Whichit™

SIRIUS

Winner Sirius Program
From Start-up Nation to Great Britain

facebook.

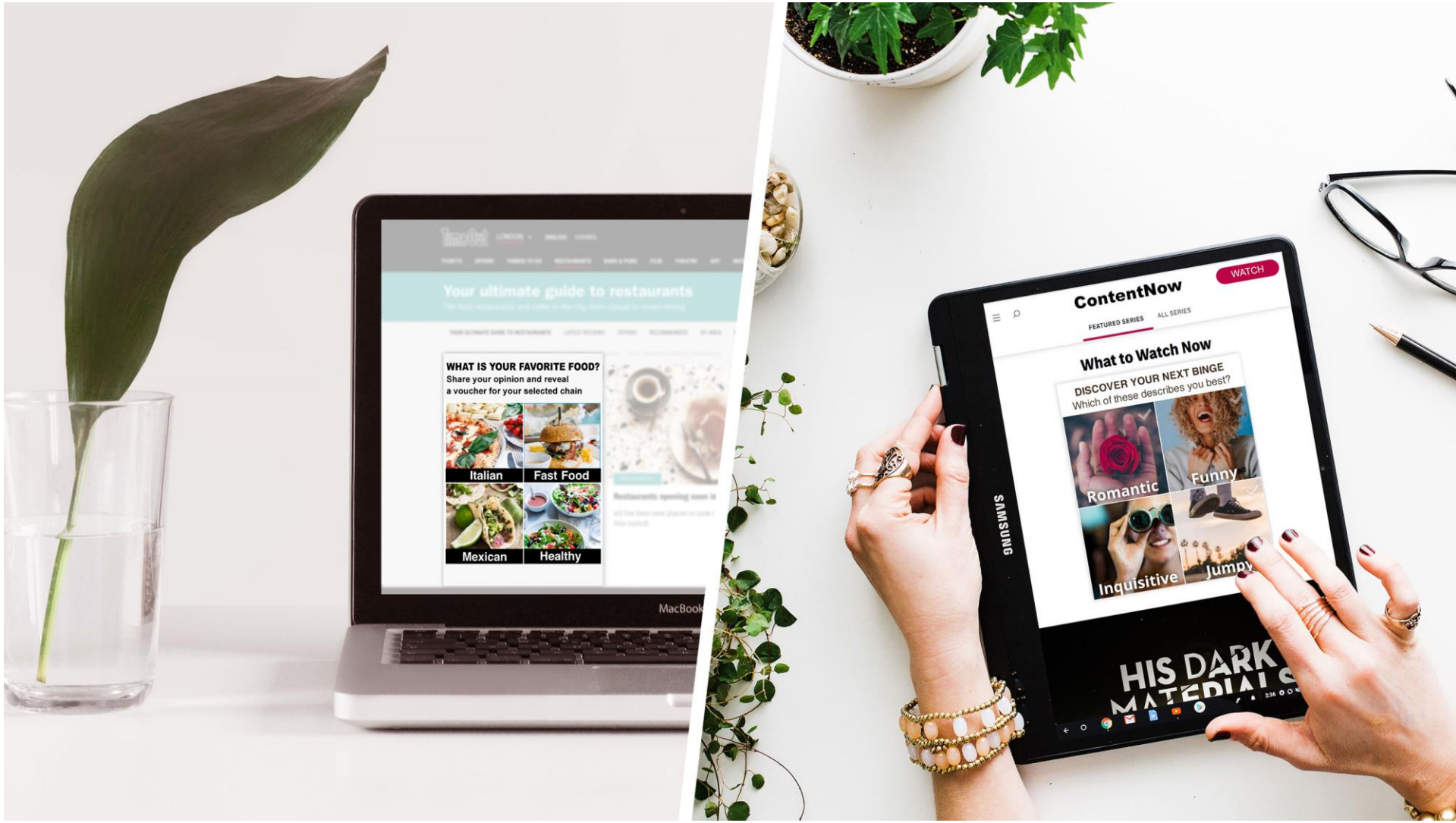
Winner of Facebook 2015 EMEA Startup of the Year

PITCH@PALACE

Winner of Pitch@Palace 4.0
People's Choice Award

Innovate UK

Winner Innovate UK SMART Grant



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Whichit™

Whichit is an Interactive Commercial Content provider that enables brands to increase user engagement, open new revenue streams and gain actionable insights.

