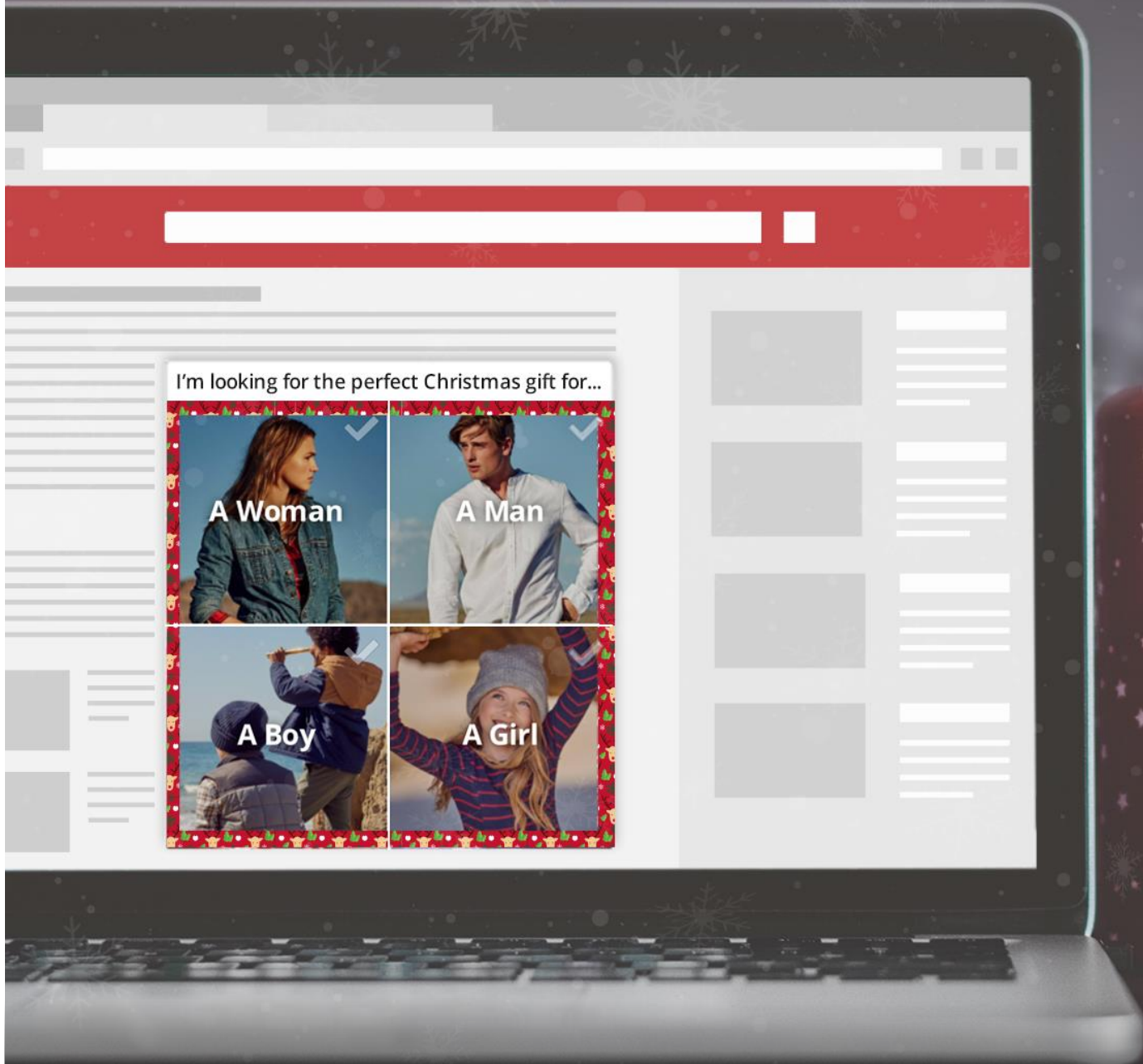




# FESTIVE GUIDE 2018

CONCEPT PRESENTATION



# Whichit is an Interactive Commercial Content Platform

that enables advertisers to increase user engagement, open new revenue streams and gain actionable insights

Visual Interactive Commercial Content on multiple channels

Delivers High Engagement

Converts Traffic to Revenue

Singles' Day is around the corner. What gift will make your day?

