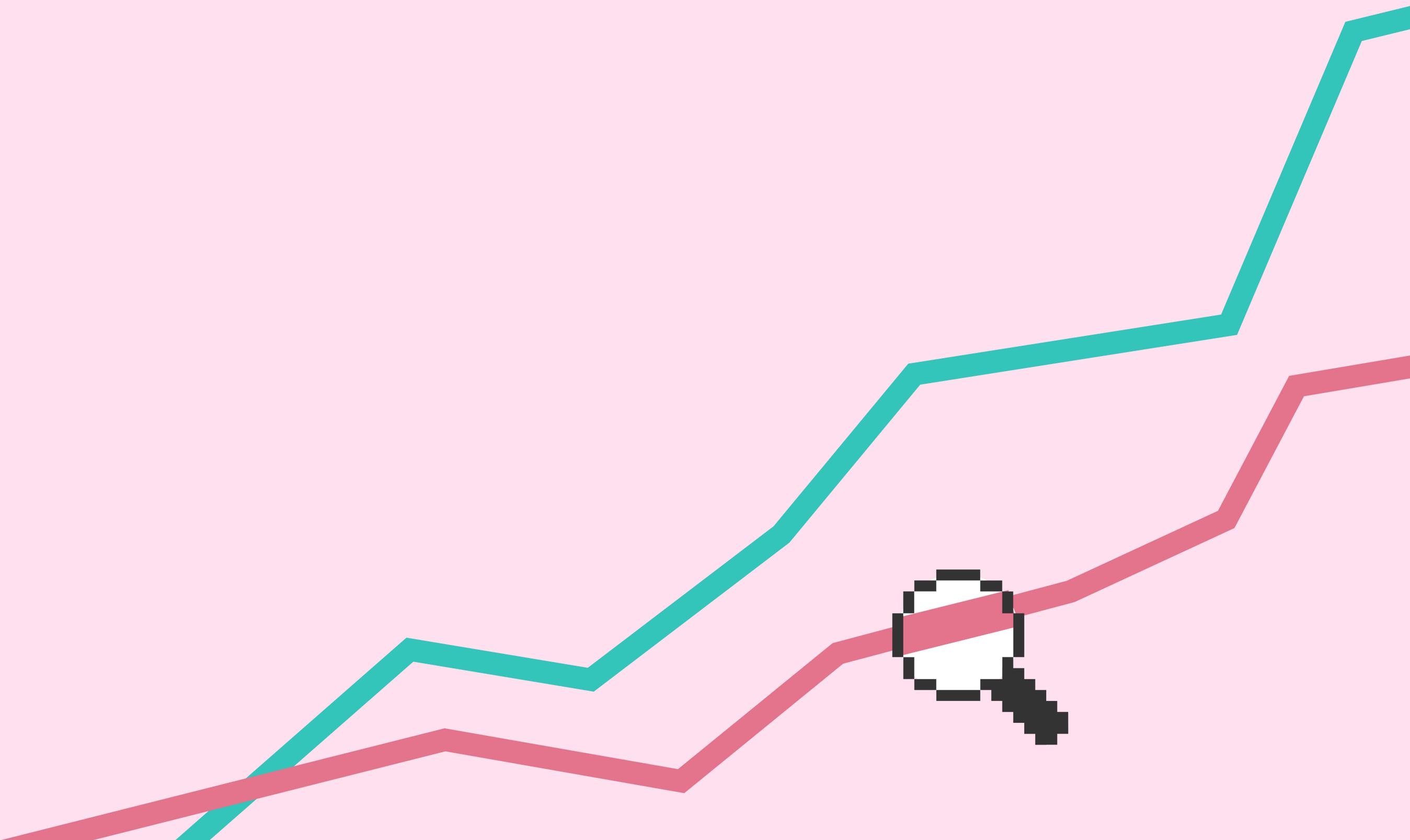
DISTRIBUTION

The Tytt @TheTytt

What's your beverage of choice, Diet Coke or Coke Zero Sugar? Tweet #LoveDietCoke or #LoveCokeZero. tytt.it/SUfva6



