FACECAKE

MARKETING TECHNOLOGIES

STEP INSIDE THE FUTURE OF SHOPPING

WATCH FACECAKE VIDEO

FIND IT

FaceCake's augmented retail platform presents consumers with interactive access to relevant information in an easy-to-use format to **quickly find what they're looking for**

TRY IT

FaceCake's platform for apparel, cosmetics, jewelry, accessories and more enables shoppers to **Try-On products, compare looks, get style advice** and ultimately make informed choices, all in real time
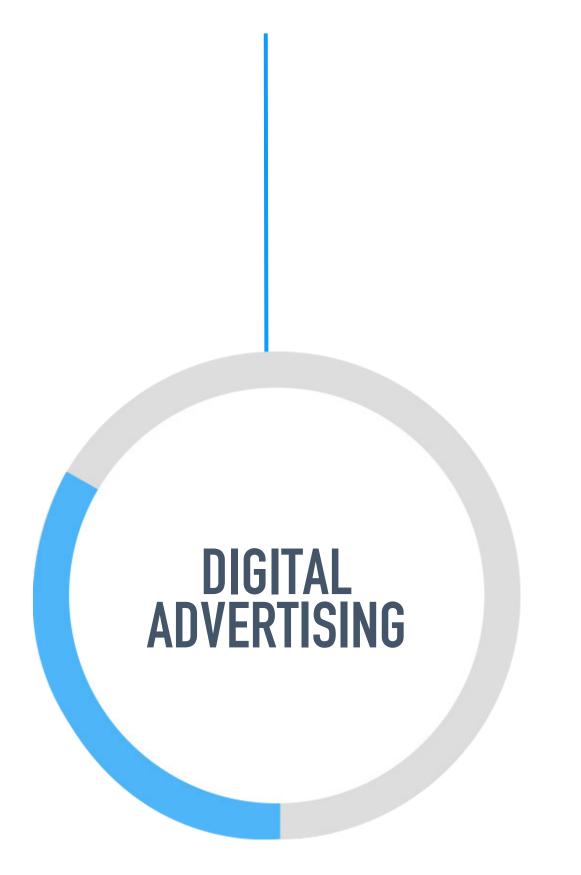
SHARE IT

With FaceCake's shopping platform's integrated social sharing component, **taking selfies, sharing looks and getting input from friends** is a snap

BUY IT

FaceCake's augmented retail shopping platform provides frictionless product interaction and **built-in links that make it easy to purchase** favorites

SOLVING KEY CHALLENGES IN RETAIL

DIGITAL COMMERCE

DIGITAL ADVERTISING

- Inability to "try before buy"
- Difficult to find desired products
- Limited personalized recommendations
- High return rates

IN-STORE COMMERCE

- Lacks engagement and interactivity
- Poor targeting/personalization
- Undifferentiated ads overlooked by viewers
- Low sales conversions

- Declining foot traffic
- Inconvenience of dressing rooms
- Physical distances between departments
- User data not connected to online activity

FACECAKE PLATFORM

AUGMENTED REALITY
VISUAL DEMONSTRATION

- Virtual Try-on for products on your own photo or live video feed

- Shopping categories: apparel, accessories, beauty, jewelry, eyewear, home décor, and more

- Omni-Channel/O2O: online, mobile, social media, in-store, and digital advertising

ARTIFICIAL INTELLIGENCE
DATA AND ANALYTICS

- Delivers unique user data and behavioral insights

- Produces predictive and prescriptive analytics

- Creates more comprehensive product metadata

MIRROR IMAGE MARKETING
RECOMMENDATIONS

- Personalized recommendations applied to user's own photo or live video feed

- Relevant products marketed to users while they shop or via email, social media, and more