Beauty	Accessories
Homeware	Jewelry

**\$10 OFF YOUR SINGLES' DAY GIFT**

You know to appreciate a fine jewelry and you deserve it! We've found the perfect treat to celebrate upcoming singles' day. Shop now and get \$10 off to make you a happier single.

PROMO CODE: SINGLE10

**SHOP NOW**

Fine print

Gain Actionable Insights



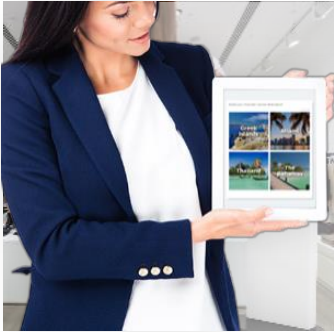


**EMBEDDED  
ON  
WEBSITES**

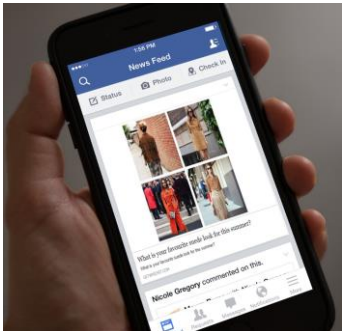


**GOOGLE  
NETWORK**  


**BRAND  
AMBASSADOR**



# DISTRIBUTION CHANNELS

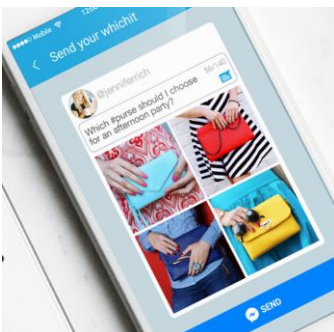


**SOCIAL  
MEDIA**  

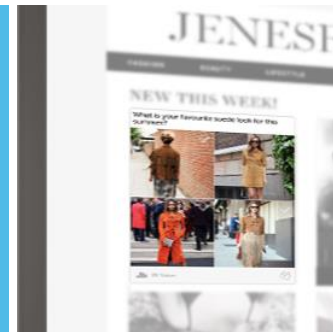



**IN-STORE  
PLACEMENT**

**INSTANT  
MESSAGING**



**EMAIL  
MARKETING**



**Whichit Interactive Commercial Content** is device agnostic and can be distributed across the internet including:

**Embedded on client sites**

**IAB standard formats** (Leaderboard, MPU, DMPU, Wide Sky), Native ad slots and in-content on premium publisher sites, networks, DSPs, Google's display network

**On social networks** including Facebook, Snapchat, Instagram and Twitter

# WHICHIT FOR HALLOWEEN

## DID YOU KNOW...

During October 2016, the amount spent on all Halloween goods across the retail industry was £30.8 billion, a 6% increase on the previous year. Brits spent an estimated £277 million on Halloween treats alone in 2017!

## A **COSTUME BUILDER** FOR THE SCARIEST NIGHT OF THE YEAR TO **SELL MORE COSTUMES**

[VIEW DEMO HERE](#)

## THE COSTUME BUILDER DELIVERS...

- A unique brand interaction delivering a memorable experience
- Phenomenal engagement rates
- Audience segmentation by product/preference
- Pixel implementation on every frame for tracking/granular retargeting based on actual preferences
- Outstanding conversion rates

**CREATIVE £2,500 | UP TO 4 OUTCOMES**



CLICK  
HERE TO  
SEE  
DEMO

I'm looking for a spooky  
Halloween costume for...

Me

Groups

1,200 Votes

My Pet

Couples

*\*Whichit Standard Creative 'Costume Builder'*

# WHICHIT FOR BLACK FRIDAY

## DID YOU KNOW...

A whopping £1.4bn was spent on online sales in the UK on Black Friday - up some 11.7% on last year, according to online retailers trade body IMRG.

## THE PERFECT DEAL FINDER FOR THIS SHOPPING DAY

[VIEW DEMO HERE](#)

## THE DEAL FINDER DELIVERS...

- Black Friday deals across the internet in an interactive ad unit with phenomenal performance stats
- Up to 16 products from 4 categories in 1 interactive creative
- Actionable insights that can be optimised to in real time
- 1<sup>st</sup> party data and high performing audience segments
- Integration with client e-commerce engines to auto-fill baskets directly from the ad unit
- New customer acquisition and incremental product sales

**CREATIVE £3,500 | UP TO 16 OUTCOMES**



*\*Whichit Advanced Creative 'Deal Finder'*

# WHICHIT FOR CYBER MONDAY

## DID YOU KNOW...

Cyber Monday UK 2017 brought the long weekend's sales bonanza to a close with a £1.1 billion online splurge from an estimated 15 million shoppers. Brits splashed out 15% more than last year over the four day period, figures from the Centre for Retail Research (CRR) and website VoucherCodes.co.uk revealed.

