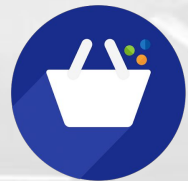# MAKING YOUR PRODUCT SHOPPABLE *EVERYWHERE!*
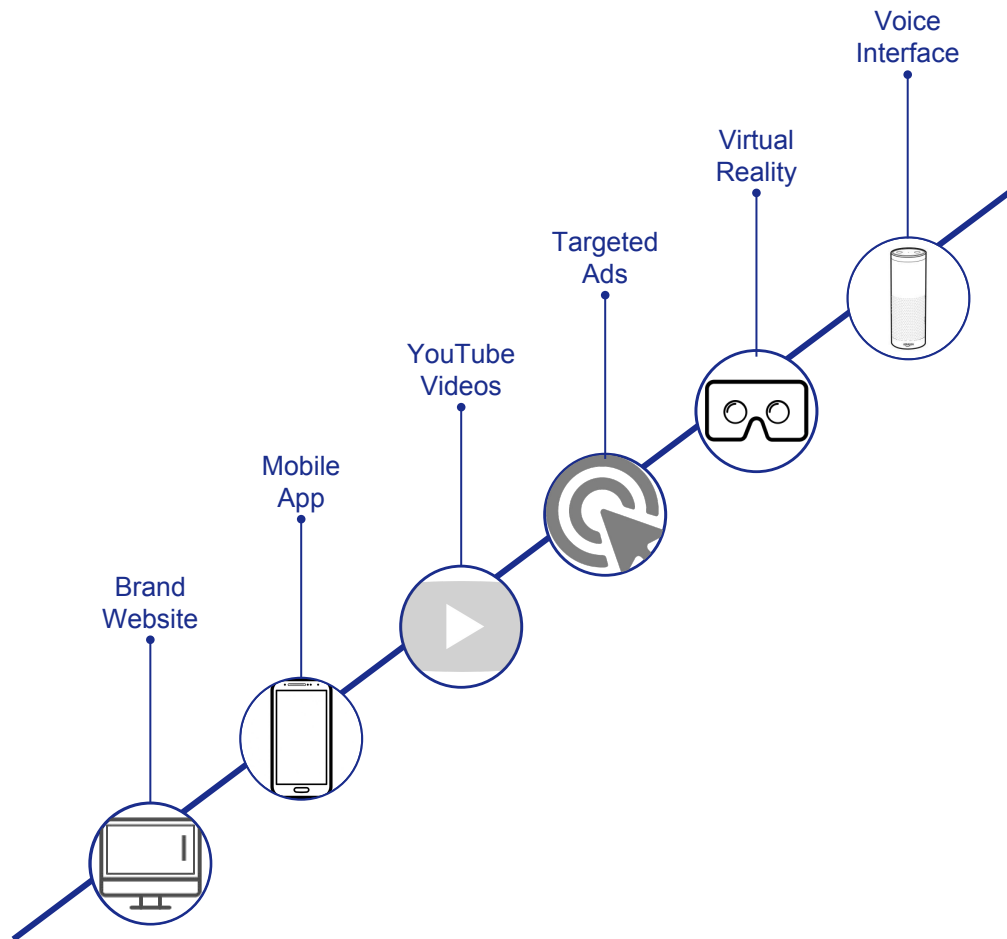
ADD to **BASKET**

ADD to BASKET

Current status

Brands create digital assets and use different channels to build brand awareness and engagement with shoppers.

However they don't facilitate the path to purchase within those assets and content, and therefore miss opportunities to convert directly on those channels.

Voice Interface

Virtual Reality

Targeted Ads

YouTube Videos

Mobile App

Brand Website

Shop everywhere

Add to Basket allows brands to make their products shoppable on any piece of digital content.

Add to Basket can easily be integrated as a button on a marketing website, as a smart link in a piece of content, or through a button on a Youtube video.

On your brand website

In your ad campaigns

Through mobile apps

Embedded in Videos

Performance

Add to Basket delivers **3x** better engagement than other digital marketing.

Conversion rates are **46x** higher when a shopper has used shopper tools to connect to a retailer account.