- Patent-protected process

FACECAKE'S PROVEN RESULTS

INCREASES SHOPPER ENGAGEMENT, CONVERSIONS, AND BASKET SIZES

3x GREATER ONLINE CONVERSION RATES

30% INCREASE IN ONLINE BASKET SIZE

5 ADDITIONAL MINUTES OF ONLINE ENGAGEMENT

7x GREATER NATIVE AD CLICK THROUGH RATE

5x GREATER MOBILE CONVERSION RATES

10x GREATER RICH MEDIA DISPLAY AD ENGAGEMENT TIME

27 AVERAGE AR PRODUCT TRY-ONS PER SESSION IN-STORE AND ONLINE

4x GREATER IN APP VISUAL SEARCH QUERIES

30% AVERAGE IN-STORE SOCIAL SHARE RATES

800% INCREASE IN WEBSITE RETENTION
US AVERAGE BOUNCE RATE: 50-60%

SWIVEL
A full body virtual dressing room with a personal style advisor for all product categories.

SWIVEL CLOSE-UP
An intimate virtual environment for cosmetics, jewelry, accessories, and eyewear.

SWIVEL SMART DIGITAL SIGNAGE
Instantly engaging, interactive virtual Try-On for out-of-home advertising.

Select Partners

bloomingdale's

Disney

MACERICH®

VISA

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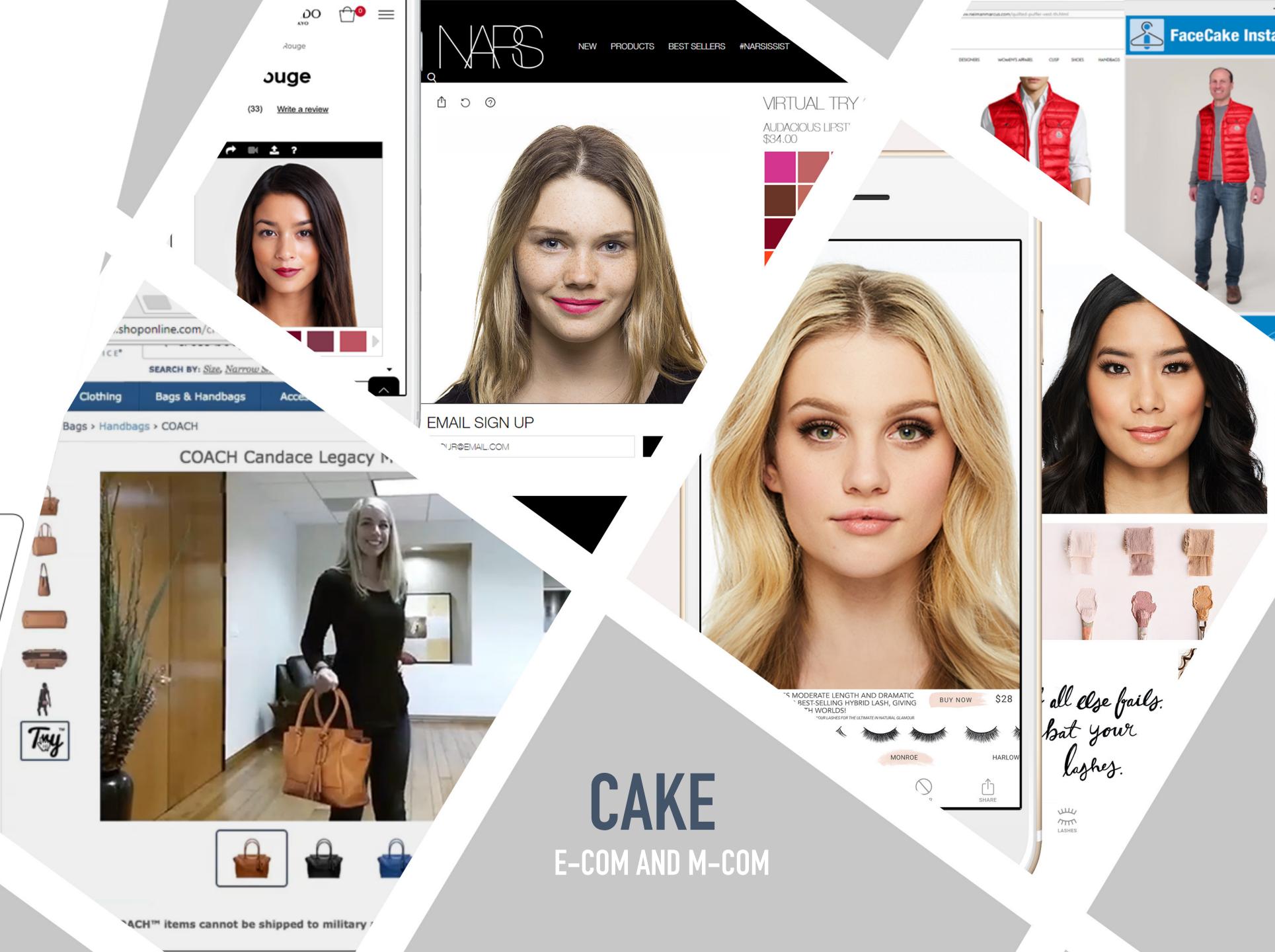
SWIVEL
IN-STORE AUGMENTED
RETAIL SHOPPING PLATFORM

