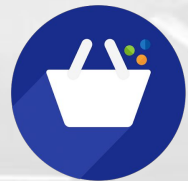


MAKING YOUR PRODUCT  
SHOPPABLE *EVERYWHERE!*

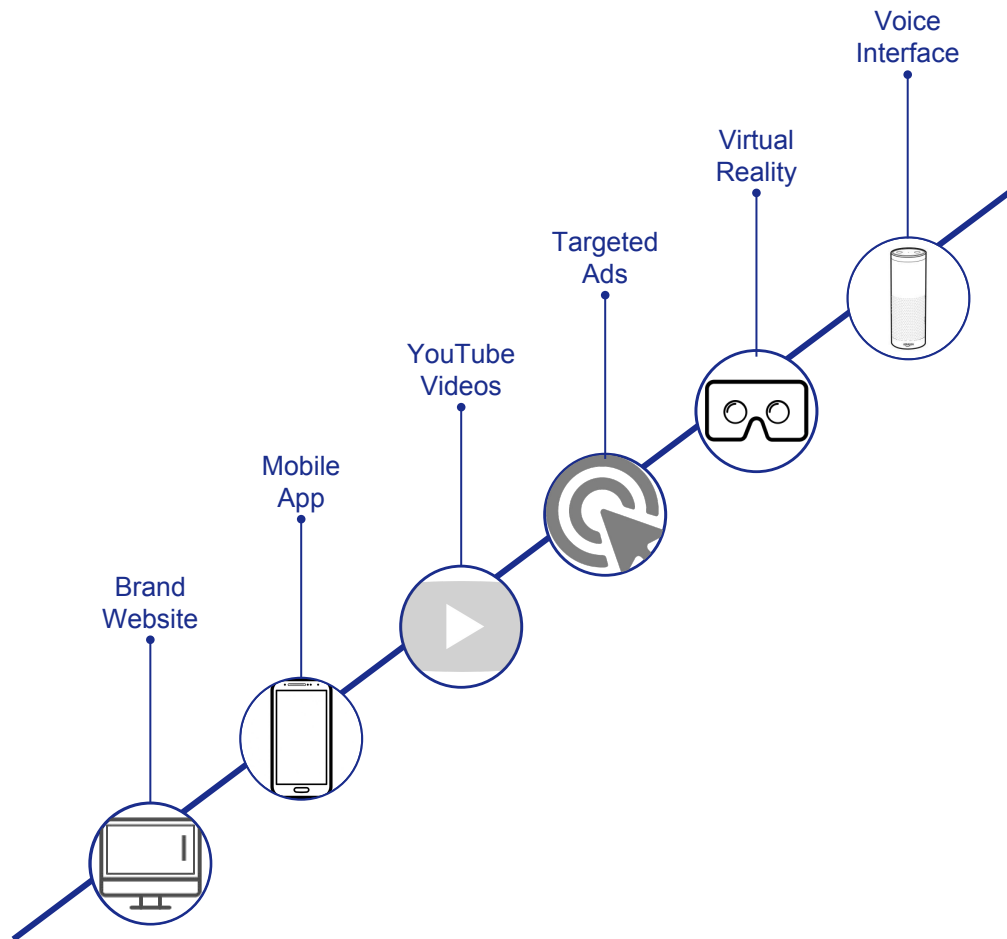


**ADD** to **BASKET**

## 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.



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## 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.



