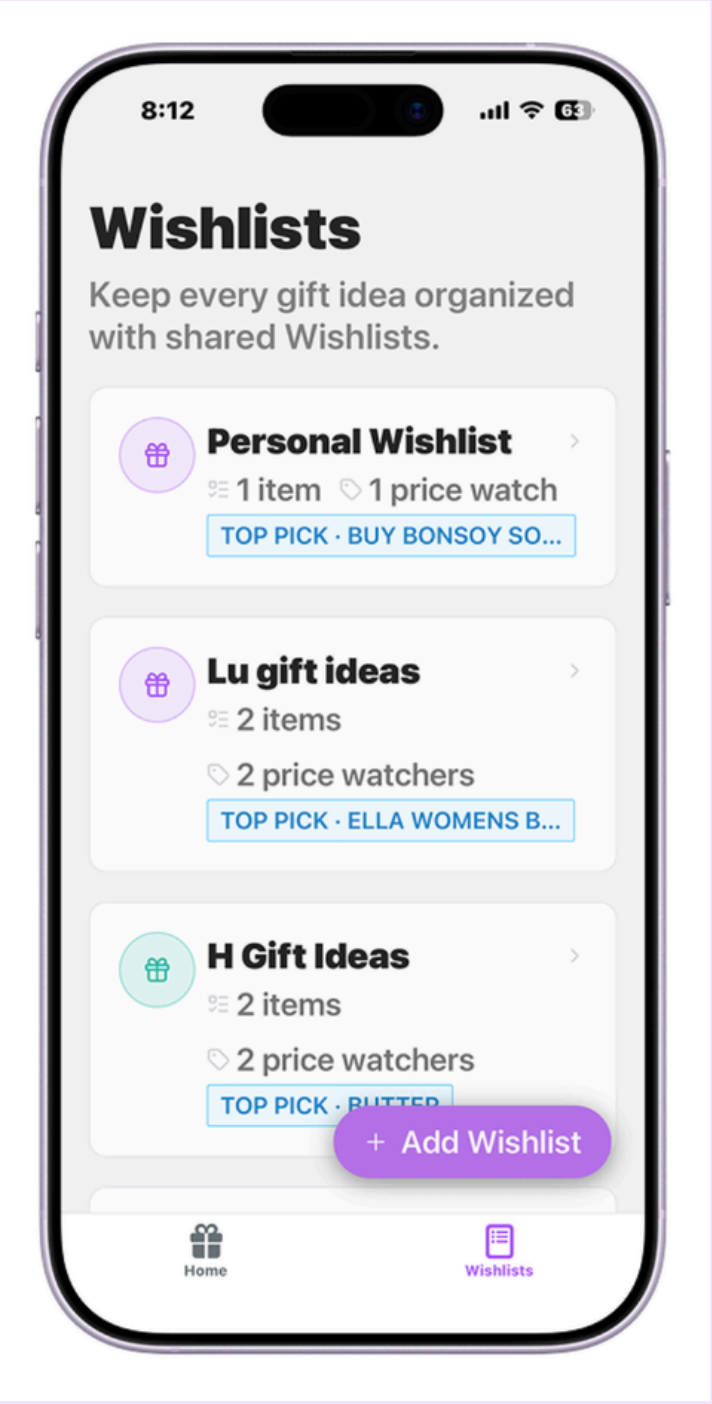
Ping

PARTNER WITH US

FY27

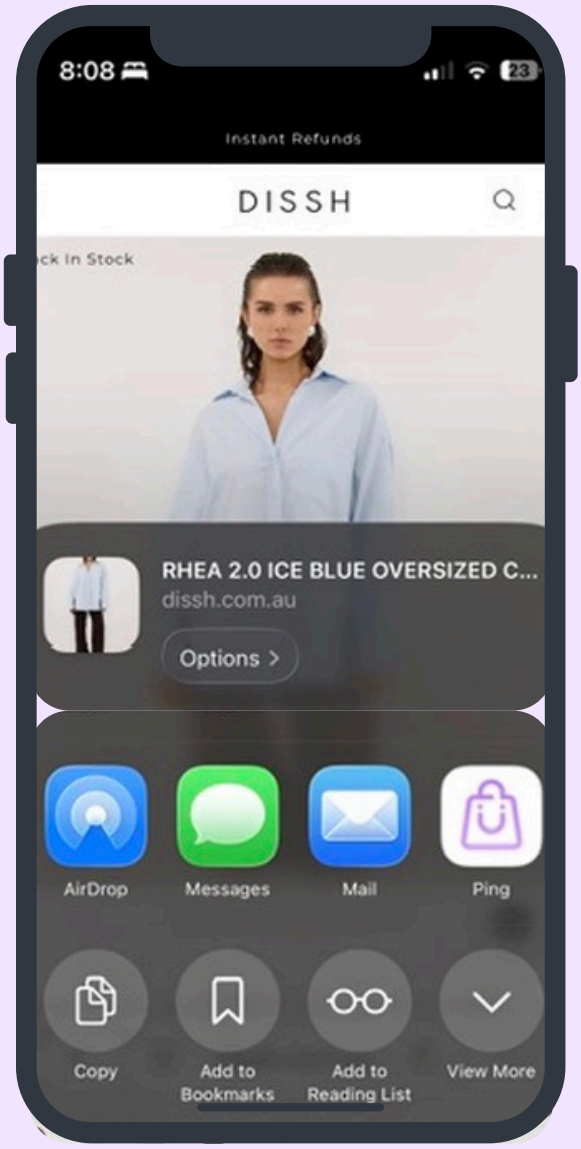


Your personal shopping companion

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Ping



WHAT IS PING?

Ping is a personal shopping companion. People save the products they want to buy, keep them organised in one place, and Ping brings them back to the retailer when the moment is right.

Online shoppers often find products they love but don't buy straight away. They open a tab, take a screenshot, tell themselves they'll come back later. Most of the time they forget, or worse, buy somewhere else.

Ping is where they save it instead. We keep the product, the price and the link in one place, and we're the reminder that brings them back to you.

For retailers, that means Ping reconnects you with shoppers who have previously shown interest but haven’t converted.

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THE STORY BEHIND PING

Ping started with a very relatable frustration... I've always loved online shopping, but I found it hard to keep track. I'd save tabs, sign up to newsletters, meaning to keep checking back on products I wanted. Most of the time I'd end up forgetting.



While on maternity leave with my third baby, I finally decided to build a solution. Between nap times and late night feeds, I started working on a simple idea. What if you could save the products you wanted to buy in one place with gentle reminders to keep them top of mind?

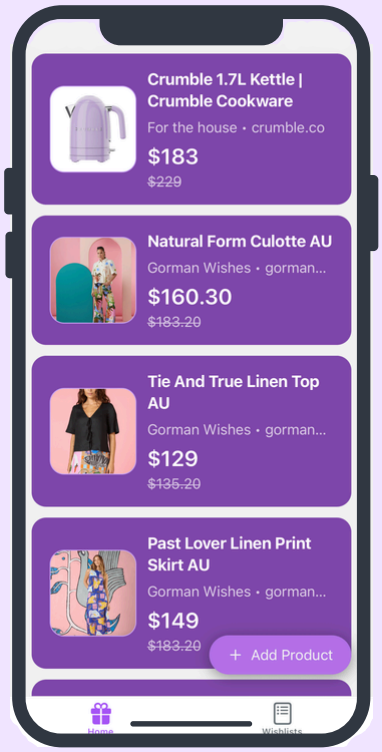
That idea became Ping.

Today, Ping helps shoppers keep track of the things they love, and brings them back to the retailer when the time is right.

For retailers, this means connecting with customers who have already shown real interest in their products and bringing them back at the exact moment they are most likely to purchase.

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Ping



HOW PING WORKS

1. A shopper saves your product to their Ping wishlist