CAKE

Online and mobile visual commerce platform provides product visualization on user images, style advice, personalized sizing recommendations, and custom re-targeting on brand and retailer e-commerce sites (web or app), bringing all of the benefits of a brick and mortar dressing room and sales associates to online shoppers.

Select Partners

BATTINGTON

SHISEIDO

cargo
COSMETICS

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NARS

NEW   PRODUCTS   BEST SELLERS   #NARSISSIST

VIRTUAL TRY
AUDACIOUS LIPST'
$34.00

EMAIL SIGN UP

UR@EMAIL.COM

FaceCake Insta

COACH Candace Legacy M

Bags > Handbags > COACH

SEARCH BY: Size, Narrow S

Clothing   Bags & Handbags   Acces

COACH™ items cannot be shipped to military

S MODERATE LENGTH AND DRAMATIC
BEST-SELLING HYBRID LASH, GIVING
TH WORLDS!

BUY NOW $28

MONROE   HARLOW

LASHES

all else fails.
bat your
lashes.

CAKE
E-COM AND M-COM

MIRRORMEDIA ADS
Rich media ad units engage passive shoppers instantly with interactive in-banner Try-On experiences through publisher networks for direct to consumer brands.

MIRROR IMAGE MARKETING
Highly-targeted recommendations on the user's own photo or live video feed, generated uniquely based on deep evolving knowledge of each user's preferences and attributes, delivered responsively across all media providing unprecedented levels of personalization.
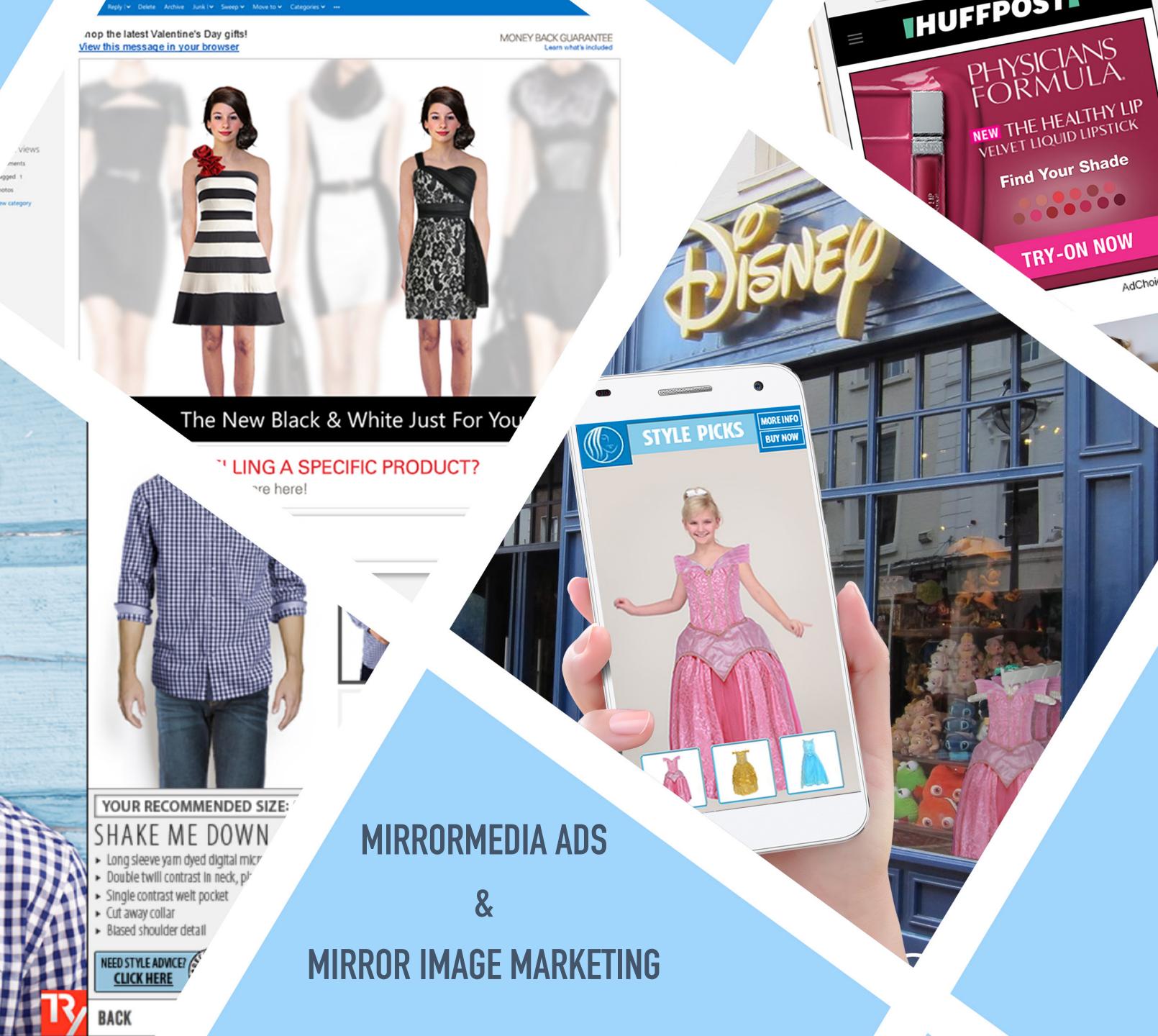
Select Partners

wet n wild
los angeles

PHYSICIANS FORMULA.

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MIRRORMEDIA ADS

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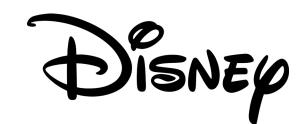
MIRROR IMAGE MARKETING

HOME DÉCOR

Immersive and instantly engaging method for visualizing actual products via AR in any environment. Using proprietary photo realistic fabric and texture processes combined with light reflections and diffusions from virtual environments, objects are placed into scenes at actual dimensions for an unparalleled realistic experience. Includes the ability to physically move and zoom in on objects for further and other material options. Available for mobile, online, and in-store.

