SNAPCIOUS

True Customer Engagement

Reach. Inspire. Engage. *Convert.*

Are you reaching the Evolving Consumer?

Mobile, distracted and fickle

Ignores "push" marketing

Listens more to friends than ads

Would rather play and connect

Increasingly responds to images

What is your social network ROI?
For dollars spent, do you get enough customer passion … *and sales?*

Is your visual content engaging enough?
Are customers sharing *their own visual content around your brand?*

300M photos/day

55M photos/day

600M+ photos/day

94M photo-sharers

400M daily visitors

207M photos

The world shares 1.8B+ photos a day.
How many are shared on your behalf?

Snapcious: Engage customers' hearts & minds
Ignite their passion for your brand - Then *convert passion to purchase.*
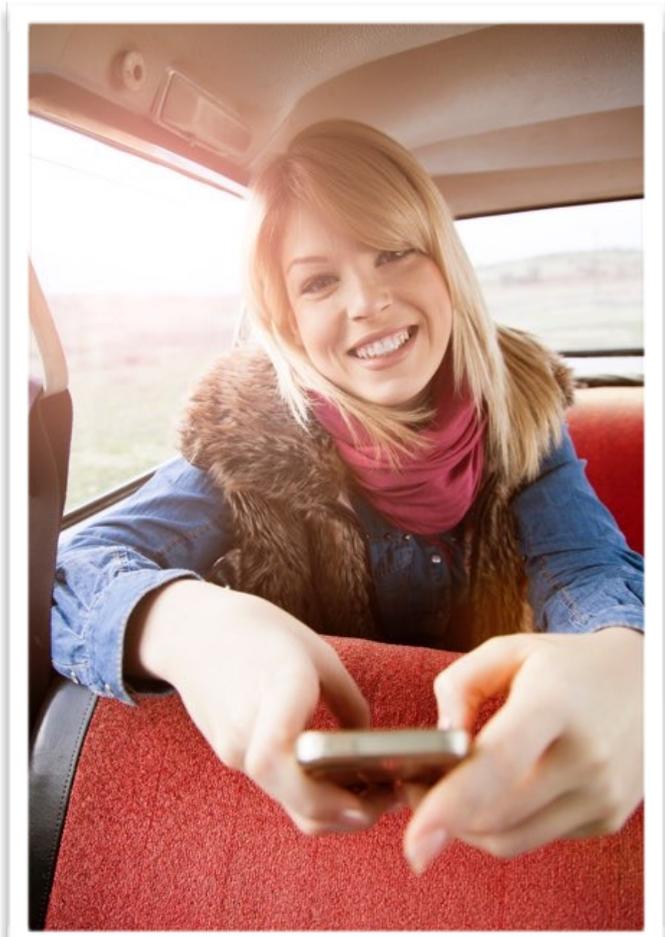
Engage your customers 1:1.

Grow your community.

Amplify & monetize on mobile

Stop paying more for less marketing power.

Reach. Inspire. Engage. *Convert.*

The gamification of photo sharing
## Snapcious drives deep engagement, reach & metrics

White-label or integrate into your mobile apps & sites

Stoke your customers' creativity & competitive spirit

Reward their visual conversations on your behalf

Capture their data for CRM & research

Circumvent the cost of paying for reach by
*<u>natively reaching 10 social and messaging networks</u>:*

Patent pending

ENGAGEMENT FOR BRANDS
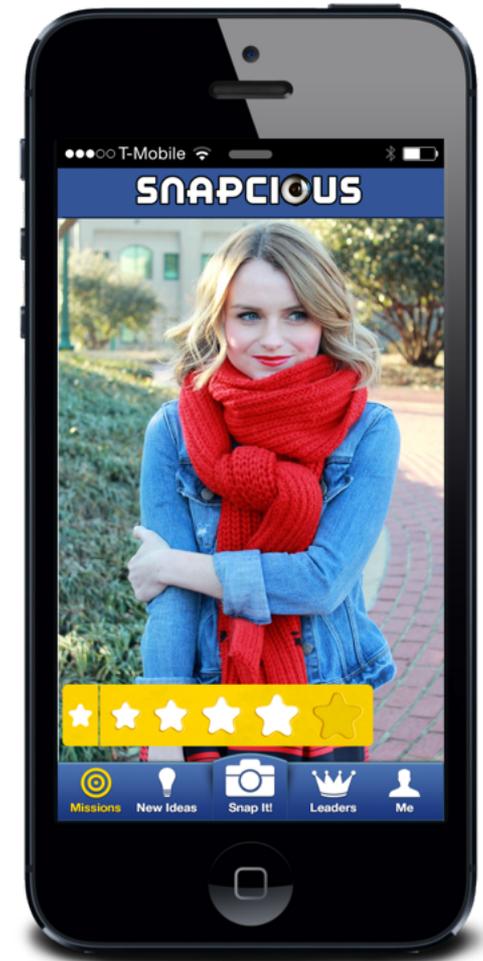
Bring hashtag conversations *inside your mobile*