2. Ping keeps track of the product and the price for them

3. When the moment is right, they're sent back to your store to buy

WHY THIS MATTERS FOR RETAILERS

Ping connects retailers with shoppers who have already shown strong interest in a product. Instead of relying on broad advertising, retailers can reach customers who are waiting for the right moment to buy.

Ping is the reminder that brings them back to your store.

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WHAT PING MEANS FOR YOUR STORE

High-intent traffic. Ping users save products they genuinely want, which means they are much closer to purchase than typical browsing traffic.

Sales at the moment of decision. A saved product drops out of mind quickly. Our alerts put it back in front of the shopper and send them straight to your store.

Recover lost sales. Most saved products are abandoned intentions. Ping turns them back into purchases instead of letting them disappear.

No risk. Traffic and sales are tracked through affiliate partnerships, so you only pay commission when a sale happens. No upfront cost and no minimum spend.

LIVE ON AUSTRALIA'S MAJOR AFFILIATE NETWORKS

We are live on Commission Factory, Partnerize, Awin, Admitad and Rakuten Advertising. If you run a program on any of these platforms, we can be approved and tracking within days.

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WHO SHOPS ON PING

Ping users are considered buyers. They save products rather than buying on impulse, they research before they commit, and they come back when they're ready.

That makes them a different proposition from browsing traffic. The interest is already established. What they need is a reminder at the right moment.

Considered Starters

Early-career professionals who shop online constantly and think carefully about how they spend. They know what they want, they research before they buy, and they would rather wait a week than regret a purchase.