## 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.

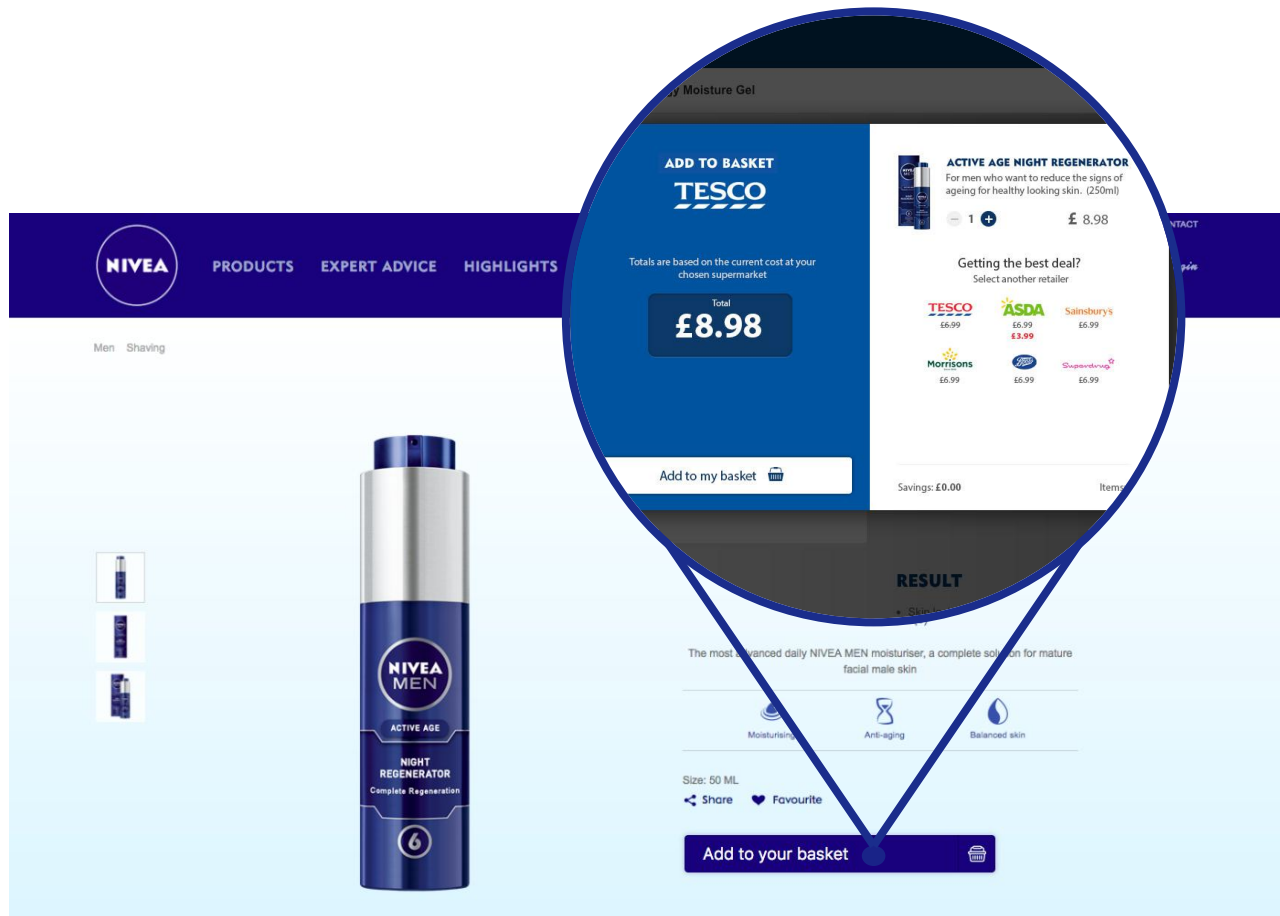


**SEAMLESS EXPERIENCE**  
**MORE ENGAGEMENT**  
**INCREASED CONVERSION**  
**BUILT-IN LOYALTY**

## 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.



The image shows a product page for Nivea Men Active Age Night Regenerator. The page features a dark blue header with the Nivea logo and navigation links: PRODUCTS, EXPERT ADVICE, and HIGHLIGHTS. Below the header, the product name 'Men Shaving' is visible. The main product image is a large blue and silver bottle of the regenerator. To the left of the main image are three smaller thumbnail images of the product. A large, circular overlay on the right side of the page shows a detailed view of the 'Add to Basket' button. This overlay contains the following information:

- ADD TO BASKET** (button text)
- TESCO** (retailer logo)
- Totals are based on the current cost at your chosen supermarket
- Total **£8.98**
- Quantity: **1** (with minus and plus icons)
- Price: **£ 8.98**
- Product name: **ACTIVE AGE NIGHT REGENERATOR**
- Description: For men who want to reduce the signs of ageing for healthy looking skin. (250ml)
- Getting the best deal? Select another retailer
- Comparison table of prices from other retailers:

Retailer	Price
TESCO	£6.99
ASDA	£6.99
Sainsbury's	£6.99
Morrisons	£6.99
ASDA	£3.99
ASDA	£6.99
ASDA	£6.99

Below the comparison table, it shows 'Savings: £0.00' and 'Items: 1'. At the bottom of the overlay is an 'Add to my basket' button with a shopping basket icon. Below the overlay, the product description reads: 'The most advanced daily NIVEA MEN moisturiser, a complete solution for mature facial male skin'. It lists benefits: Moisturising, Anti-aging, and Balanced skin. The size is 50 ML. There are 'Share' and 'Favourite' icons. At the bottom of the page is an 'Add to your basket' button with a shopping basket icon.

## 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.



By Erica Gonzales Mar 14, 2017

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During Fashion Month—the time period encompassing New York, London, Milan and Paris Fashion Week—you probably noticed an influx of runway shots, behind-the-scenes photos, model selfies, designer snaps and street style pictures in your feed. The accounts posting or liking that content were among the 64 million people who engaged with posts from NYFW, LFW, MFW and PFW from February 9 to March 7. The result was 387 million likes, comments, posts and stories in total, according to Instagram. Unsurprisingly, that demographic is mostly made up of millennials. Generation Y users were 1.3 times more likely to engage with fashion month content than other age groups.

Instagram helped us break down all that data to make it easier to sift through. The main takeaways? Kendall Jenner still reigns, as the model with the most liked and commented photos on the app for all of fashion month, and for each individual fashion week. (Her buddy Gigi Hadid falls behind at a close second.)

Instagram's fairly new feature, **Stories**, was also broken in during during fashion month. It was used the most in New York and Milan. There are also some runway stars on the rise, as told by the models who gained the most followers over the four fashion weeks.