## ATTRACT YOUR AUDIENCE TO SHOP ONLINE WITH A **HIGHLY ENGAGING IMAGE-BASED POLL**

[VIEW DEMO HERE](#)

## THE IMAGE-BASED POLL DELIVERS...

- A unique and memorable brand interaction
- A DR focused ad unit designed for maximum impact and ROI
- Actionable insights that can be optimised to in real time
- 1<sup>st</sup> party data and high performing audience segments
- Integration with client e-commerce engines to auto-fill baskets directly from the ad unit
- New customer acquisition and incremental product sales

**CREATIVE £2,500**



*\*Whichit Standard Creative 'Image based poll'*

# WHICHIT FOR SINGLES' DAY

## DID YOU KNOW...

US bank Citigroup calculates that sales will hit £18bn over 24 hours. That's several times more than Black Friday!

## THE PERFECT **GIFT FINDER** FOR THIS SHOPPING DAY

[VIEW DEMO HERE](#)

## THE GIFT FINDER DELIVERS...

- The perfect way to deliver products to in-market consumers
- UP to 16 products to sell from 4 categories
- A unique Direct Response ad that takes consumers on a bespoke journey and delivers high conversion rates
- Actionable insights and high performing audience segments to inform future campaigns
- New customer acquisition and increased product sales

**CREATIVE £3,500 | UP TO 16 OUTCOMES**



\*Whichit Advanced Creative 'Gift Finder'

# WHICHIT FOR CHRISTMAS

## DID YOU KNOW...

Retail sales for Christmas 2017 grew 1.4% against 2016 to a whopping £78.69 Billion (mid Nov – end Dec).

## AN INTERACTIVE MUSICAL EXPERIENCE AND A GIFT WIZARD FOR THE MOST WONDERFUL TIME OF THE YEAR

[VIEW WHICHIT GIFT WIZARD](#)

[VIEW MUSICAL WHICHIT](#)

## THE GIFT WIZARD AND MUSICAL WHICHIT DELIVER...

- A unique and memorable brand interaction
- Up to 16 products to sell from 4 categories
- Actionable insights that can be optimised to in real time
- 1<sup>st</sup> party data and high performing audience segments
- Integration with client e-commerce engines to auto-fill baskets directly from the ad unit
- New customer acquisition and incremental product sales

## CREATIVES

**MUSICAL WHICHIT £2,500**

**GIFT WIZARD £3,500 | UP TO 16 OUTCOMES**

I'm looking for a Christmas gift for...?



CLICK  
HERE TO  
SEE  
DEMO

\*Whichit Advanced Creative 'Xmas Gift Wizard'

CLICK  
HERE TO  
SEE  
DEMO

\*Whichit Standard Creative 'Musical Whichit'



# WHICHIT FOR BOXING DAY

## DID YOU KNOW...

2017 Boxing Day bargain hunters spent a record £4.5billion! Web sales hit £1.03billion, topping £1billion for the first time and up 7.9 percent on the £954million spent in 2016, according to Centre for Retail Research.