Multiple Channels

User Engagement

Converts Traffic to Revenue

Gain Actionable Insights

User Segmentation

Re-marketing

Big Data & Market Research

Whichit™

Better engagement on multiple channels

Whichit™

The right content, at the right time, with the right offer based on user preferences in real time.

Collect Lead | Register | Download App | Add to cart | Watch video | Read more | Coupon

Analytics that deliver actionable insights

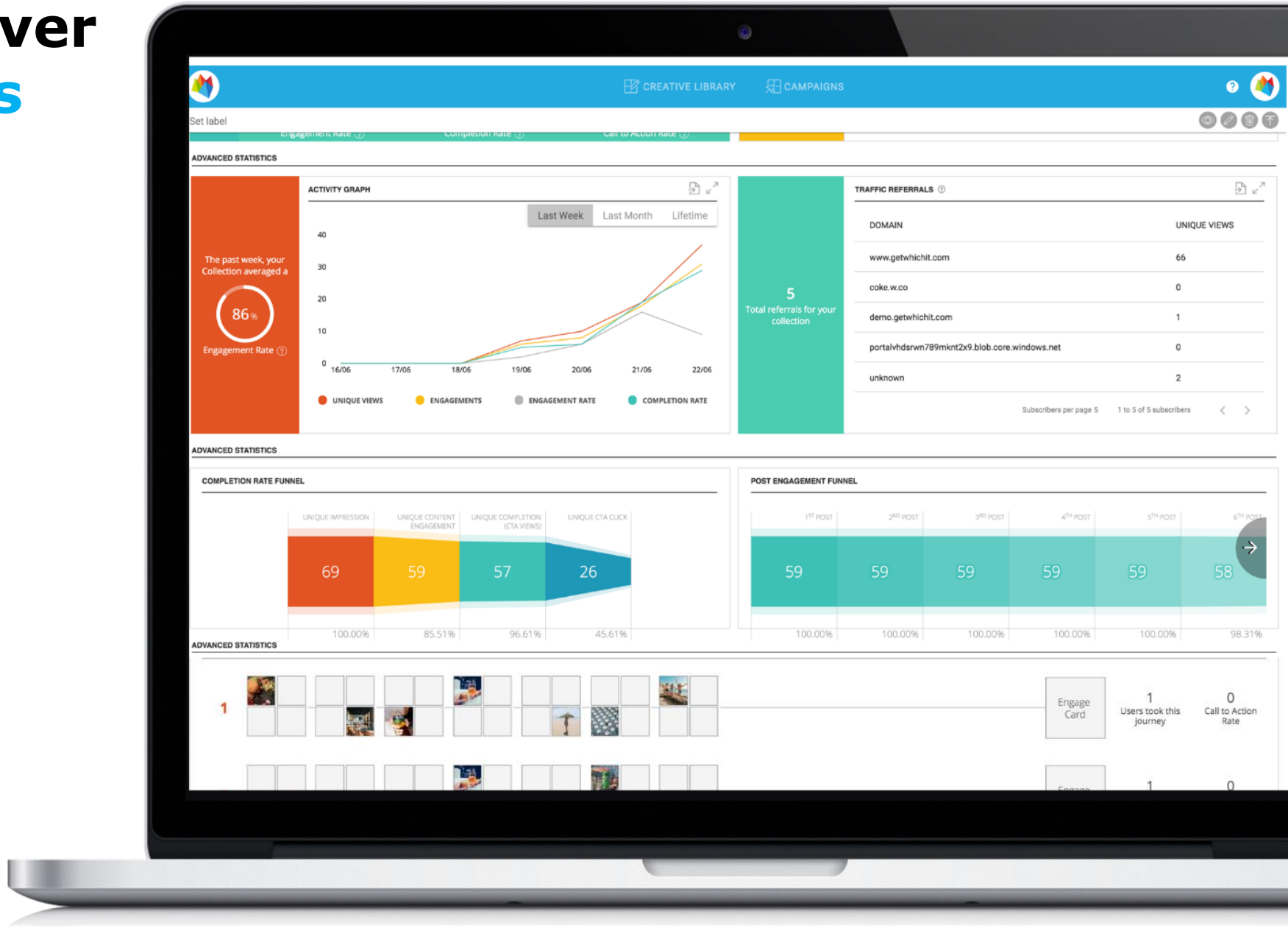
Smart Targeting

Increased ROI

Native Context

Actionable Insights

Data Transfer

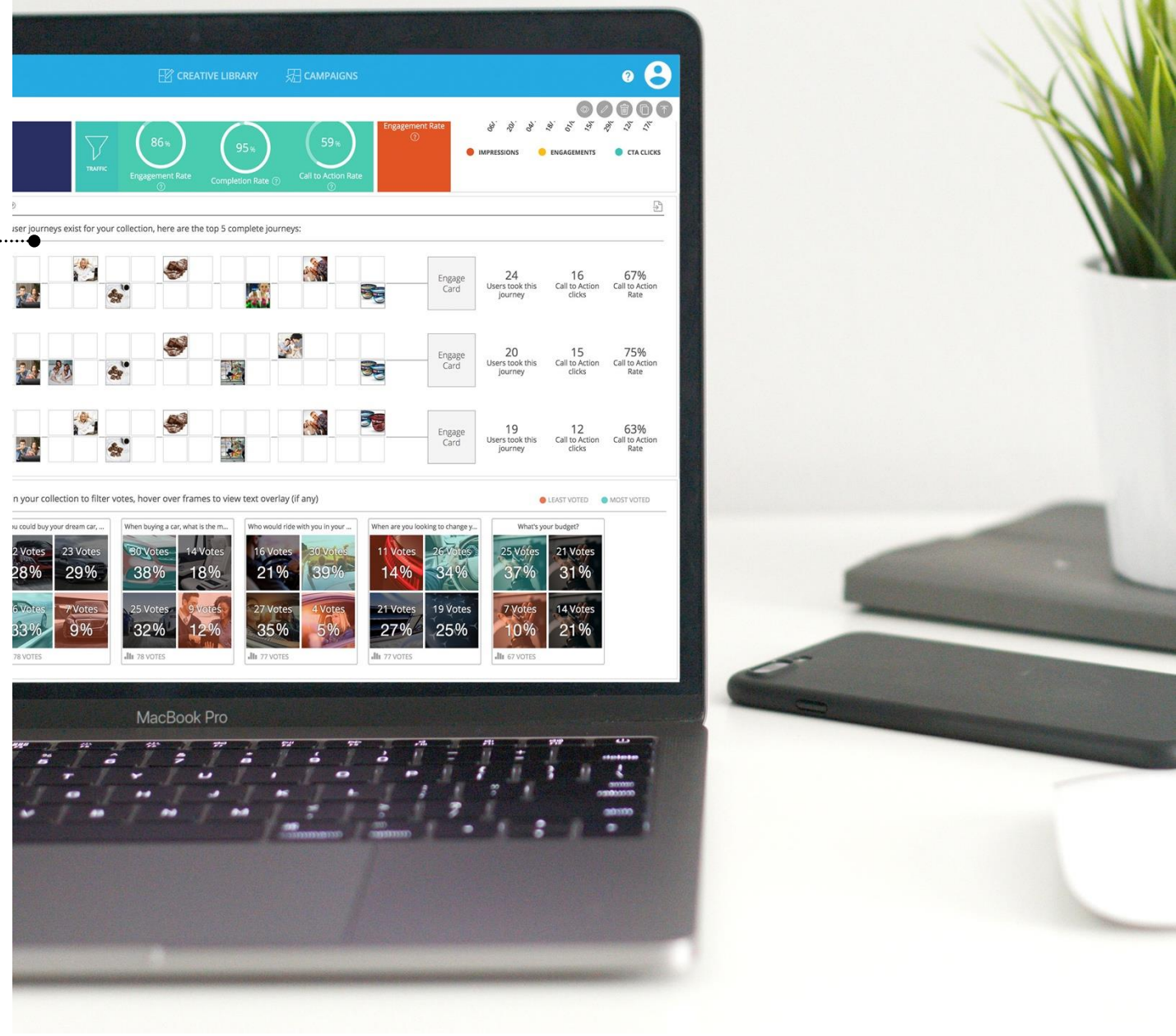


Whichit™

Seamless integrations close the loop with any digital tool.