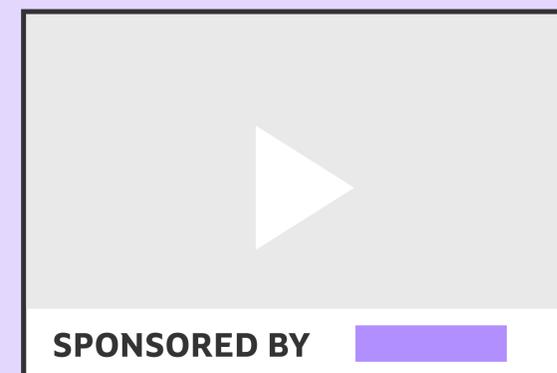
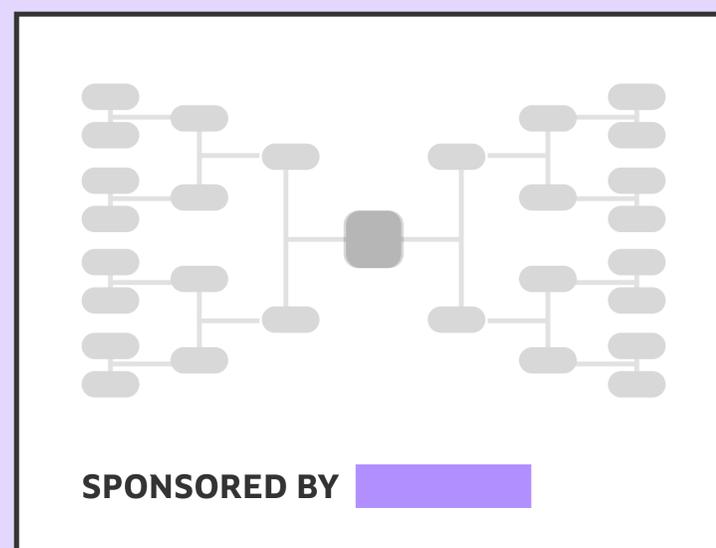
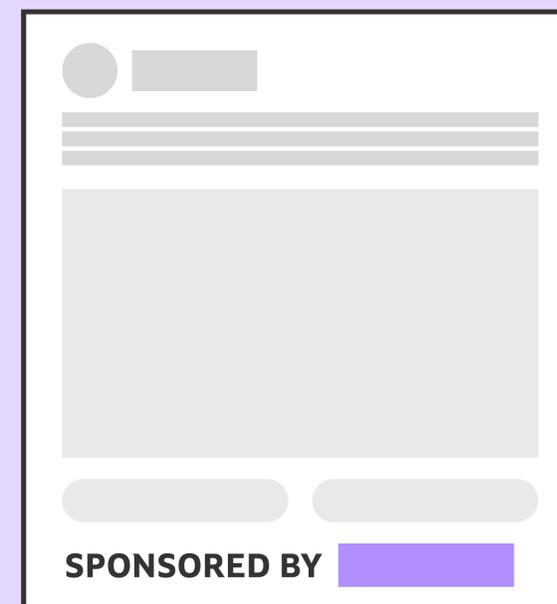
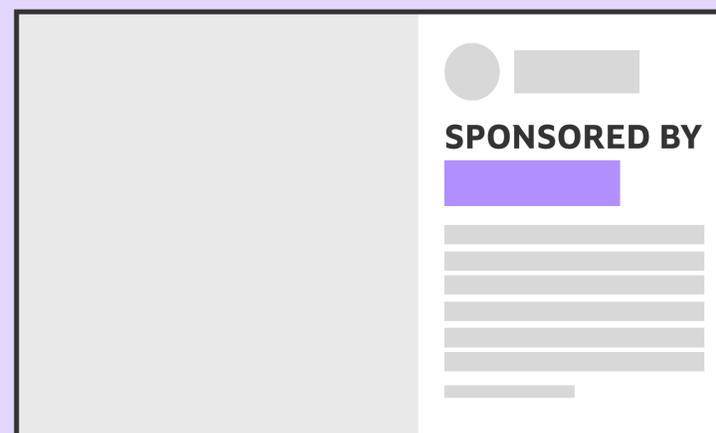
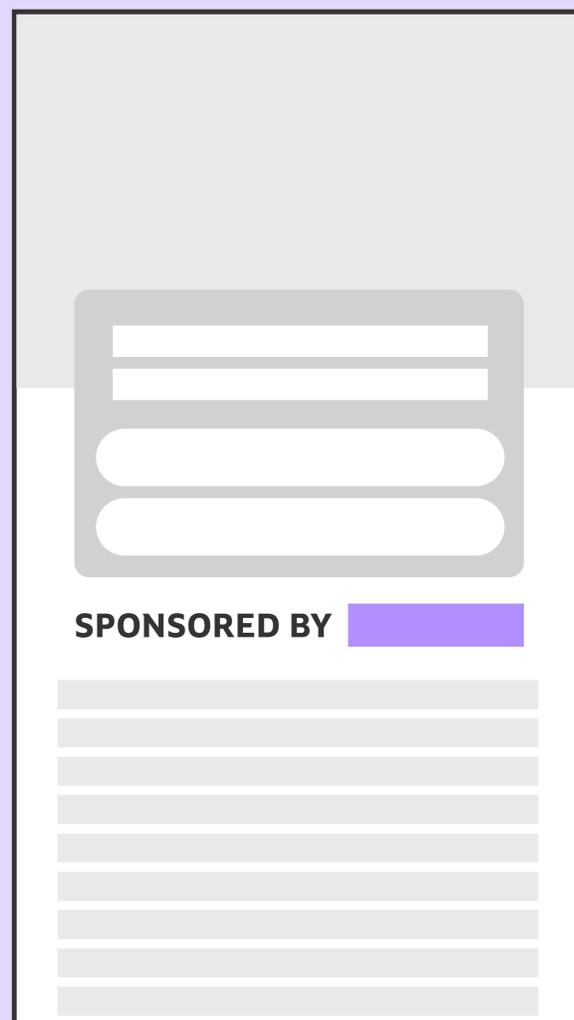
Tweet #LoveDietCoke Tweet #LoveCokeZero



SPONSORSHIP

Looking for a turnkey opportunity?

The Tylt's editorial team creates over 3,000 articles annually. Sponsor a top-performing debate, series of debates or bracket. Each article includes trackable hashtags, native social ad units, e-commerce links and custom media.



Work with us and

HASH IT OUT!

Inquiries@TheTylt.com