Select Partners

TARGET

Disney

BLINDS.COM

LOWE'S

HOME DÉCOR
DISCOVERY AND VISUALIZATION

VISUAL SEARCH

FaceCake's AI and Visual Search platform turns real life colors into purchasable products. FaceCake's award-winning Scout mobile apps find makeup products at multiple price points that match any color or look anywhere or via product promotion once in proximity of a brand storefront or makeup counter. Delivers unique, instant interactivity designed for all environments from in-store to at-home to on-the-go.
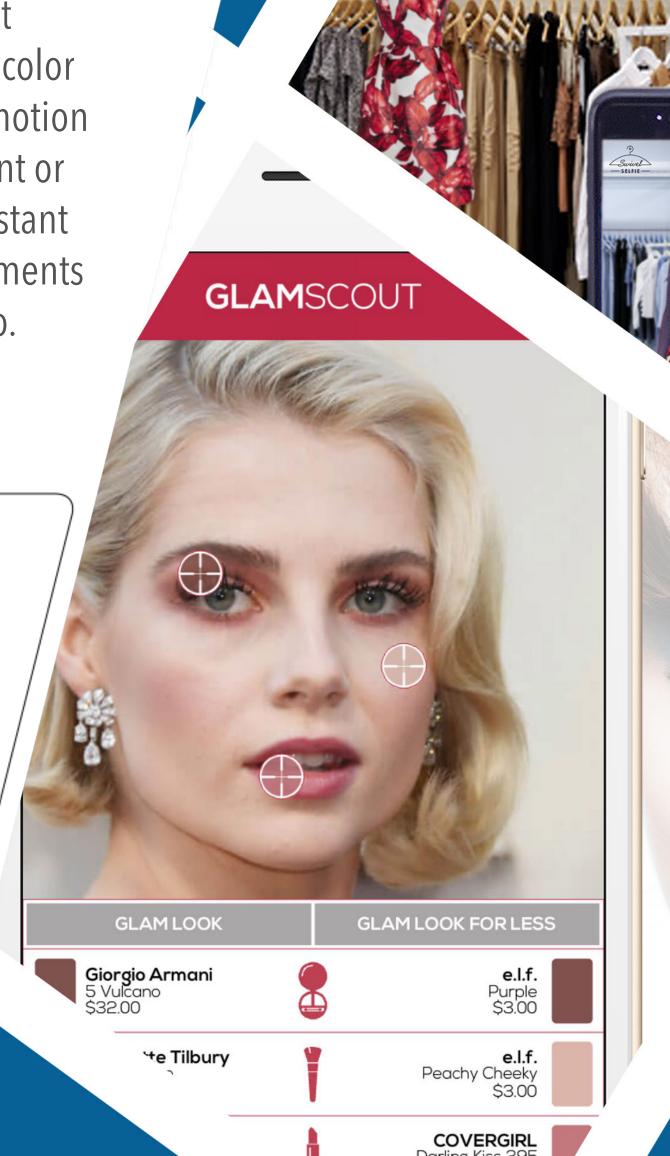
Select Partners

CharlotteTilbury

bloomingdale's

e.l.f.
eyes lips face

tarte

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GLAMSCOUT

GLAM LOOK	GLAM LOOK FOR LESS
Giorgio Armani
5 Vulcano
$32.00	e.l.f.
Purple
$3.00
...te Tilbury	e.l.f.
Peachy Cheeky
$3.00
COVERGIRL
Darling Kiss 395	

shadeScout

Bite Beauty

Yves Saint Laur...

Try-On

Obses...
Lip T...
Ma...

Scout   Favor...

China Glaze

Julep

Zoya

Zoya

Ciaté London

essie

Julep
...nah - Blue Topaz for December

VISUAL SEARCH
SOCIAL SHOPPING

THE NEW FACE OF RECOMMENDATIONS

UNPARALLELED UNDERSTANDING OF USERS

FACECAKE INTELLIGENT ADVISOR

- Smart attribute instant recognition on user

- Highly personalized recommendations delivered in session

- Recommendation logic adapts to user profile and/or brand guidelines or market trends

