SMARTZER.

SHOPPABLE CONTENT PLATFORM.

CREATE. DISTRIBUTE. MEASURE.

MAKE ANYTHING IN A VIDEO CLICKABLE.

SMARTZER.

DISTRIBUTION.

ON-SITE

Embed on the website
via iFrame

SOCIAL

Link to Stories/Ads across
Facebook, Instagram, Snapchat.

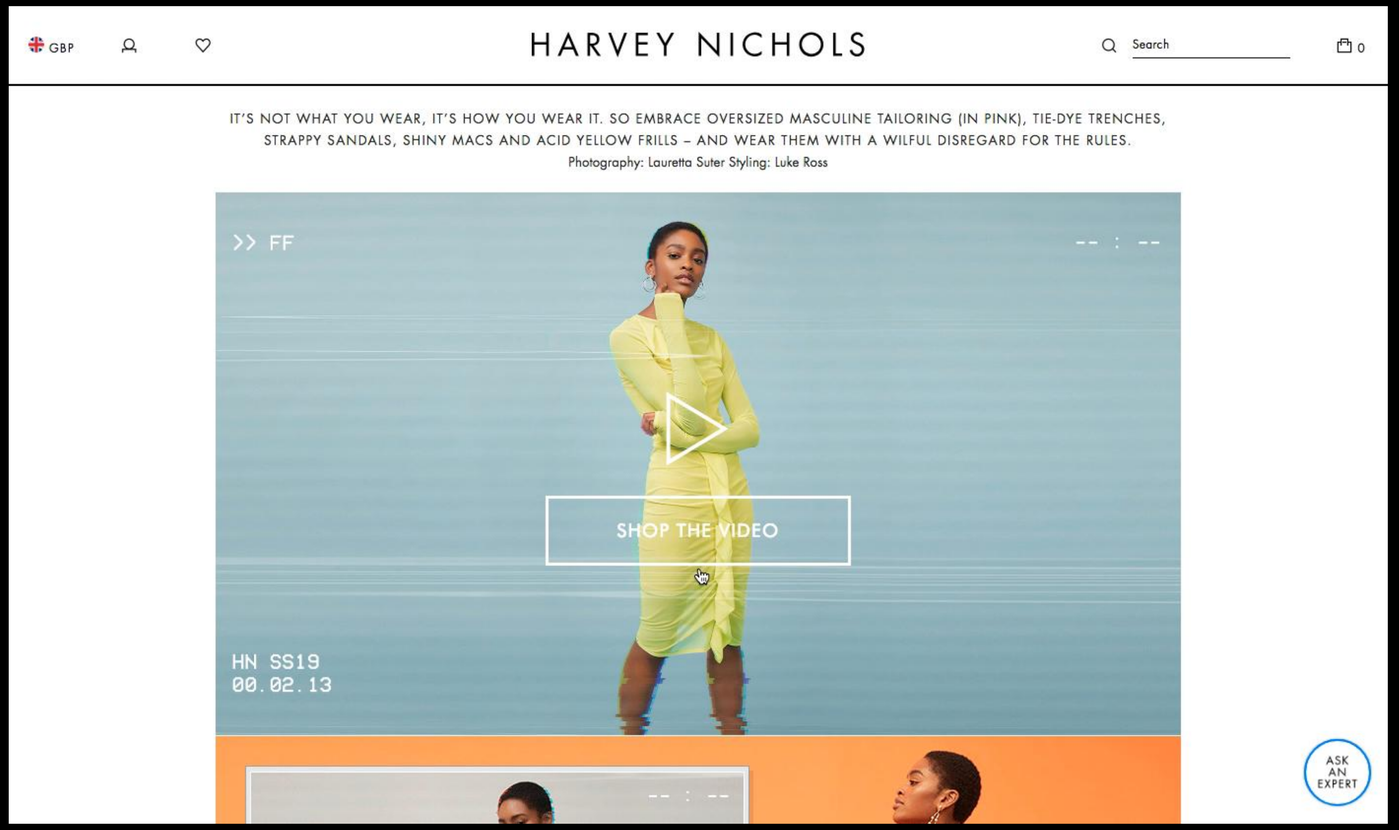
ONLINE ADS

Distribute as an iFrame/VPAID
tag through ad networks

IN-STORE

Display on touch
screens in stores

HARVEY NICHOLS



SMARTZER.

