



STORYTAP



We now live in a video economy


Global video accounted for 72% of all internet traffic in 2017, with projected growth of over 85% in the next two years.



Video reviews are here. They are changing how we shop.

Customers want fast, REAL product info by REAL people who look and sound like "them".

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A background image showing a person's hands typing on a laptop keyboard. The image is dark and moody, with a red rectangular block on the left side.


Customers are tired of sifting through fake written reviews

Fake reviewing is a new industry, fake is growing at 30%+

A person's hands are shown typing on a silver HP laptop. The laptop screen displays the Google homepage with the search bar and the text "Photos of black people doing good things". A smartphone is lying on the desk in front of the laptop. In the background, a black office telephone is visible on the desk. The entire image has a dark, semi-transparent overlay.

Customers are searching by "Video"

Without video, your products don't show up.

A person is holding a Sony video camera with a microphone attached. The camera is black and has the Sony logo on it. The person is wearing a blue shirt. The background is blurred. A red rectangle is on the left side of the image.

Brands are investing millions to produce video reviews, fast

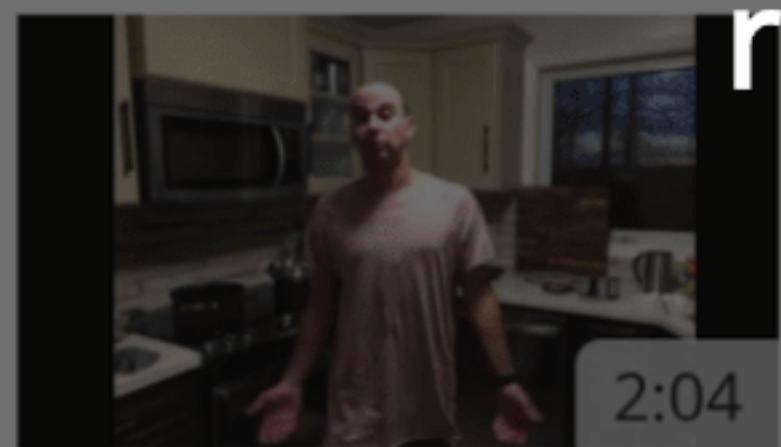
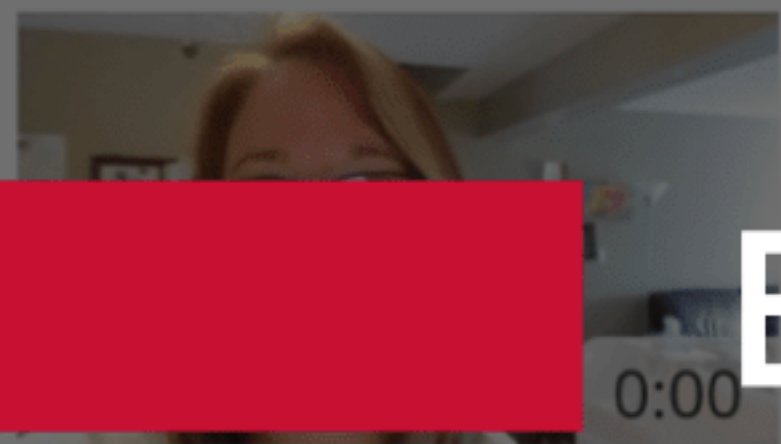
Which *still* feel unauthentic and is *still* way too slow to keep up

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A photograph of a crowded New York City street, likely Times Square, with tall buildings, billboards, and a large crowd of people. The image is overlaid with a semi-transparent dark grey layer. On the left, a red rectangular block is partially visible. The text "As online retailers duke it out, who is winning?" is written in white, bold, sans-serif font across the middle of the image. In the bottom right corner, the word "STORYTAP" is written in white, bold, sans-serif font.

As online retailers duke it out,
who is winning?

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NON-STICK >

CAST-IRON >

CERAMIC >



\$39.99

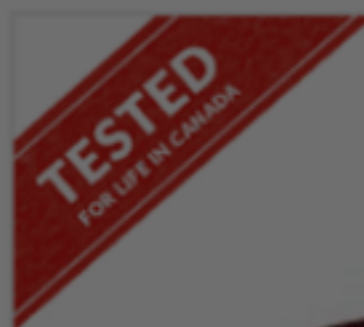
Was: \$139.99

#142-4522-6

PADERNO Classic Juvedo Cooker, 3-qt

★★★★★ (2)

+ ADD TO CART



\$29.99

Was: \$99.99

#142-4521-8

PADERNO Classic Non-Stick Frying Pan, 30-cm

★★★★★ (5)

+ ADD TO CART



\$99.99

Was: \$349.99

#142-2898-4

PADERNO Canadian Signature Stainless Steel Non-Stick Fry Pan, 32-cm

★★★★★ (14)

+ ADD TO CART

Billion \$ brands like Canadian Tire are winning.