Facebook

Instagram

DunkinDonuts.com

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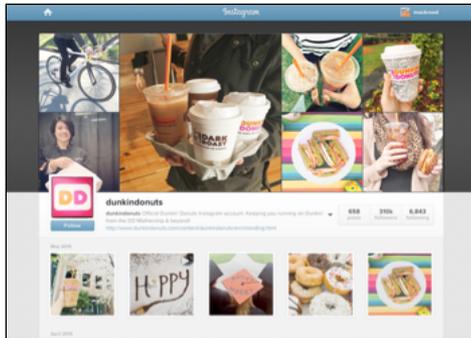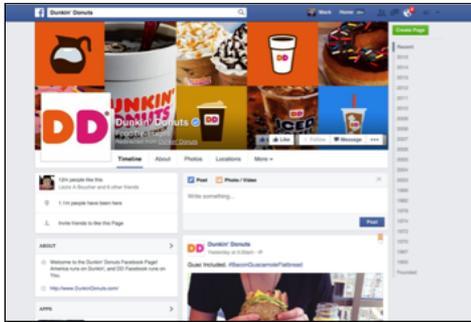
Tap consumers' natural passion & behavior
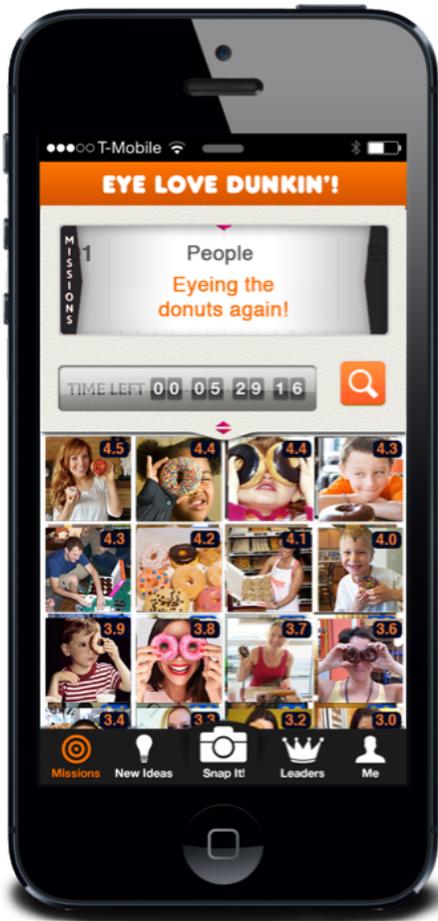
Choose a Mission
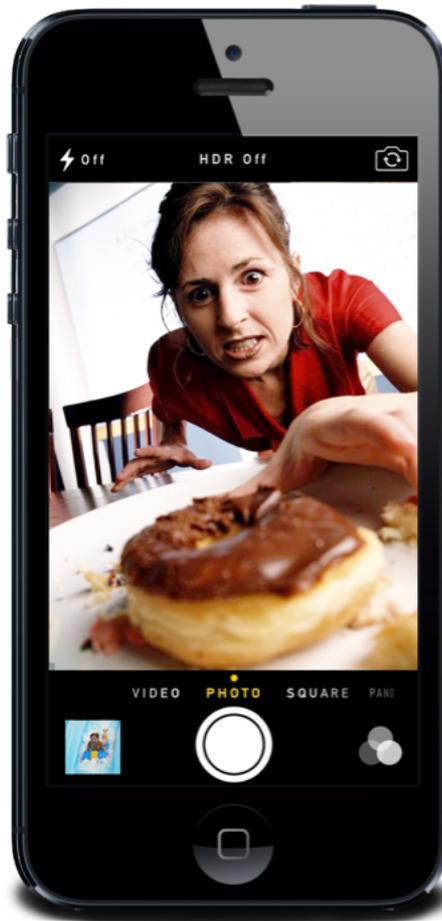
Snap to answer it!

