

SnapPop for Magazine

The first O2O tool to **empower your advertising**

Did you know:

Those in the upper echelon [as measured by the company's digital capabilities] converted awareness to sales at a rate 2.5 times greater than those at the lower level.

(source: McKinsey Consulting, 2015)

Since 2014, Tencent, Baidu and Wanda had announced a RMB 5 billion joint venture to exploit O2O opportunities.

(source: PwC, 2015)



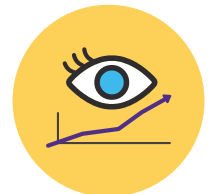
WHAT is it?

SnapPop is Asia's First Mobile Crowdsourced Image Search Platform. After your readers "snap" a page or an ad on your magazine, a "pop" with multimedia content, further opt-ins, and even e-commerce, will come up on their phones. This is the most intuitive and convenient way to bring value to your publication and your advertisers, via O2O!

WHAT is it beneficial?

To **publishers**:

- **Collect consumers' feedbacks, track the views, identify and follow up on these interested viewers**
- **Liven up your magazine** by adding videos, music, voice, and other multimedia to printed materials
- **Create interactive ads** for your advertisers
- **Quick time-to-market**: use our up-and-running IT and App infrastructure
- **Cement relationship with readers** and thus enhancing the retention rate



To **readers**:

- **Enrich the reading experience**: A more **interactive, fun and educational** reading experience
- **Keep updated**: learn more about the products promotions and discounts
- **Sneak Peek**: scan the cover to find out more about the inside content



What are the features?



'Snap and Pop'

- Readers can **snap** a page or a cover to see and hear multimedia contents (e.g. a video trailer, a celebrity voice clip, and text descriptions)
- **Pops** with quiz, puzzles, and lucky draws can be created for advertising



Flexible Pop Mode

You choose when and how the multimedia contents are unlocked

- e.g. free content, or purchase via the app to unlock (in-app purchase)
- enter a promotional / VIP code to unlock



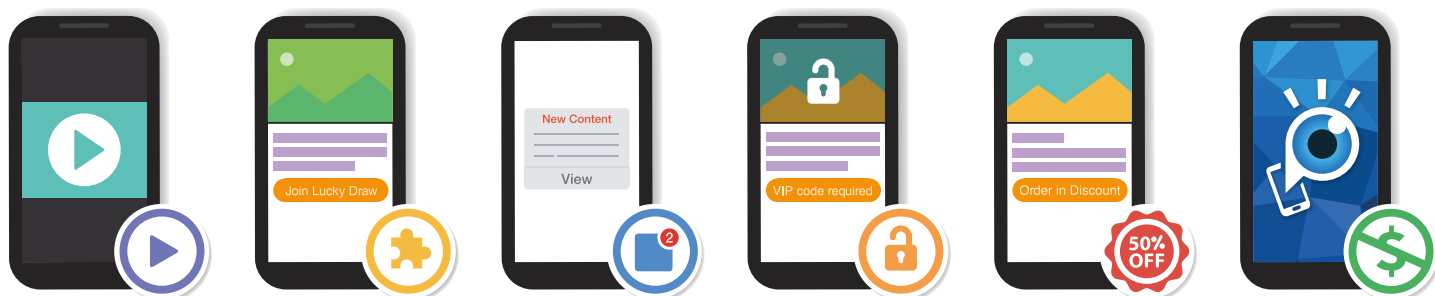
Multiple Touchpoints, High Engagement Marketing

- Create multiple touchpoints via follow-up push notifications
- Readers can simply scan to show interest/bookmark products and ads
- Notify readers about new promotions of your products or your advertisers' products
- Invite your readers to contests and lucky draws.
- Cement relationship with customers and thus enhancing the retention rate



Free download for readers

- Free to download and now available on apple store and google play



We have gained the trust of many award-winning companies, including:



ACT NOW!

Start using SnapPop for your business, and stand out from the rest of the crowd!
To get a **FREE** consultation, please contact:

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