With an 18% online sales increase from real video reviews.



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A woman with long dark hair, wearing a light-colored knit beanie with a pom-pom and a red ribbed sweater, is shown in profile. She is holding a smartphone up with her right arm, taking a selfie. The background is a solid, muted blue-grey color. A red rectangular bar is positioned to the left of the text.

What does this mean for your brand?

Written only reviews / Old world

Customers:

- Tired deciphering fake from real it makes buying online a slow headache with risk in every purchase
- Risk means unhappy customers & returns

Brand:

- Written reviews aren't shareable; it's old tech
- Producing video reviews are expensive, doesn't feel "like a real person" and is too slow to make a dent
- "*Upload your video review*" doesn't work/customers just don't do it.



Video reviews / New world

Customers:

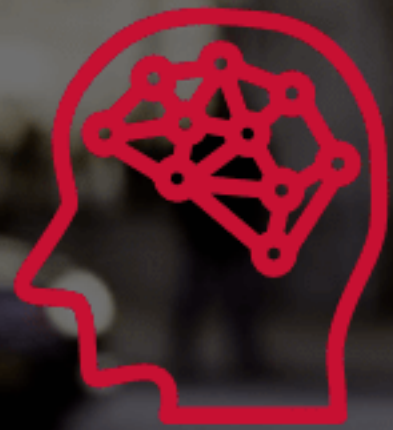
- Faster online shopping research and feel-good decisions/fewer returns
- Friends promoting great products that they love win/win
- Easier video search with more selection
- Faster review experience then writing one

Brand:

- Authentic video review automation and distribution driving new untapped awareness, online sales and winning searches
- Fewer returns, happy customers with managed expectations.

Problem

Video reviews sell more products but these videos are hard to get because customers aren't comfortable recording them.



Customers are smart. They know their video will be used EVERYWHERE. They're nervous.



Video is big. It's hard to get off their phone (plus brands need video rights to use it).



Customer's don't know what to say or where to begin.



Grow your business with video reviews

StoryTap is the easiest way for your customers to record 5 star video reviews in minutes, from anywhere in the world.

[LEARN MORE](#)[HOW IT WORKS](#)

Introducing your secret weapon: StoryTap

DIY video platform that automates the collection and distribution of star rated video reviews from your customers





Automating high-performing video reviews

On-point, emotional video, showing product features and more

A close-up, black and white photograph of a water tap with water flowing out. A solid red square is positioned to the left of the text.