Post and share!

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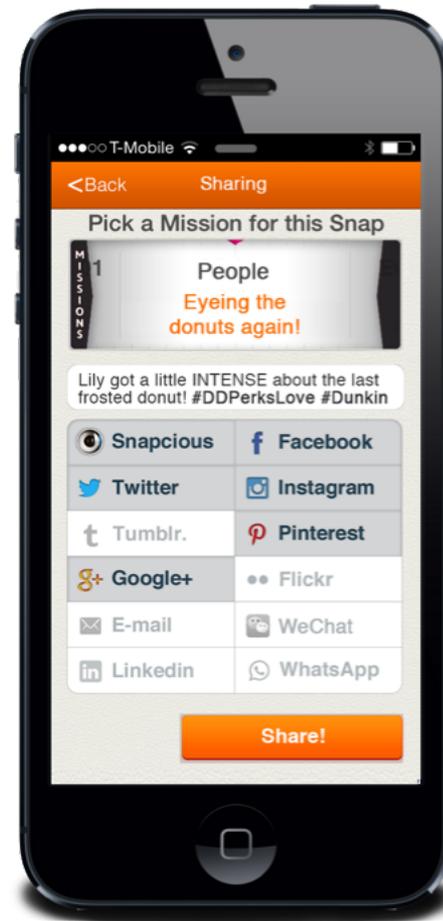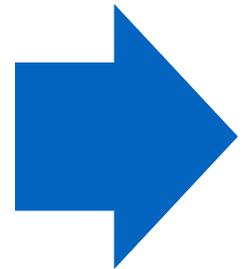
Let them share their love across 10 networks

Gamify & incentivize their photo-conversation
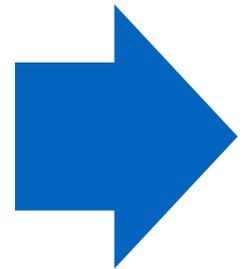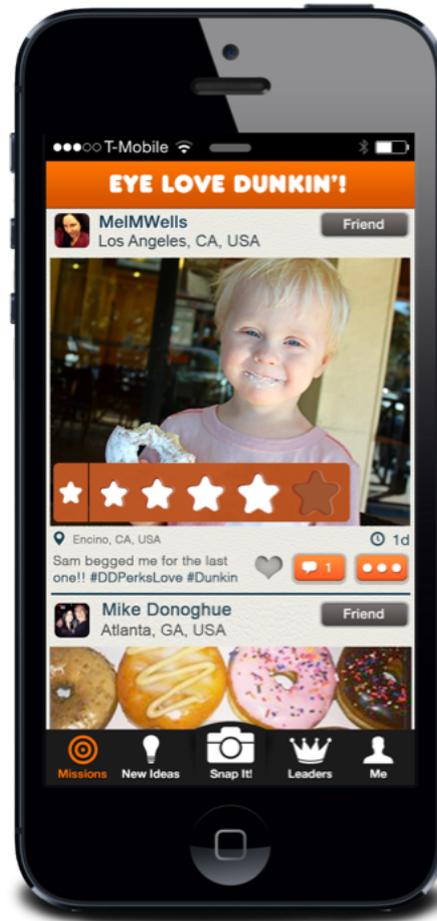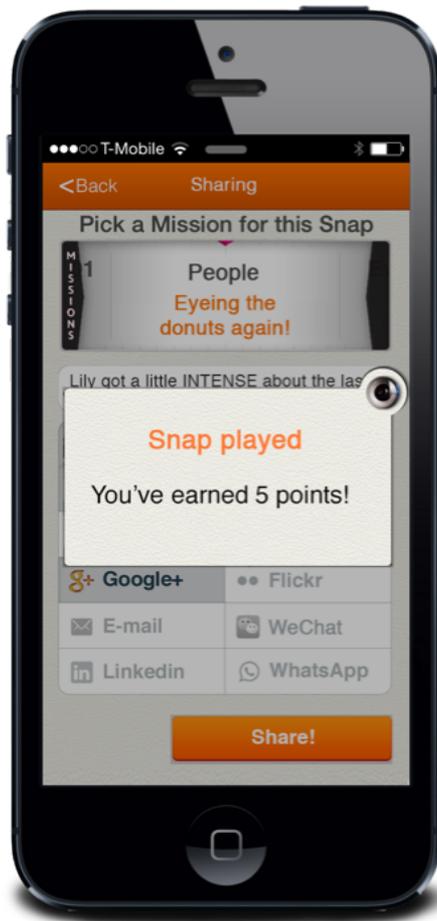
Points for sharing, rating and commenting
power the competition and feed your loyalty program

