



Dadto

The Vision

Dadto is a unique visual discussion platform composed of a desktop and mobile-responsive website and distinctive social sharing hashtag. **Dadto.com** is a new way to engage and have conversations through words, photography and videos.

Dadto.com continues to grow by producing visual and written content, interacting with brands and growing the base of contributors that share blog posts and photography in a sincere and authentic way.

Overview & Demographics

Dadto.com is a mobile-responsive website integrating with social media platforms as a way to share conversations about parenting, being a dad, technology, products and other topics of interest to dads and families. **Dadto.com** serves as the hub for the **#Dadto** movement. Photos from Instagram and Twitter are automatically displayed (yet curated) on the website.

As the movement continues to grow, so too will the audience and reach the conversations achieve. Dadto continues to attract a diverse readership and participation, dominated by women (59.5%), aged 24-35 (30%) living in the U.S. (70.7%), UK (6.3%) and Canada (3.4%). Additional stats are displayed on the last page.



Dadtography

MOBILE

♥ s Brands

Dadtography.com as well as our Facebook, Instagram and Twitter social media channels continue to engage and grow our audience base.

Dadtography.com contributors are uniquely positioned to share engaging stories and conversations, seamlessly weaving brands into the discussion.

We're looking to engage with brands through sponsored posts, product giveaways, brand ambassadorships and other special projects.

Dadtography.com is actively seeking quality brands to engage with our readers and contributors. We offer an economical and proven method for engaging with a targeted audience. For a real life example, use the link below for a campaign case study.

bit.ly/SmarterShotCampaign

Learn how **Dadtography.com** engaged with Samsung Camera to generate nearly 900 social shares, 12,000 page views and 122,000 organic impressions with a total paid marketing budget less than \$10 USD.

Dadtography

Stats & Rates

Dadtography.com is open to any number of projects and collaborations with brands we trust. Below are basic guidelines on costs, along with a snapshot of our website and social metrics.

Please contact us at daniel@dadtography.com to discuss your specific needs and budget.



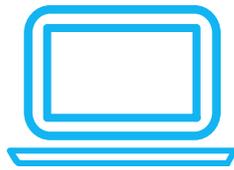
Monthly Stats as of July, 2017



USERS

14,000

↑ 103.9%



SESSIONS

14,900

↑ 105.3%



PAGEVIEWS

48,600

↑ 60.2%



PAGES/SESSION

3.25

UNCH

95%



61%