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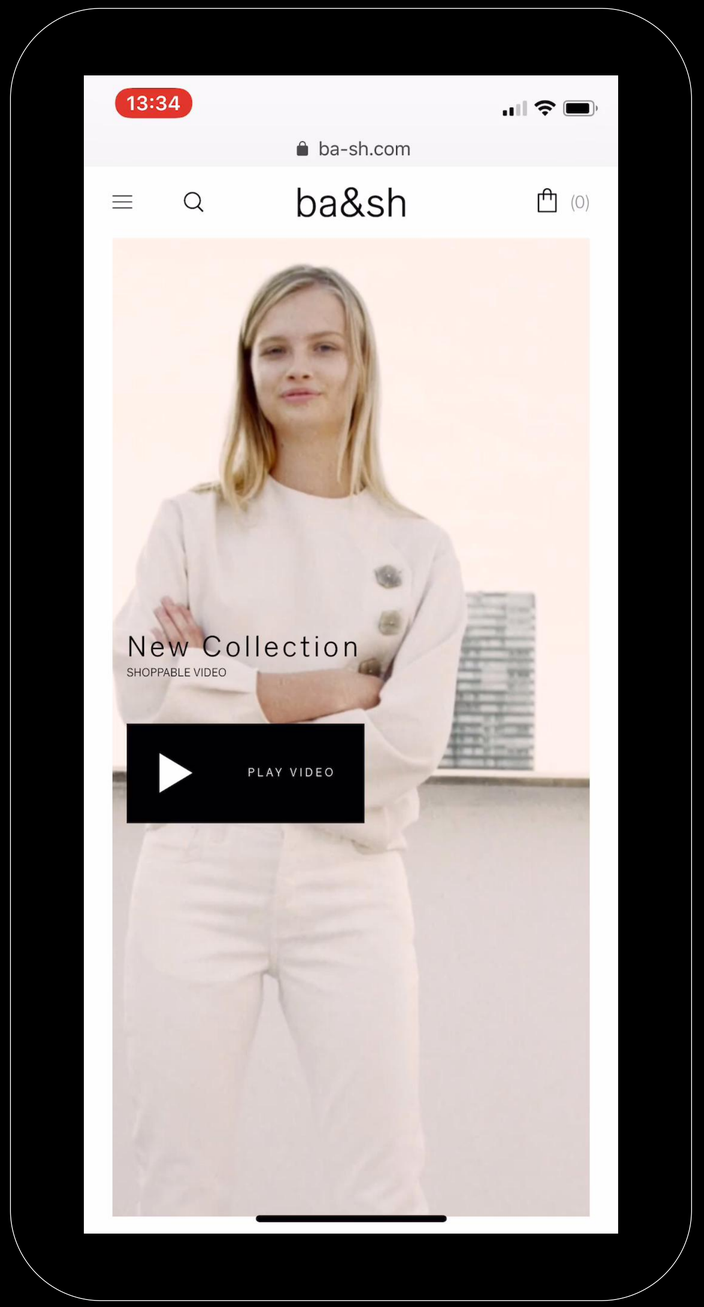


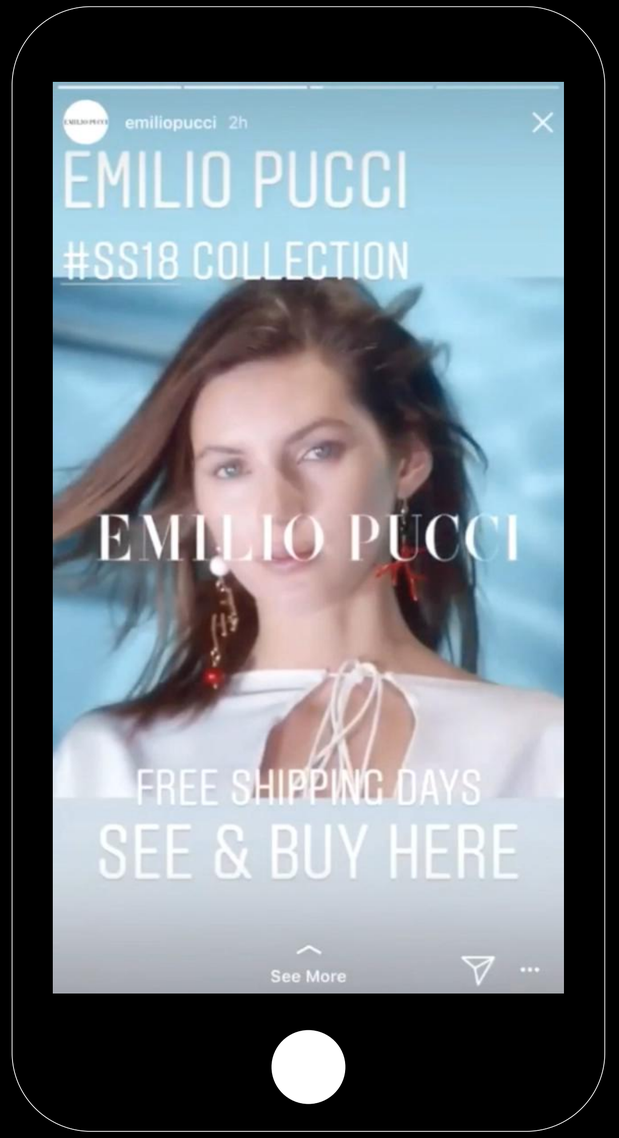
SMARTZER.