- Leverages proprietary AI using Natural Language Processing

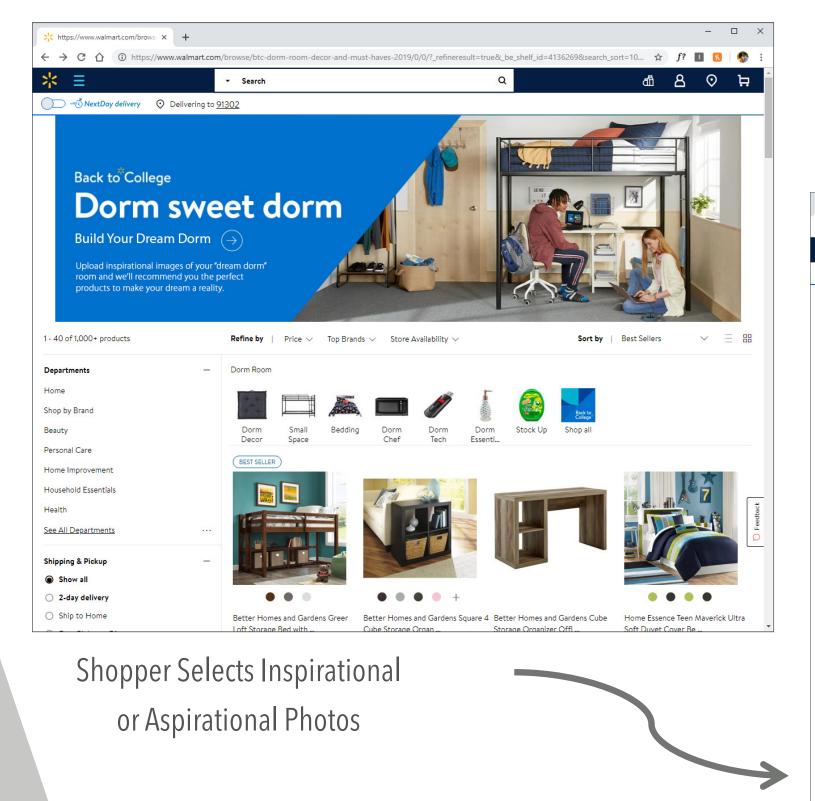- Contextual based approach that interacts seamlessly with user
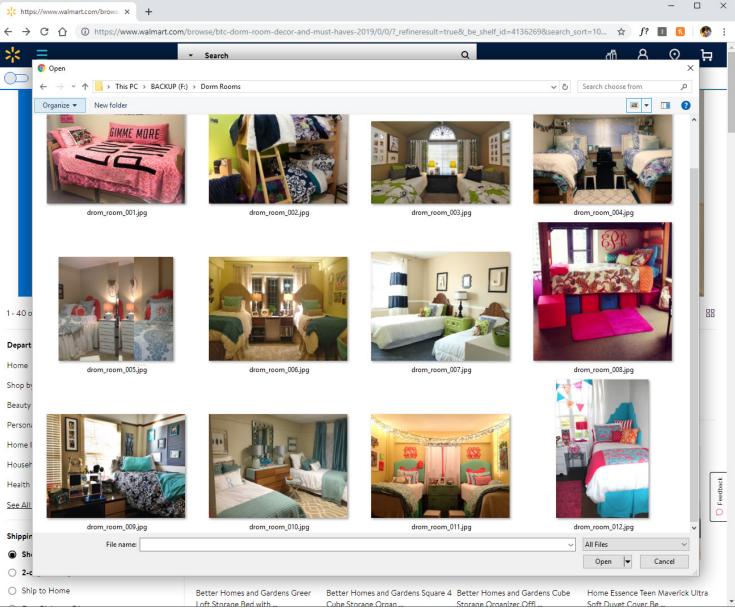
TRADITIONAL CHATBOTS