What they shop for:

- All things beauty (skincare, makeup, perfume)
- Latest fashion and accessories trending on social media
- Homewares and tech for the home

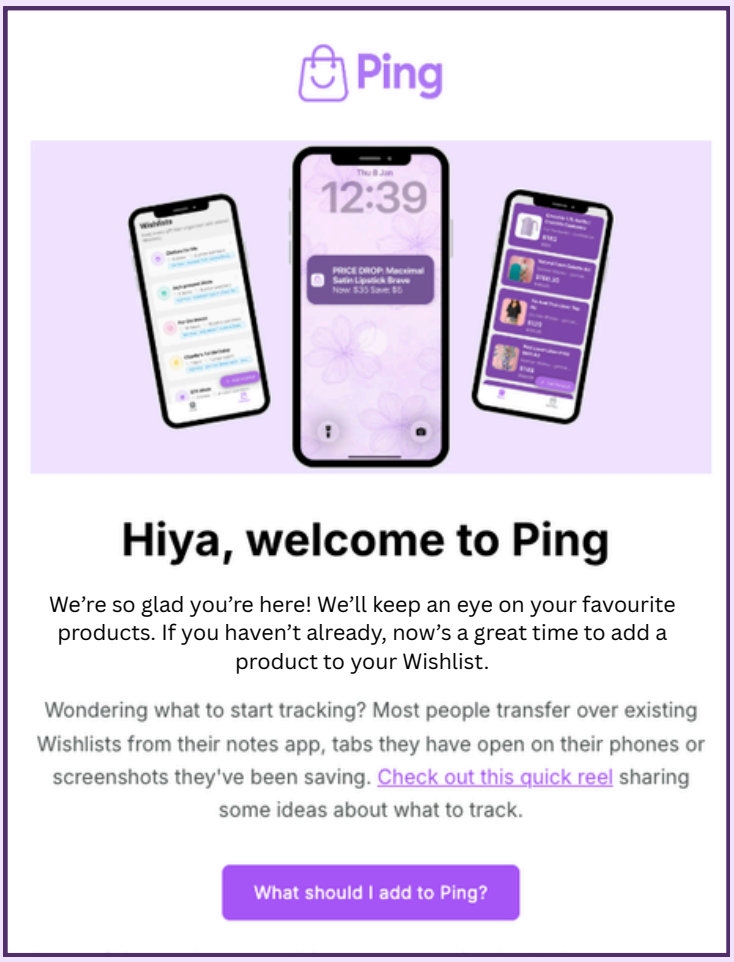
Planner Parents

Busy parents managing a household who love shopping for their home and their kids. They plan purchases ahead, particularly around birthdays and Christmas, and buy when the timing works for the family.

What they shop for:

- Kids and baby including clothes, toys and accessories
- Gifts for family and friends
- Practical things for the home
- Groceries and everyday items

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AUDIENCE

Ping is an early-stage platform with a rapidly growing audience of highly engaged shoppers.

Ping audience

- 5,192 registered shoppers across Australia and New Zealand
- 5-star rating on the App Store

Email engagement

- Welcome email open rate: 80%
- Campaign average open rate: 50%

At a time when most retail email lists struggle to get past 20% open rate, four in five new Ping users open our first email.

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WORKING WITH PING

Performance based. We work through affiliate networks, so you only pay commission when a sale happens. No upfront cost, no minimum spend, no risk.

Fast to set up. If you already run a program on Commission Factory, Partnerize, Awin, Admitad or Rakuten Advertising, we can be approved and tracking within days. If you don't run a program, we can work from your product feed instead.

Nothing to build. Most retailers already have a product feed running for Google Shopping. Point us at it and your catalogue is live in Ping with no development work on your side.

WHAT WE NEED FROM YOU

- Affiliate program approval on any network we're live on
- Product feed access, or your existing Google Merchant Center feed
- Brand assets and logo, if you'd like further promotion
- A contact for promotions and seasonal campaigns

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INCLUDED FREE FOR EVERY RETAILER

In-app and push alerts plus product notification emails

When a shopper saves a product from your store, Ping keeps track of it for them. When the moment is right, they get an alert and can return directly to you to complete the purchase.

These alerts reach shoppers who have already chosen the product, which makes them far more likely to convert than any audience you could buy.

Benefits:

- High-intent traffic
- Sales recovered at the moment of decision
- No upfront cost

WHAT'S NEXT? SMARTER DISCOVERY

We're expanding how shoppers find the brands they'll love. When someone saves a product, Ping will be able to surface related and complementary products from partner retailers, putting your brand in front of shoppers who have already told us what they're interested in.

For retailers, this is new-customer discovery. Your products get shown to shoppers with demonstrated interest in your category who have never visited your store.

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PARTNER WITH PING

Your customers are already saving your products. Let's get them back to you.

Ping works with retailers through affiliate partnerships and promotional opportunities across the app, email and social channels.

Interested in partnering with Ping? We'd love to work together.

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Android App: https://play.google.com/store/apps/details?id=me.getping.pingapp&hl=en