

Ashlee Mayer | 🦌 TheCrunchyMoose.com | ✉ ashlee@thecrunchymoose.com

📌 pinterest.com/thecrunchymoose | 👍 facebook.com/thecrunchymoose

Ashlee collaborates with brands to meet their conversion, content creation, and brand awareness goals.

Available collaborations include product reviews, sponsored giveaways, sponsored posts, social media promotion, and brand affiliation.

\$4 MILLION

Lifetime Volume Report

Name	Volume
Mayer, Ashlee	3,959,587.04

Ashlee has been in a brand partnership with Young Living since 2014 and has sold \$4 million in products! That's an average of \$400,000 in product sales per year for a decade!



About Ashlee & The Crunchy Moose

Ashlee blogs at The Crunchy Moose blog and is the author of *The No Poo Method* & *The Dental Upgrade* eBooks.

Ashlee's books & blogs focus on DIY beauty and home remedies. Her content empowers moms to create healthy, happy, and peaceful homes.

The blog started in 2012 and grew to over 400,000 page views per month. After an extended maternity leave and raising her young children, Ashlee is back and rebuilding The Crunchy Moose & The No Poo Method brands. Her traffic & influence is increasing quickly.

Monthly Snapshot

10,000+
Page Views

5,000+
Unique Visitors

180,000+
Pinterest Views

15,000+
Facebook Followers

2,200+
Email Subscribers

Monthly Posting Schedule



2-4 Blog Posts



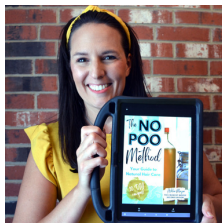
400+ Pinterest Pins



5+ Emails



25+ Facebook Posts



Jan 1 - Mar 31, 2024

Google Analytics

- January-March, 2024:
 - 33,000 page views
 - 60.8% increase over previous 3 months
 - 14,000 users
 - 44.3% increase over previous 3 months

Views	Active users	Event count ▼
33k	14k	131k
↑60.8%	↑44.3%	↑44.3%

Most Viewed Blog Posts & Pages



thecrunchymoose.com/detoxshot



thecrunchymoose.com/soap



thecrunchymoose.com/page/nopoo



thecrunchymoose.com/varicose

Last 90 days

1/6/24 - 4/5/24

Overall performance

Impressions	+33%	548.22k >
Engagements	+31%	35.91k >
Outbound clicks	+33%	9.81k >
Saves	+43%	3.94k >
Total Audience	+24%	316.86k >
Engaged Audience	+27%	19.61k >

pinterest.com/thecrunchymoose

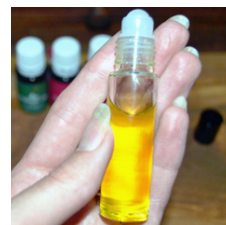
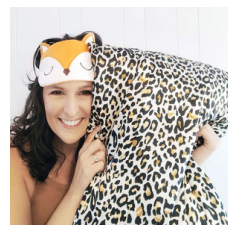
Pinterest Analytics

- 1/6/24 - 4/5/24:
 - 548,000 impressions
 - 33% increase over previous 3 months
 - 35,910 engagements
 - 31% increase over previous 3 months
 - 316,860 total audience
 - 24% increase over previous 3 months

Ranking Keywords

Holistic & natural products for women & families work well with The Crunchy Moose audience.

- Oil Pulling
- Hangover
- No Poo
- Ear Candles
- Coconut Oil Hair Mask
- Homemade Toothpaste
- Biological Dentist
- Melt & Pour Soap
- Garlic Oil Ointment
- Apple Cider Vinegar



Let's Collaborate!

How to book Ashlee:

To be considered for a collaboration, please email: ashlee@thecrunchymoos.com and include the product or service, campaign goals, and what you envision for the sponsorship. If Ashlee feels your product or service and goals are a good fit, she will respond to your request. Ashlee reserves the right to accept or decline any partnership and sponsorship opportunities.

Available Packages:

- In addition to partnership rates, Ashlee may request physical products and samples if applicable in order to provide an authentic review and endorsement.
- Must include affiliate links when applicable.
- May include a brand sponsored giveaway if desired.
- All contracts include a 3 month non-compete agreement. Ashlee won't promote other brands in the same product category for 3 months from the beginning of the active campaign. After 3 months, Ashlee may or may not continue to use the brand affiliate links.

Stand Alone Newsletter:

- Full newsletter spot to Ashlee's 2,200+ subscribers.
- Includes one call to action and custom copy.

Social Media Endorsements:

- 3 posts on The Crunchy Moose Facebook page with over 15,000 followers over a one month / 30 day time span.
- 10 posts on The Crunchy Moose Pinterest profile with over 29,000 followers over the same one month / 30 day time span.

Dedicated Blog Post

- A product review written by Ashlee with affiliate links.
- All blog posts are emailed to subscriber list and posted on Facebook & Pinterest.

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