Once added to a shopper's favourite list, a product stays there for an average of **one year** which increases reordering.
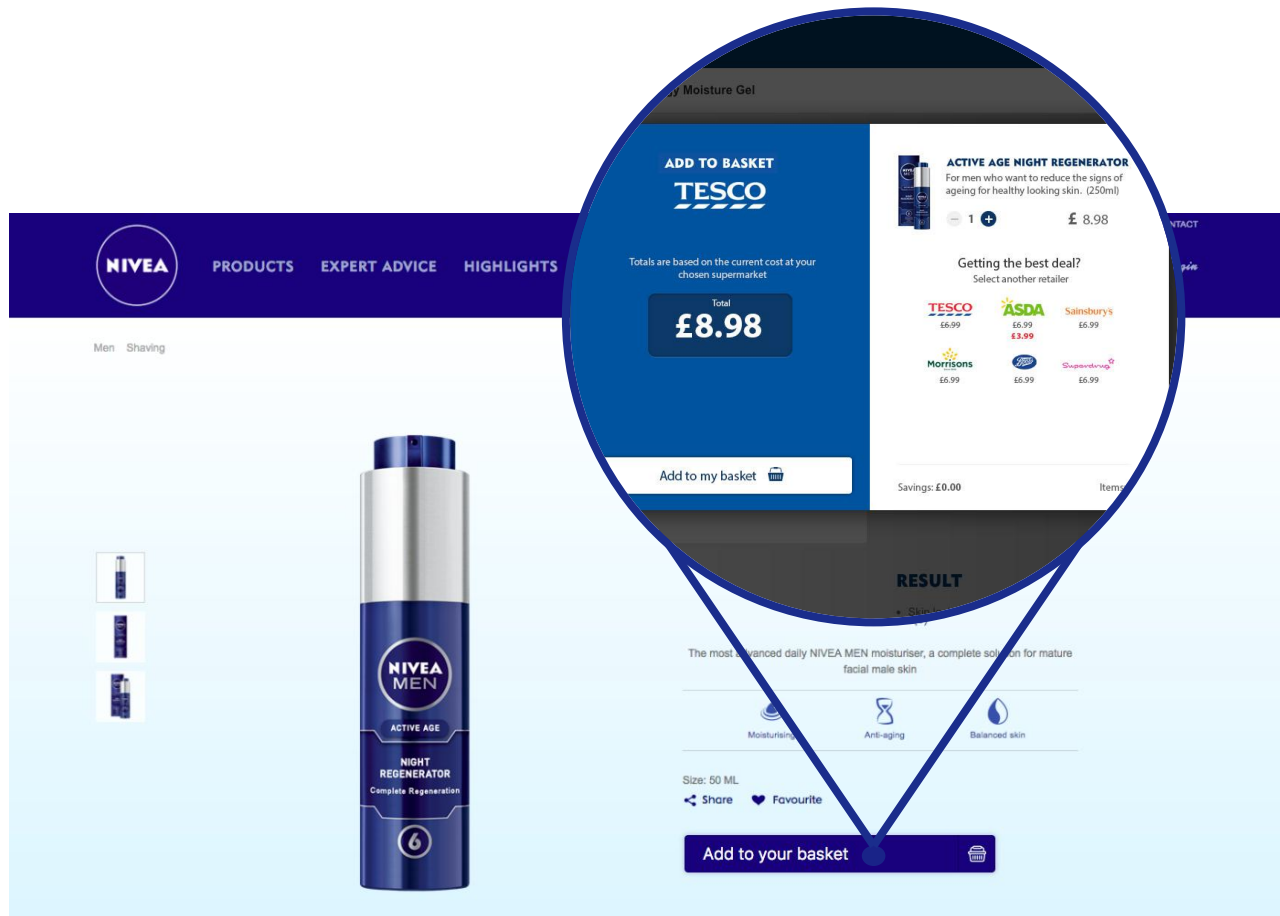
SEAMLESS EXPERIENCE
MORE ENGAGEMENT
INCREASED CONVERSION
BUILT-IN LOYALTY

Shoppable products

Add to Basket shortens the path to purchase, whereas embedded on a marketing website or mobile app.