Convert their passion to purchase & more
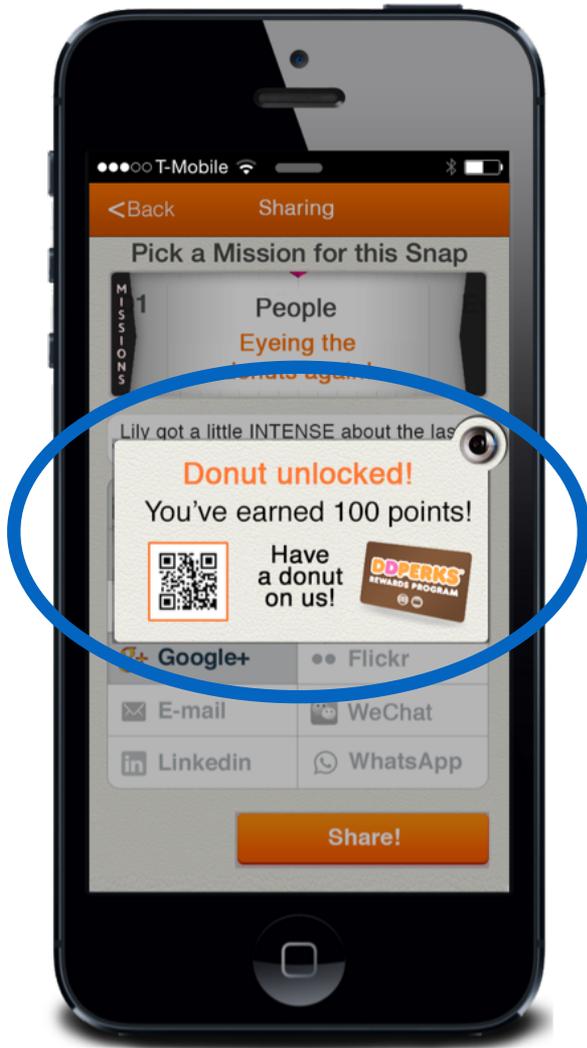
Serve conversion tools instantly:

E-commerce portal or special offers

Coupons or rewards for points earned

E-mail list signups

Petitions or donation form for causes

# Funnel their photos to your app, sites & feeds
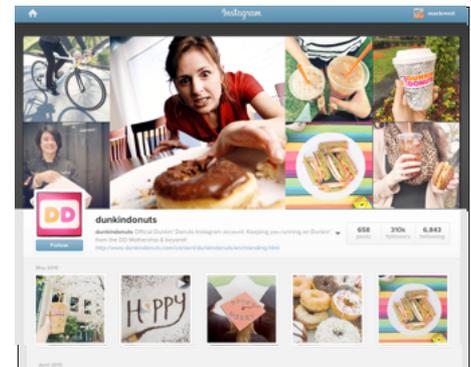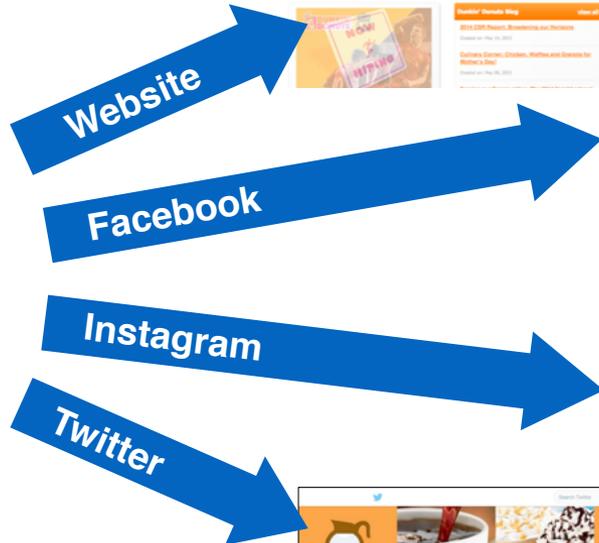
Gather first-person, brand-focused data

Player profile is tailored to your BI needs

Opt-in participation

Players earn points for completing profile

Data may be downloaded and used for:

    Lead-gen

    CRM

    Market & product research, etc.
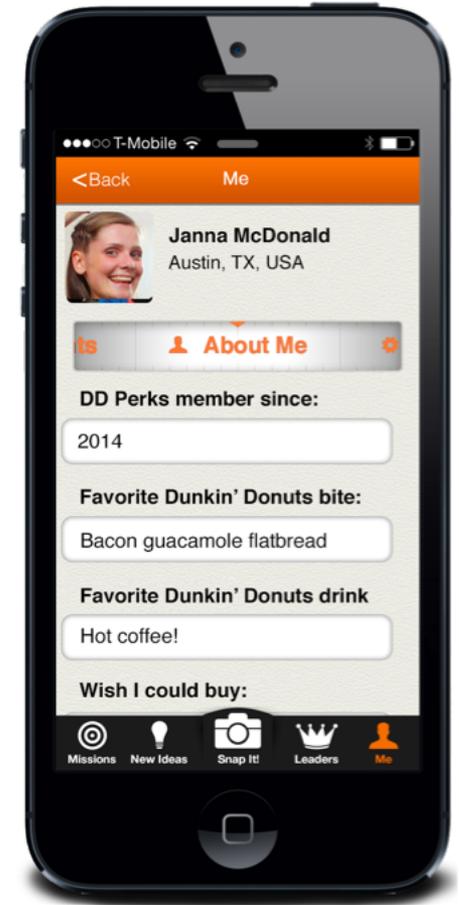
Reclaim your marketing power via *native reach*

SUSTAINABLE, VIRAL CONSUMER ENGAGEMENT

SNAPCIOUS

SHARES TO ALL 10

SINGLE-CAMPAIGN PHOTO-SHARING

facebook.

twitter

Instagram

BASIC PHOTO-SHARING

Google+

tumblr.

