

## SnapPop O2O marketing platform for your products

Bring your packaging and brochures to life, create great customer touchpoints, and enhance brand image!



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 customers "snap" your packaging or your printed materials like posters or catalog, 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 for you to interact with your customers, via O2O!

**WHY** is it beneficial?

To **marketers**:

- **Liven up your printed materials** by adding videos, music, voice, and other multimedia to printed articles and ads
- **Create an interactive sales pitch** for your products
- Establish a **direct sales & marketing channel** for you to contact interested customers in the future
- **Quick time-to-market**: use our up-and-running IT and App infrastructure

To **users**:

- An **interactive, fun and memorable** experience
- **Ubiquitous** - Virtually all households will have smartphones and tablets, and everyone can install and use apps.
- **Keep updated** - learn more about the products that they've already liked and shown interested, and get notified of discounts and new products
- Enhance in-store **shopping experience**

## What can I do using SnapPop O2O marketing platform?



### Enhance your packaging

Scan the packaging with a smartphone, and see:

- Video trailer
- Music or sound effects
- Contests & lucky draws

These can greatly enhance the in-store shopping experience!



### Make your printed materials interactive

- Customers can snap your brochures and flyers, and see videos or extra info about your product, via text, images or video on the app
- Customers can capture the snap of a poster or billboard, and enter a quiz contest or lucky draw.
- Even for existing catalogs / posters / printed matters that you have already printed and sent out, SnapPop can make them interactive.



### Purchase

- Capture emotional buying by providing a buy button when the consumer is exploring via the app
- Create multiple touchpoints to improve sales efficiency, eg. via follow-up push notifications of coupons and time-limited offers



### Multiple Touchpoints, High Engagement

- Create multiple touchpoints via follow-up push notifications
- Customers can simply scan to show interest/bookmark products and ads
- Notify customers about new promotions, new products, and more
- Invite your customers to contests and lucky draws.

Watch our Youtube demo video: [goo.gl/kVceUN](https://goo.gl/kVceUN)

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:

Address: Unit 313, 3/F, IC Development Centre, 6 Science Park West Ave,  
Hong Kong Science Park, Shatin, Hong Kong

Telephone: +852 3482 5035

Website: [www.snappopapp.com](http://www.snappopapp.com)