This button will therefore seamlessly leverage the longstanding warm relationships between shoppers and retailers, and gain insights for retargeting campaigns at the same time.

Shoppable ads

Using Add to Basket's widget, your adverts will now display live price comparisons, and target specific users with promotions.

This will improve the impact of the adverts, and increase the level of engagement, all leading to instant and future purchases.
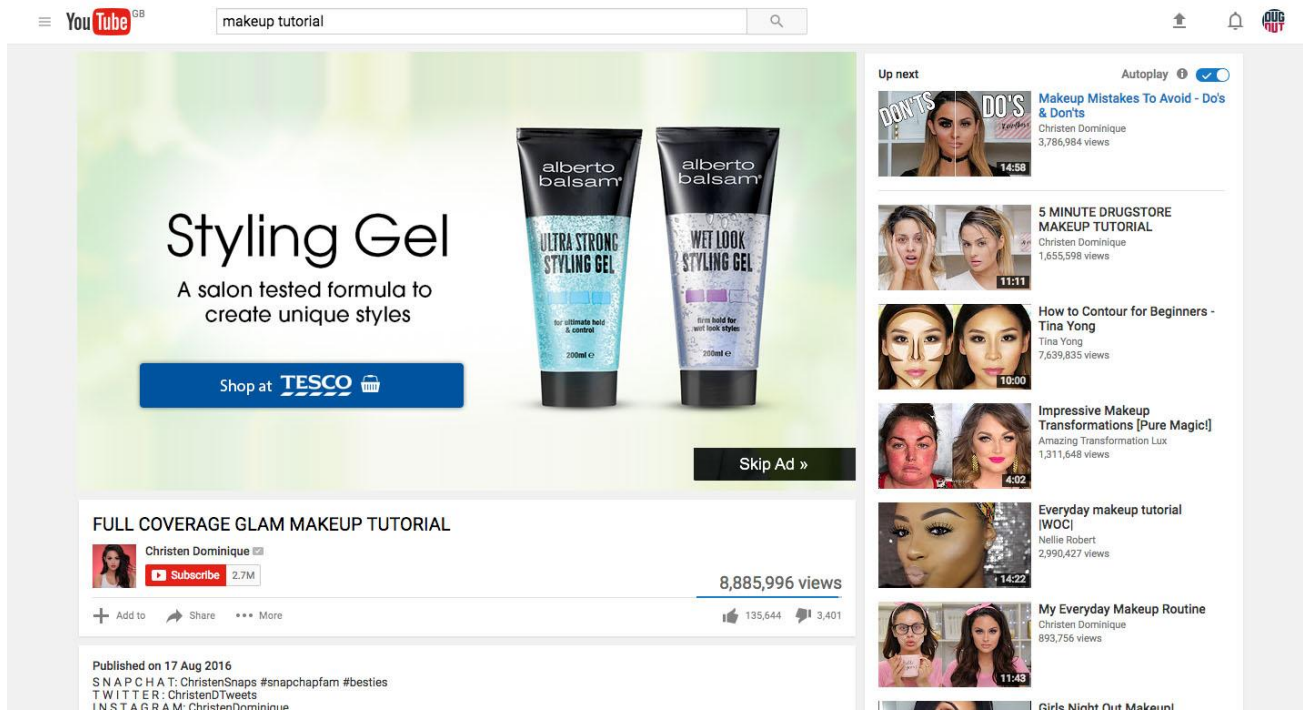
Shoppable content

Add to Basket turns your content into a shopping experience.

A retailer will be able to easily insert shoppable links into text content, via their chosen CMS.

Add to Basket can also be integrated in your video content.

For the shopper

- Seamless experience
- Buy from favourite retailer
- Compare live prices
- Shop now or later

For the brand

- Increase engagement
- Customise to match brand guidelines
- Build loyalty
- Gather data and retarget shoppers

For the agency

- Improve impact of display ads
- Increase conversion rates
- Gather data and retarget shoppers
- Provide innovative tool for brands