- User is anonymous

- Users must answer questions

- Recommendations are pre-selected and unpersonalized

- Logic is pre-generated and does not adapt to individual user data

- Conversational chatbot

- Requires textual methods for user interaction

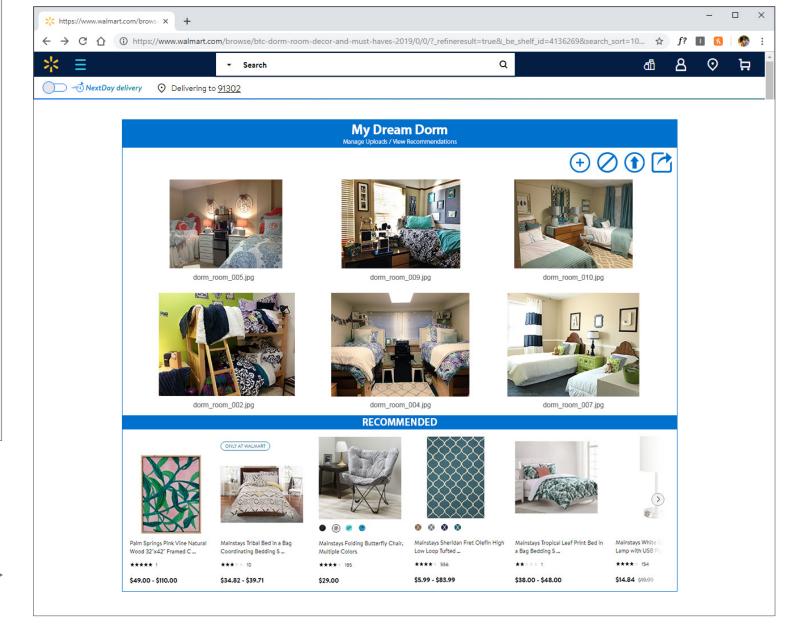*Confidential*

AI RECOMMENDATION ENGINE

INSPIRATION DRIVEN ALGORITHMS MATCH PRODUCTS TO USER STYLE PERSONALITY

Shopper Creates and Adds to a Visual Library of Design Ideas

Like Pinterest with a Purpose,
Recommendations Are Made to Create a Dream Room

Shopper Selects Inspirational
or Aspirational Photos

FORTUNE 500 EXPERIENCE

SELECTED PARTNERS

Microsoft®   **VISA**   *Disney*

MATTEL   P E R R Y   E L L I S®   *hp*

PHYSICIANS FORMULA   SWAROVSKI   ADVANTECH

TimeWarner   ⊙ TARGET   CapitaLand

JD.COM   STELLA RISING   TLC   NARS

SELFRIDGES&Cº   NFL   MACERICH®

(intel)   bloomingdale's   SHISEIDO

MARKET RECOGNITION

" Witness this incredible interactive magic for yourselves."
   - Disney

" FaceCake's virtual try on experience has helped enhance Narscosmetics.com's Lip & Cheek Product Pages tremendously! It has facilitated an elevated digital experience, increased customer engagement on site, and ultimately resulted in higher conversion rates."
   - NARS Cosmetics

" FaceCake's Augmented Reality for Retail platform showcases how Microsoft Azure helps our partners develop and scale computationally intensive, innovative applications and services."
   - Microsoft

" FaceCake chosen as one of the '20 Most Promising Augmented Reality Technology Solution Providers for 2018."
   - CIO Review

"...virtually try on NFL Draft and NFL team gear... for an innovative retail experience."
   - Visa

FACECAKE DIFFERENTIATORS

1 Award-winning development team with established track record of Augmented Reality and Artificial Intelligence innovation and excellence

2 AR Visual Demonstration System allows users to visualize products and services on their own images on any device and across several categories

3 Omni-channel/O2O platform (online, mobile, social media, in-store, and digital advertising) reaches customers at all touch points

4 Proprietary recommendation engine personalizes the shopping experience increasing engagement, sales, conversions, and basket sizes while reducing returns

5 Scalable data and virtual product inventory creation generates large numbers of products in AR efficiently

6 Comprehensive data capture and analytics, including FaceBank user profiles, deliver valuable insights on customer preferences and trends to enhance ROI

7 Proprietary assets including facial and skeletal tracking technology, visual recommendation system, and product attribution engine allow for maximum customization

8 Owns exclusive broad process patent to market products to customers on their own image

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