All data points and leads are streamed to enhance sales funnels.

- Zapier
- Slack
- Salesforce
- MailChimp
- IFTTT
- Hubspot
- Pipedrive
- Microsoft Dynamic 365
- Infusionsoft
- WebHooks
- Dotmailer



Whichit data analysis

A machine-learning technology that profiles users in real time based on their choices, creating digital DNA of preferences

Data Retrieval & Aggregation

Natural Language

Image Analysis

Users Behavior

Data Storage

DMP

Whichit Profiles Platform

Innovate UK
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Know your audience

In a world of preferences know your customers better than they know themselves

1 Preferences

Know immediately which products are more popular

2 Connections

See preference connections between products. Discover cross-sell and incentive opportunities

3 Context

Create a test environment to find out what influence outside factors have (model, background, etc.)

4 Audience

Discover your true demographic preferences

Self serve

ICC Studio

- Self serve platform
- SMB/SME

Enterprise

Full suite of services

- Tailored product solutions
- Tier-1 brands & agencies

Dozens of clients, across the globe, serving all verticals...

Retail | Finance | Automotive | FMCG | Insurance | Entertainment

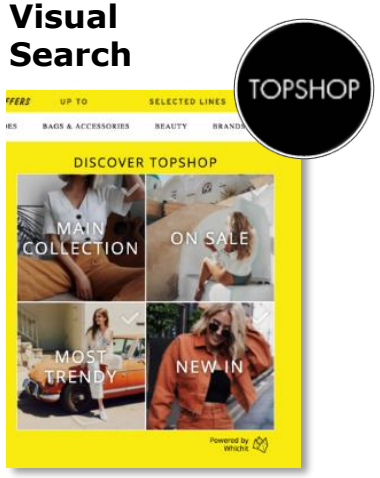
Consumer Apps | Beauty | Fashion | Travel | Gambling

View Case Studies

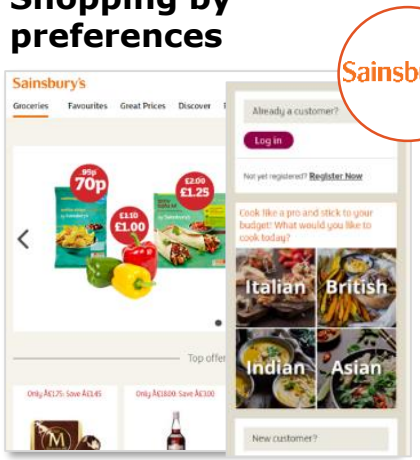
Some ideas... for interactive commercial experience