Below, see the models and designers that earned the most likes and comments, the shows that were posted about the most often on stories and the models who grew their follower base the most during fashion month, courtesy of Instagram.



**SHOP NOW**

**alberto balsam**

Ultra strong styling gel  
Maximum lasting hold and maximum control to add texture and definition.

Shop at **TESCO**

### MORE FROM FASHION SHOWS



Rihanna Is Bringing Fenty Back to NYFW

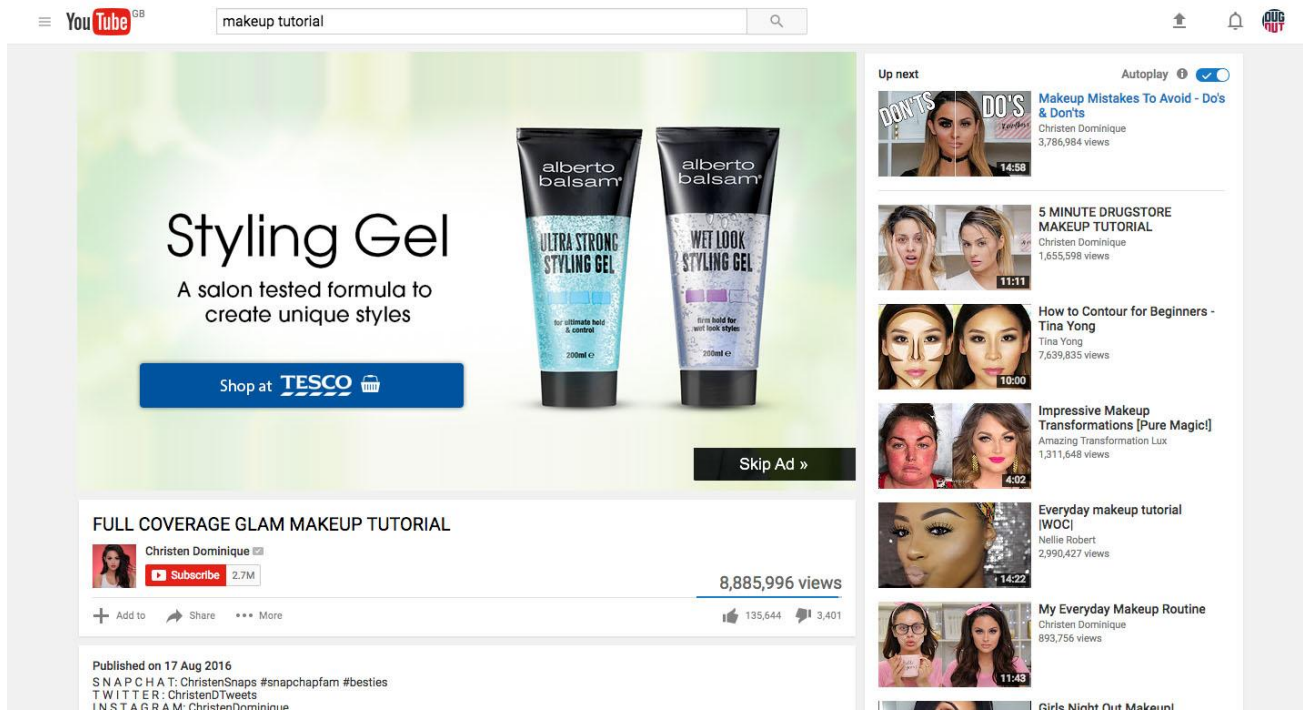


## Shoppable content

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.



YouTube GB | makeup tutorial

alberto balsam<sup>®</sup>

# Styling Gel

A salon tested formula to create unique styles



Shop at **TESCO**

Ultra Strong Styling Gel  
For ultimate hold & control  
200ml e



Wet Look Styling Gel  
Give hold for wet look styles  
200ml e

Skip Ad »


**FULL COVERAGE GLAM MAKEUP TUTORIAL**

Christen Dominique   2.7M

8,885,996 views

+ Add to → Share ... More  135,644  3,401

Published on 17 Aug 2016  
SNAPCHAT: ChristenSnaps #snapchafam #besties  
TWITTER: ChristenDTweets  
INSTAGRAM: ChristenDominique

Up next Autoplay 

- DO'S & DON'TS**  
Makeup Mistakes To Avoid - Do's & Don'ts  
Christen Dominique  
3,786,984 views  
14:58
- 5 MINUTE DRUGSTORE MAKEUP TUTORIAL**  
Christen Dominique  
1,655,598 views  
11:11
- How to Contour for Beginners - Tina Yong**  
Tina Yong  
7,639,835 views  
10:00
- Impressive Makeup Transformations [Pure Magic!]**  
Amazing Transformation Lux  
1,311,648 views  
4:02
- Everyday makeup tutorial [WOC]**  
Nellie Robert  
2,990,427 views  
14:22
- My Everyday Makeup Routine**  
Christen Dominique  
893,756 views  
11:43

Girlie Night Out Makeup!

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## For the shopper

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

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## For the brand

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

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## For the agency

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