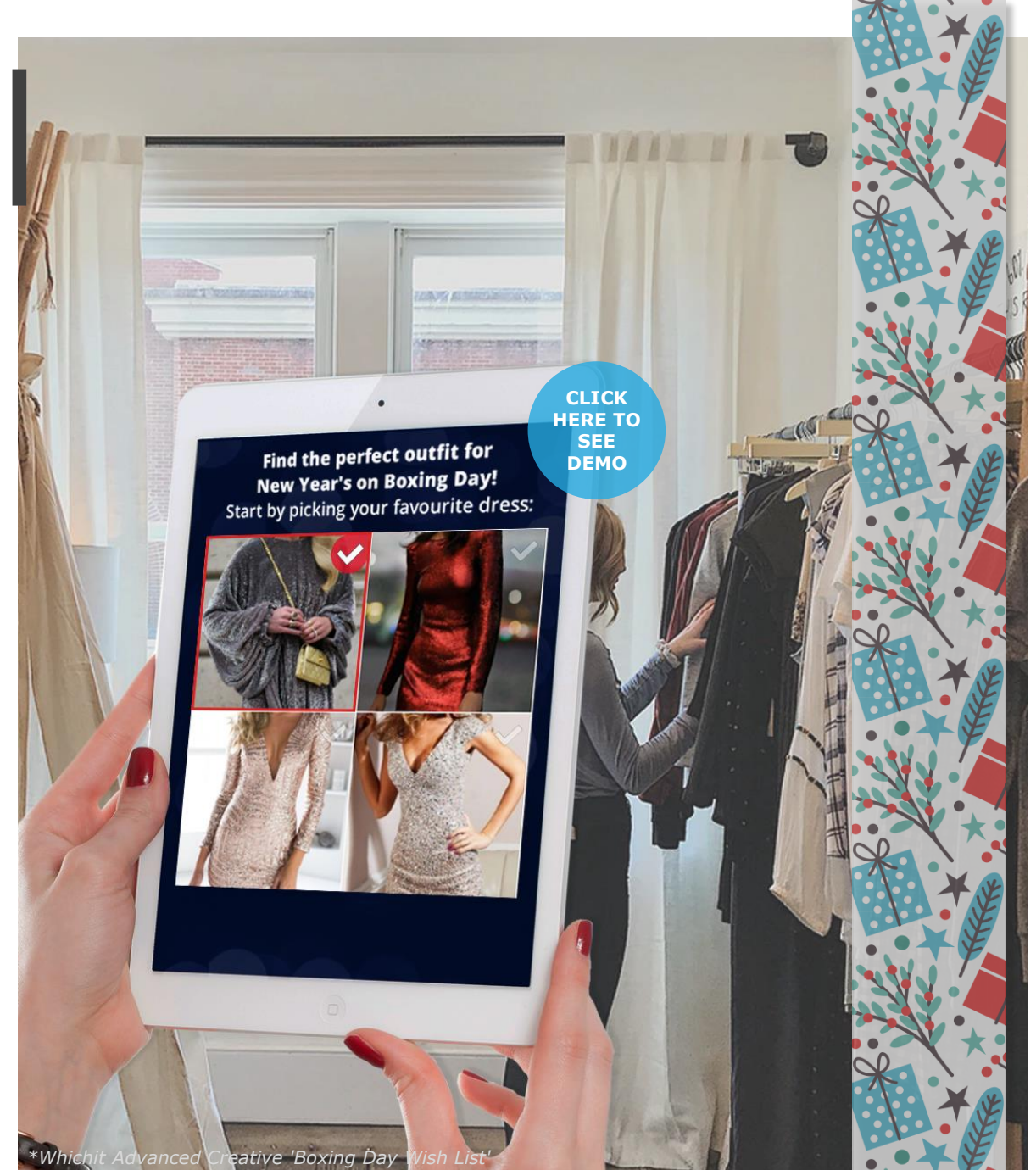
## GET CONSUMERS TO INTERACT WITH AND SELECT YOUR SALE ITEMS WITH A **BOXING DAY BARGAIN FINDER**

[VIEW DEMO HERE](#)

## THE BOXING DAY BARGAIN FINDER DELIVERS...

- Your boxing day bargains direct to consumers before the event
- A unique opportunity for consumers to select multiple sale items they want from 1 interactive ad unit
- Unrivalled brand interaction and product placement
- Up to 16 products to sell from 4 categories
- Phenomenal performance and very high conversion rates
- Actual consumer preferences and behaviour that can be used to build new audience segments
- Pixel implementation for tracking and/or personalised retargeting
- New customer acquisition and increased sales

**CREATIVE £3,500 | UP TO 16 OUTCOMES**



\*Whichit Advanced Creative 'Boxing Day Wish List'



# WHICHIT IN-STORE PLACEMENT

## DID YOU KNOW...

Last year Oxford Street was crowned the busiest in Europe with 13,560 pedestrians an hour on average! Imagine you engage with this type of shopper around your store to increase footfall and revenue. With Whichit In-Store Placement you can!

