

MEDIA KIT · LINKEDIN ANALYTICS, LAST 14 DAYS · AS OF OCT 3

Who reads my reviews, and how many.

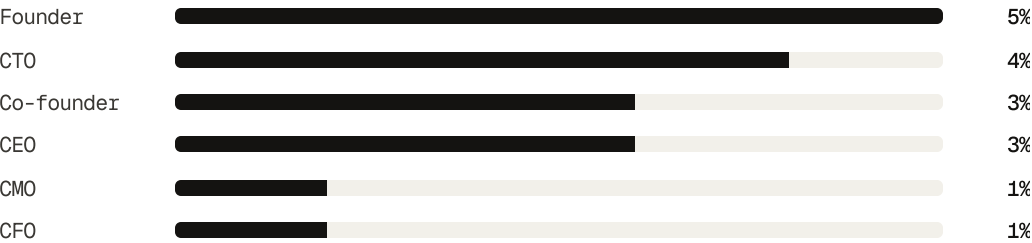
Every review goes out as a LinkedIn post to founders and tech leaders. 39,700+ people reached in 14 days.

Who reads

17%

founders or C-level

Founders, CEOs and CTOs are the largest groups among my 2,700+ followers.



Reach

39,700+

people reached

55,800+

impressions

98%

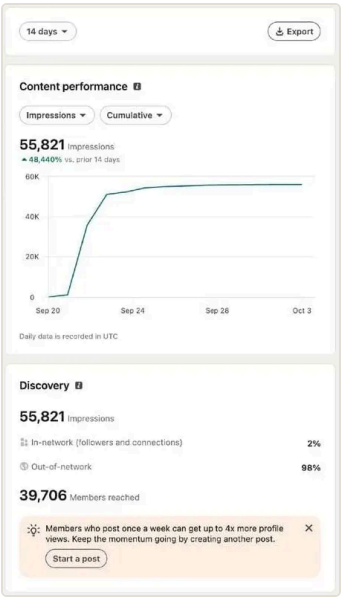
outside my network

2,700+ followers

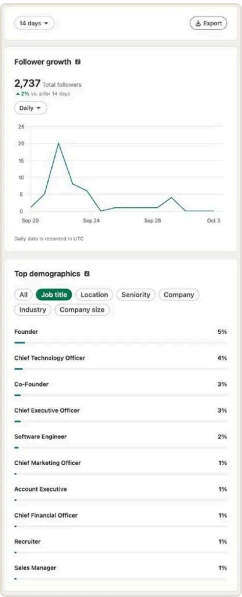
98% of impressions came from people who don't follow me and aren't connected to me, so posts travel well past my own network. The site itself is new and its search traffic is still small, so LinkedIn is where the reach comes from today.

Proof

Counts above are rounded down. The screenshots show the exact figures. Click either one to open it full size.



LinkedIn content analytics



LinkedIn audience analytics

What a brand gets

A long-term review

Used daily in my real work setup for weeks before it gets a score. The AirPods Pro 3 review took ten months and three pairs.

A page built to rank

Each review ships with product schema, pros and cons that Google can read, and a share image for social.

Photos from my desk

Every photo is the product where I use it, shot by me.

A LinkedIn post

Every review also goes out as a post on my LinkedIn, linking to the full review. That is where the reach above comes from.

Recent reviews



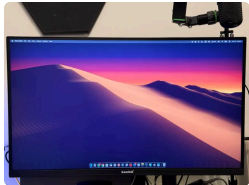
Colmi R09, the \$20 smart ring

Wearables, 7.0, tested for 1 week



Ray-Ban Meta Gen 2 after a month

Smart glasses, 7.5, tested for 4 weeks



Gawfolk GF270J after two weeks

Monitors, 8.0, tested for 2 weeks



SoloCast after three years

Microphones, 7.0, tested for 3+ years

Categories I cover

Monitors	Keyboards
Mice	USB hubs
Laptops	Headphones
Controllers	Smart glasses
Wearables	Microphones

Shipping

I'm in Brazil. If you don't ship here, you can send the unit to a US forwarding address instead. Email first and I'll send the address and details.

CONTACT

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