Engagement & commerce

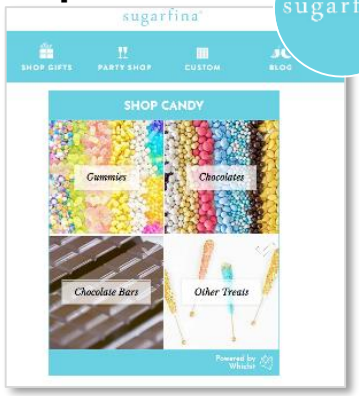
Visual Search



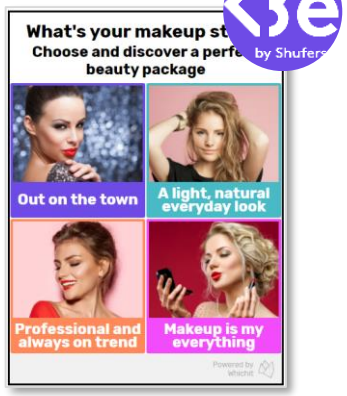
Shopping by preferences



Dynamic Super-Search

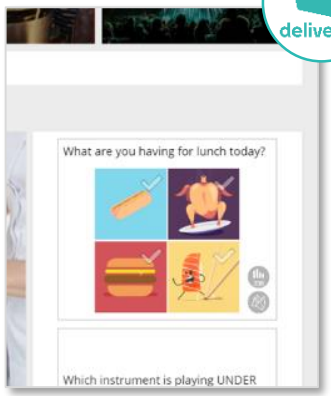


Segmentation & commerce

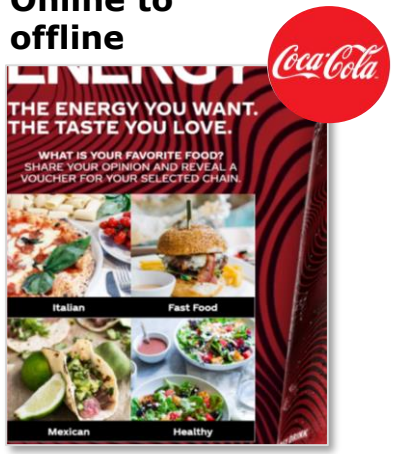


Experiences

Food deliveries

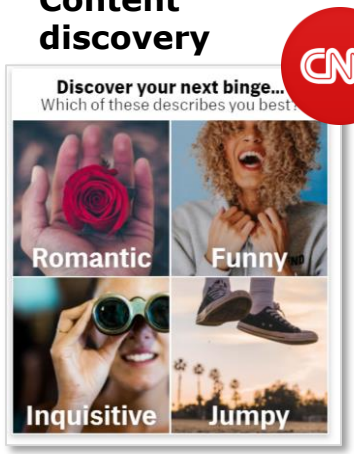


Online to offline

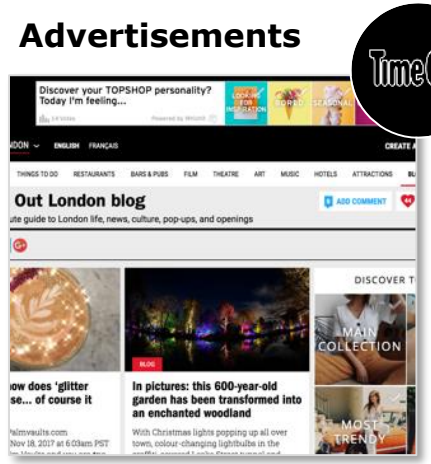


Smart lead-gen

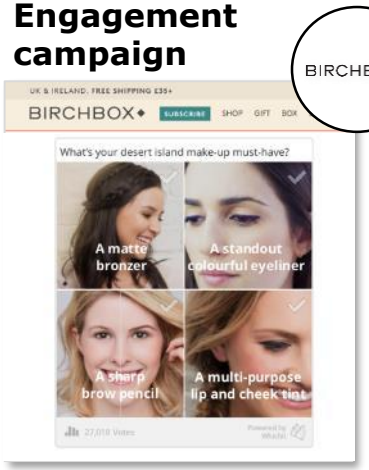
Content discovery



Advertisements



Engagement campaign



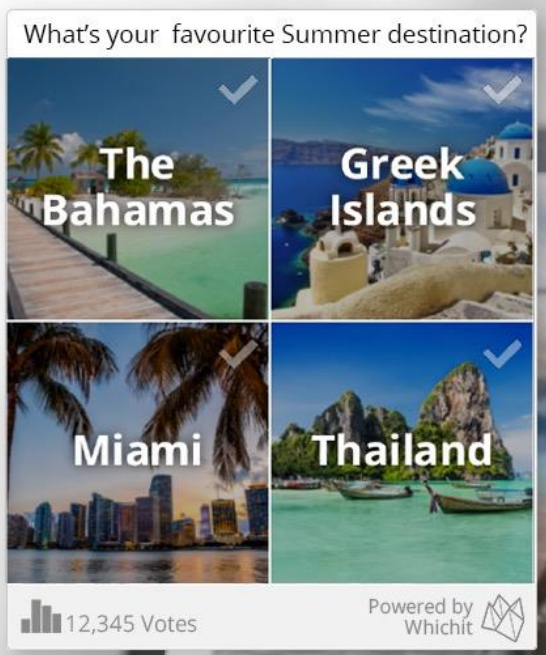
These are demos. All links and any other third party brands are the property of the respective proprietors.

GDPR Ready

Accessibility
By design

You’re able to review the exact standards we hold ourselves to via our Data Protection, Privacy Policy and T&C.

Whichit™

Let’s work together

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