WeChat

Linked in

Pinterest

WhatsApp

flickr
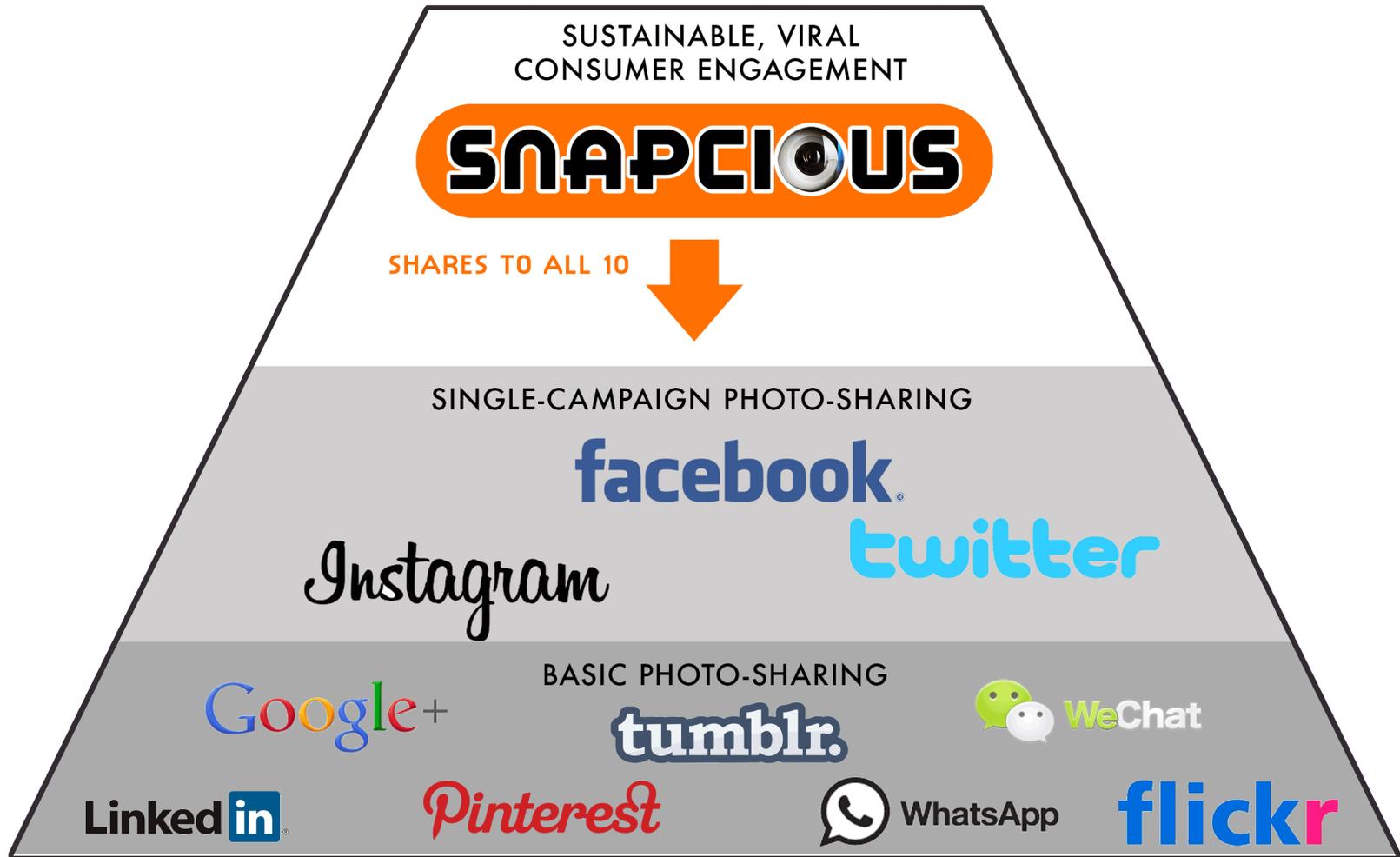
Enjoy true and *lasting* social engagement now:
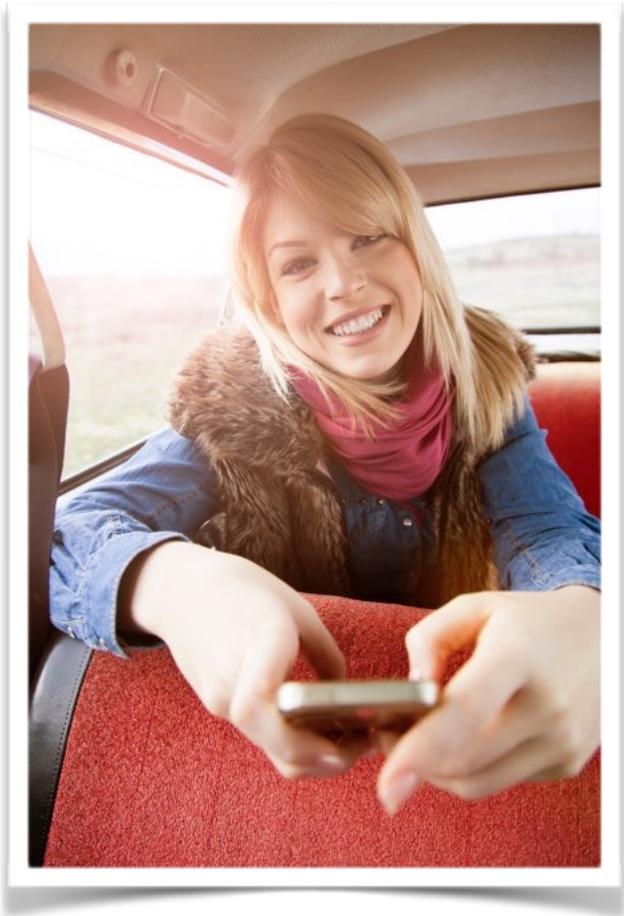
Your mobile is monetized & active

Your visual content reaches 10 networks

Your paid-reach costs are reduced

Your customers are engaged 1:1:
  Amplifying your social voice,
  Converting at a measurable rate,
  Providing data insight by participating,
  *and **sharing their love of your brand***

The team: Deep experience in brands & tech

Yael Swerdlow, CEO & co-founder
Nation-branding, public diplomacy, co-founder of the
Women's Empowerment Foundation, photojournalist

Mack Reed, CTO & co-founder
UGC/content startups, social & engagement strategy,
enterprise IT, mobile design & development, journalist

Eric Silverstein, CCO
Customer experience, digital brand services,
business strategy, market analytics

Advisors
Liat Aaronson - Strategy (Zell Center for Entrepreneurship)
Maarten Albarda - Business Development (Coca-Cola, AB InBev)
Keith Boesky - Brand relations (Eidos, ICM, Boesky & Company)
Winston Ball - Financial (Well.org)
Emily Yukich - Legal (Fox Rothschild, LLP)

Contact Snapcious

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