Organized video collection, owned by
the brand and on tap

Also supports multi-brand management features

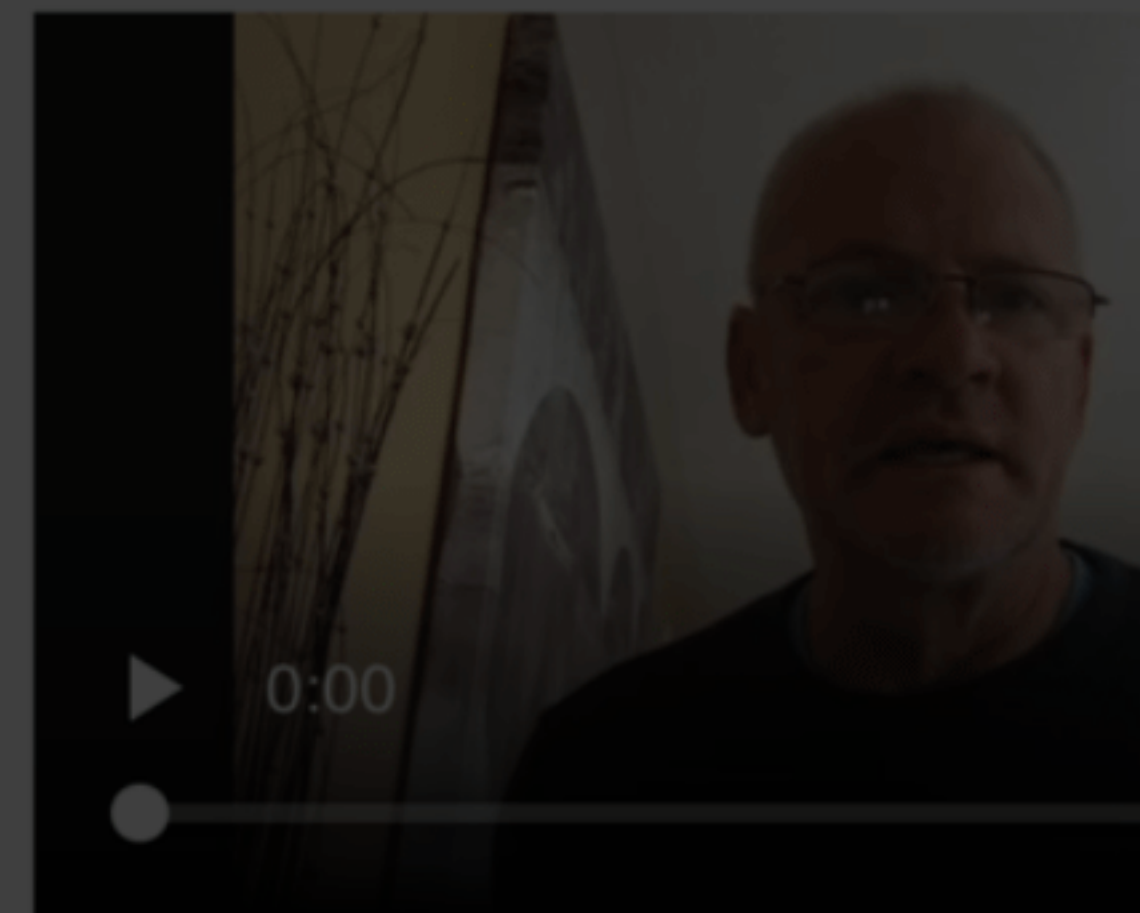
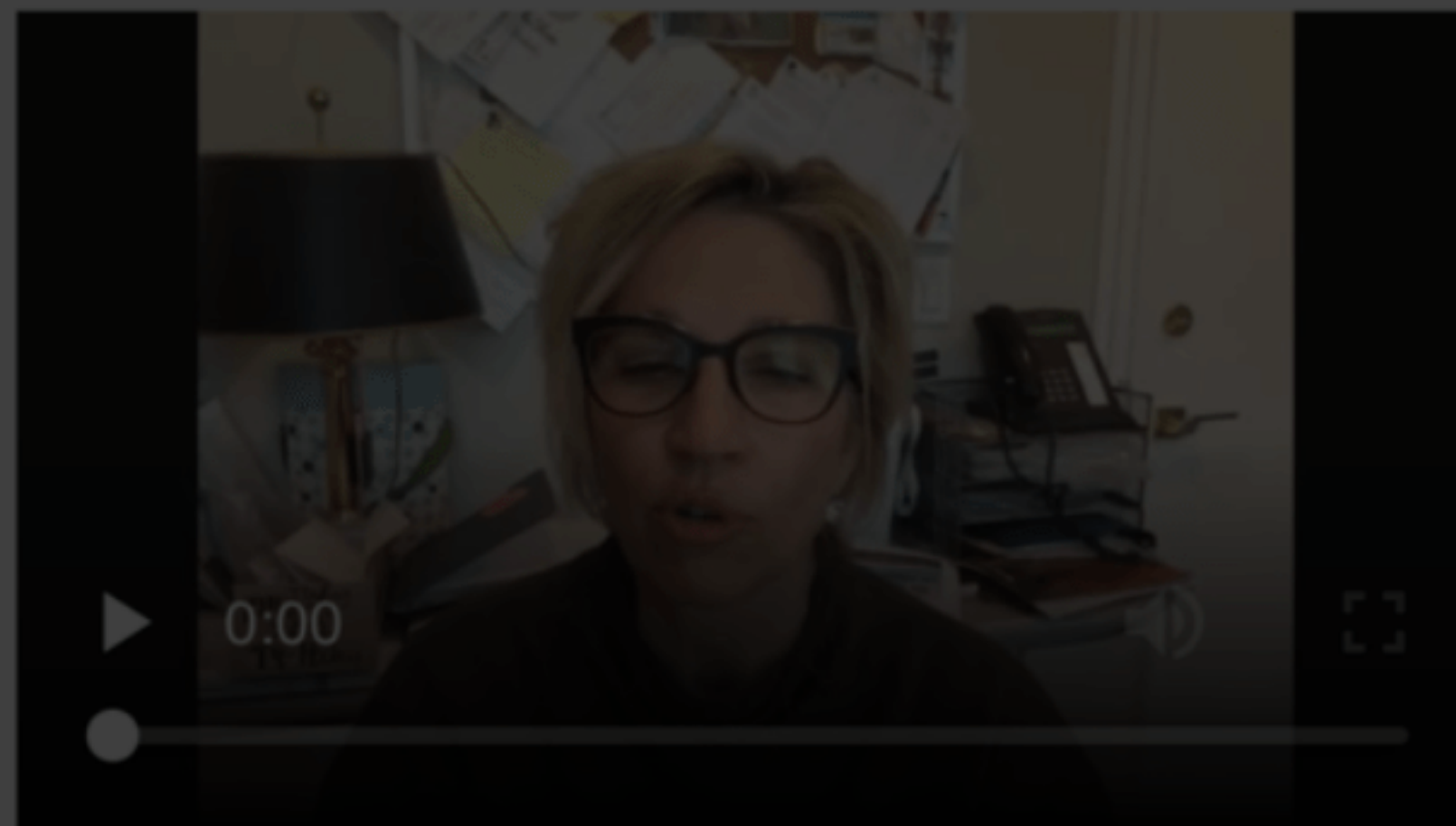