SHOPPABLE STORIES.

Use the ‘Swipe Up’ function to link the user to the fully shoppable video.

52.3%
Engagement rate

7.9%
CTR rate



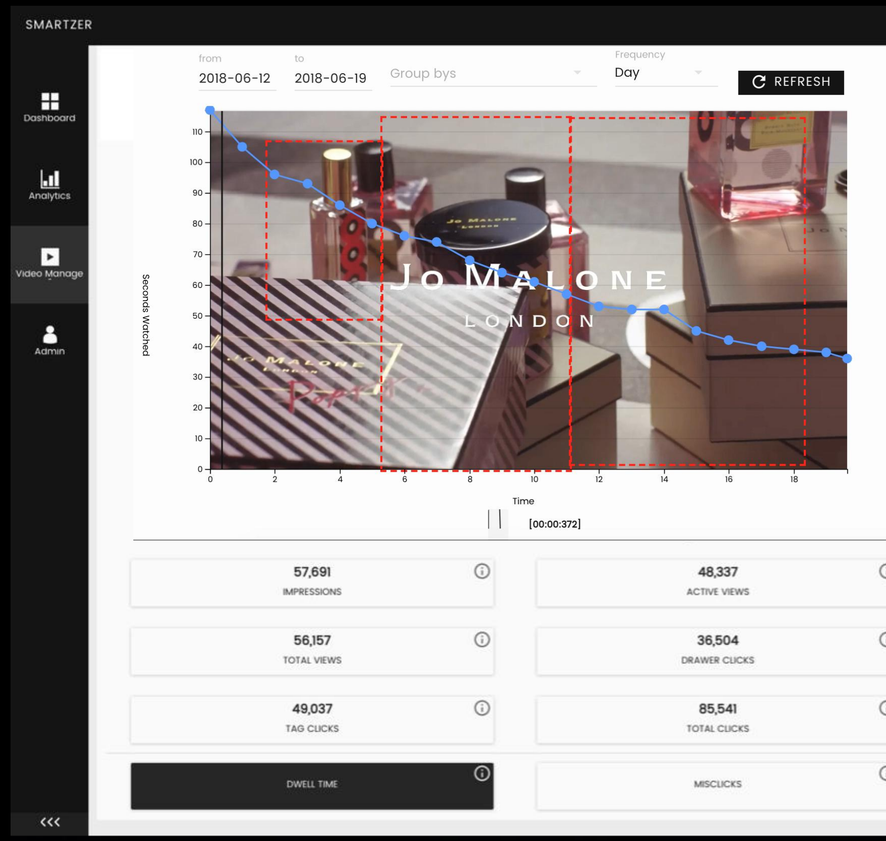
SMARTZER.

INTERACTIVE TOUCH SCREEN EXPERIENCE.

Use touch screens to bring the interactive video experience into stores or popup events.

ANALYTICS DASHBOARD.

Video KPI based & behavioural data across distribution platforms, devices and markets.



SMARTZER.

AVERAGE RESULTS.

20X

Engagement rate

Compared to traditional video ad formats.

10x

Click through rate

Compared to traditional video ad formats.

WHY SMARTZER.

ANY VIDEO

The technology allows for any video to become shoppable within minutes.

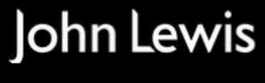
CROSS PLATFORM

The interactive overlay is automatically optimised for all distribution platforms and devices.

GLOBAL CAMPAIGNS

Create global campaigns with market specific reporting.

BRANDS WE HAVE WORKED WITH.



SMARTZER.

GET IN TOUCH.

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www.smartzer.com