## GET VISITORS TO INTERACT WITH AND EXPLORE YOUR PRODUCTS WHILE GATHERING DATA WITH AN **IN-STORE PLACEMENT**

### WHICHIT IN-STORE PLACEMENT DELIVERS...

- Allows you to engage with customers outside a brands store location to boost footfall in-store and amplify sales through a unique interactive creative
- Can be presented on a stand, touch screens, and by brand ambassadors
- Create a buzz and generate revenue while consumers wait in long queues by up-selling to include other items of interest
- Deliver preference based offers to consumers in real-time to drive footfall in-store
- Gain actionable insights on audience preferences and new connections between products
- Drive new customer acquisition and conversion

**IN-STORE PLACEMENT £15,000**

# WHICHIT HOLIDAY PACKAGES

## BRONZE

£2,500 / £3,500

1x  
Standard Creative  
OR  
1x  
Advanced Creative

## SILVER

£7,225 (15% discount)

2x  
Standard Creative  
1x  
Advanced Creative

## GOLD

£12,600 (30% discount)

3x  
Standard Creative  
3x  
Gift Builder Creative

## NO HIDDEN COSTS

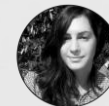
- Whichit Standard Creative:  
Costume Builder, Poll, Boxing Day Bargain Finder
- Whichit Advance Creative:  
Gift Finder, Deal Finder
- Creative Amends
- Implementation of all pixels
- CRM integration
- Access to the analytics dashboard
- Campaign reports
- Real-time optimisations

\* Costs exclude £0.30 CPM ad serving on viewable impressions

## DROP US A LINE



**ALEEM CHATUR**  
Commercial  
Director  
[aleem@whichit.co](mailto:aleem@whichit.co)  
+44 773 951 7235



**GALIT GAN**  
Co- Founder &  
Creative Director  
[galit@whichit.co](mailto:galit@whichit.co)  
+44 794 940 3031



## IN-STORE PLACEMENT

£15,000

1x  
Standard Creative  
Up to 5x  
Brand Ambassadors  
to engage with the public in and  
out of the store location  
Up to 5x  
Tablet & Equipment Rental  
Merchandise & Clothing  
for brand ambassadors

# WE ARE BETTER



## ENGAGEMENT

Interactive rich media Ad units to strengthen the relationship with your audience and create high performing campaigns.



## CONTENT TO ECOMMERCE

Whichit's Engage Card allows bespoke commercials offers to target audiences in real time, connecting content to revenue.



## ACTIONABLE INSIGHTS

Whichit's analytics deliver actionable insights by capturing your audiences' preferences enabling multiple actions including retargeting with custom messages.



## 3RD PARTY ADVERTISING

Whichit served as an interactive ad unit generates higher performance on multiple channels and converts traffic into revenue, making advertising measurable.



## AUTOMATE SALES OPS

GDPR compliant lead generation with auto-segmentation and pixel implementation, that feeds directly into your CRM and email marketing platforms.



## PERFORMANCE

Whichit outperforms traditional banners and continually exceeds client expectations, multiplying revenues significantly.

# WE'RE GREAT AT WHAT WE DO



*Whichit brings excitement to the mobile shopping experience by introducing collaborative and social elements reminiscent of the real-world shopping experience.*

**- The Digital Journal**

*Not only does the ad improve engagement within social media communities, but the real-time nature of Whichit provides a much more immediate path to conversion.*

**- Yahoo Finance**



*After winning the UKTI's Sirius Programme, Whichit relocated from Tel-Aviv, Israel to London in 2014. In 2015 Whichit has been announced as 'Start-up of the Year EMEA' by Facebook. During 2016, we've been awarded by the Innovate UK R&D funding award to develop our machine-learning algorithm, which is the core of our unique technology. Followed by 'Great User Experience Award' by Finances Online.*

*Whichit combines the brightest minds and most sophisticated technologies to create ad and marketing solutions that recapture the users' attention in an unobtrusive manner, making them WANT to engage with YOU!*

*The technology and the unique ad-formats allow our clients to see 40x higher engagement rates than comparable ad units, while running their campaigns on multiple channels from one platform. As a result, we count the likes of Mail Online, McCann, Publicies, Birchbox, The National Lottery, Debenhams, AIG, TimeOut and many others as our customers.*



**SIRIUS**



We've been selected to take part in the Sirius programme, that aims to attract global entrepreneurs to the UK

**Innovate UK**

We've been awarded 250K from the Innovate UK SMART grant to develop our machine-learning algorithm



Winners of Facebook 2015 EMEA Startup of the Year



Winners of Pitch@Palace 4.0 People's Choice Award by the Duke of York



**Innovate UK**



**INNOVATION WAREHOUSE**

**SIRIUS**



**Microsoft BizSpark**