Search

Easily populates brand's YouTube playlist

Hello search.

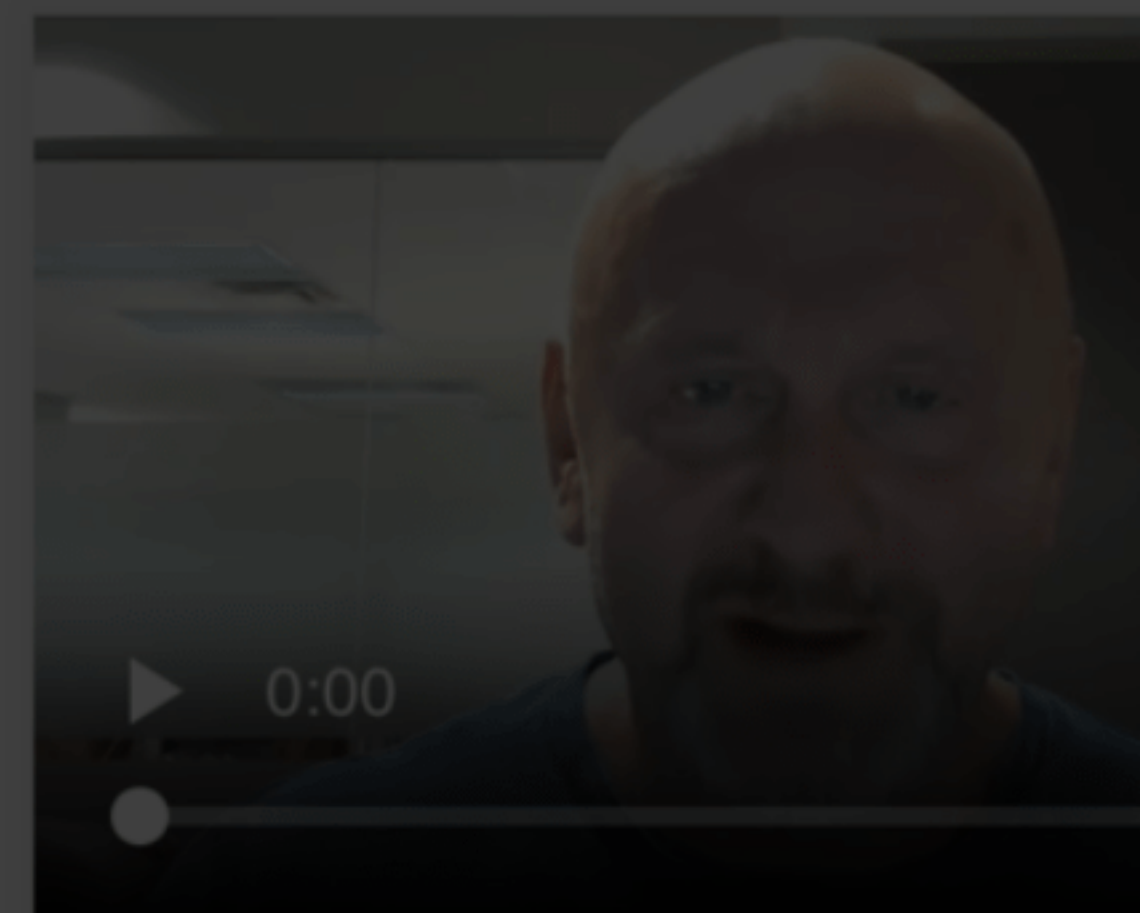
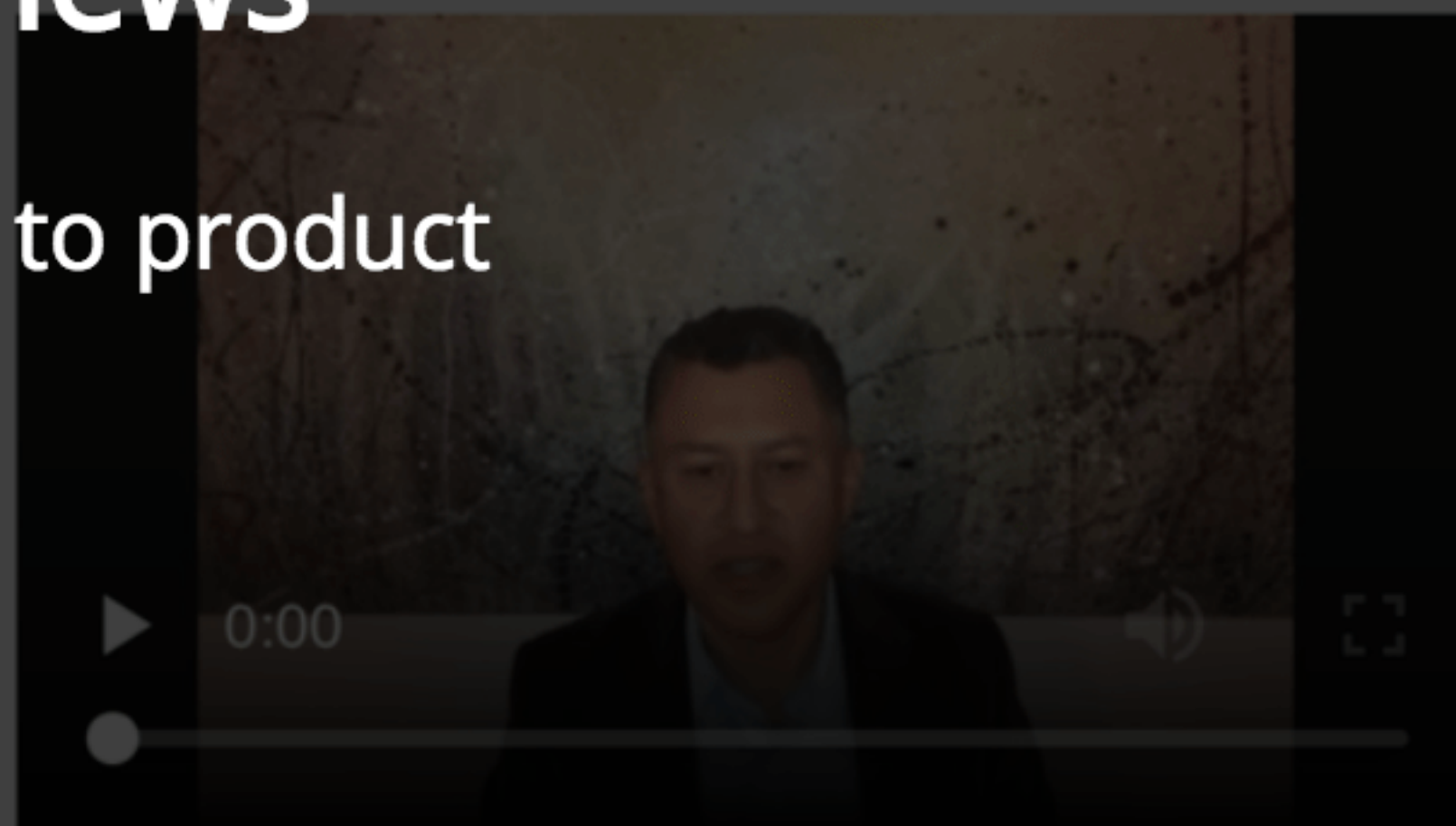
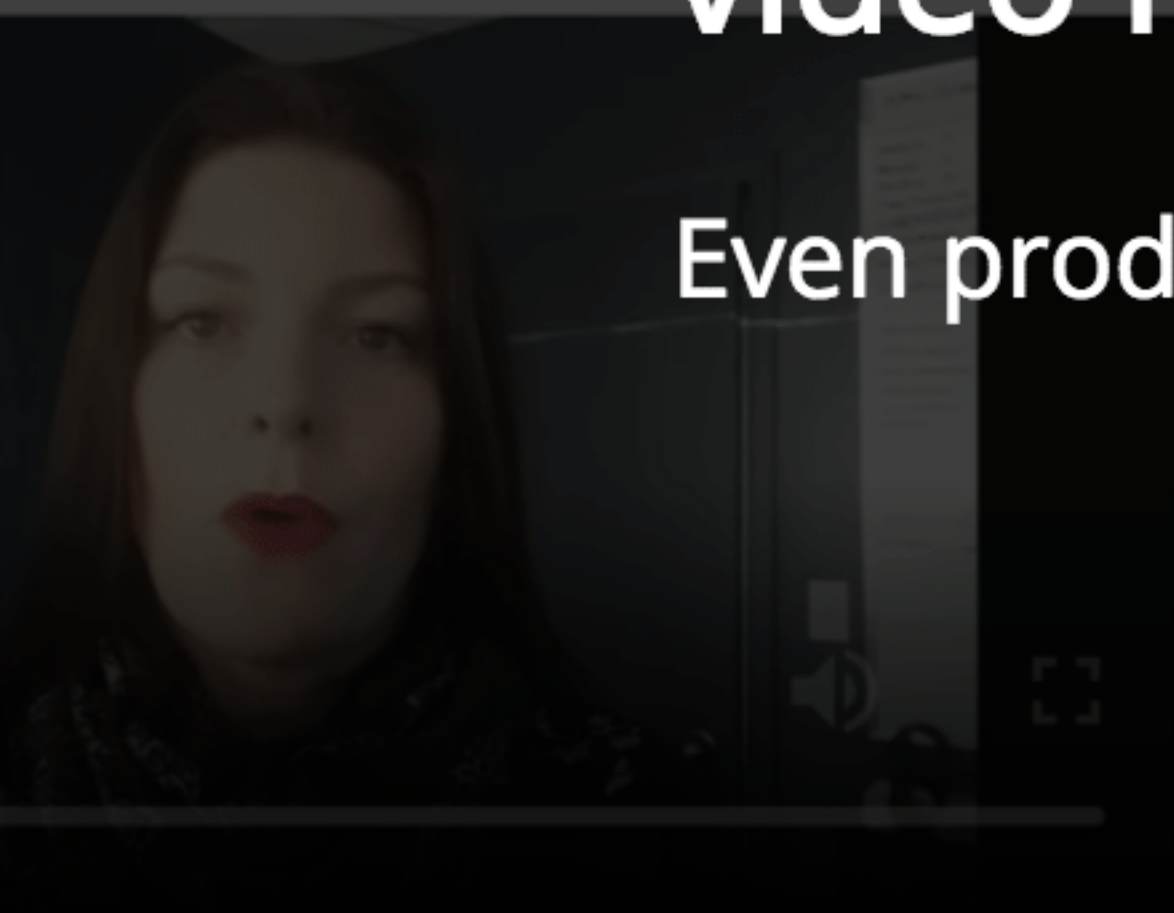
Trending



Oct 20, 2018

Easily populate your site with star rated video reviews

Even product to product



Oct 12, 2018



Oct 8, 2018



A photograph of two young women in a forest, dressed in winter clothing. One woman, wearing a blue beanie and a red jacket, is looking directly at the camera with a surprised expression. The other woman, wearing a white puffer vest over a black long-sleeved shirt, is leaning in and whispering into her ear. The background is filled with dark, out-of-focus evergreen trees. A semi-transparent dark overlay covers the entire image, and a solid red rectangle is positioned to the left of the text.

Yet the most exciting part is...



Influencer technology that's more "influential" than anything you've ever seen

Friend-to-friend influencing with 4&5 star video reviews, with a tracked call to action feature ie "*buy now*"



StoryTap's video
technology is borderline
magic!

Jonathan Anderson,
Enterprise Client
CanadianTire

A group of four business professionals in an office setting. A man in a blue suit and tie is shaking hands with a woman in a white blouse. In the background, a man in a grey suit and a woman in a light blue blazer are watching. The image is dimmed to serve as a background for text.

Star rated video reviews are defining which
brands win the online sales battle.

Next Steps?
Let's book a video call so you can see a demo.
bernadette@storytap.com

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