Whichit™

SIRIUS | From Start-up Nation to Great Britain

facebook. | Winner of Facebook 2015 EMEA Startup of the Year

PITCH@PALACE | Winner of Pitch@Palace 4.0 People's Choice Award

Innovate UK | Innovate UK SMART grant

What's your favourite Summer destination?

The Bahamas

Greek Islands

Miami

Thailand

12,345 Votes

Powered by Whichit

TRAVEL IN STYLE

Travel / Food / Dropdowns / Typography / Comments

Search this site...

Masquerade in San Marino

What's your favourite Summer destination?

The Bahamas

Greek Islands

Miami

Thailand

1286 Votes

Powered by

FRONT PAGE WIDGETS

Here starts the special Front Page widget area. You can control the content of your homepage by adding whatever widgets you want - posts from particular categories, ad banners, text, etc.

Popular | Recent | Tags

Comments
3 responses

Blog Post

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365 | **facebook.** Start | Innovate UK | 10 DOWNING STREET | **UCL** | INNOVATION WAREHOUSE | SIRIUS | UK Trade & Investment | Microsoft BizSpark | Google CAMPUS

Table of Content

Whichit Interactive Commercial Content

Whichit is an Interactive Commercial Content platform that enables brands and advertisers to increase user engagement, open new revenue streams and gain actionable insights

Easy to create & embed Interactive Commercial Content on multiple channels

Delivers High Engagement

Converts Traffic to Revenue

Gain Actionable Insights

Content

Embedded on Websites

Brand Ambassador
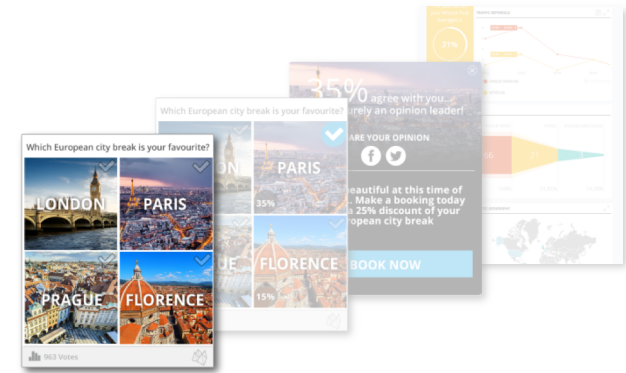
Google Network

Social Media

Instant Messaging

In-Store Placement

Marketing E-mail

- **Simple User Experience** for content creators
- **Wide variety of interactive visual content**, creation is fast and easy
- **Can be delivered across multiple channels**, webpages, social networks, including Facebook, Snapchat, Instagram and Twitter, premium publishers, display advertising and Google Network
- **One Creative to rule them all** – The widget automatically change and fit its size to IAB standard formats (Leaderboard, MPU, DMPU, Wide Sky)
- **Seamless integration with marketing tools** such MailChimp
- **Fits to Accelerated Mobile** Pages (AMP)
- **Fits to Ad Exchange** tech
- **Not blocked** by Ad blockers

VIEW PLAYGROUND FOR WHICHIT CONTENT

Engagement
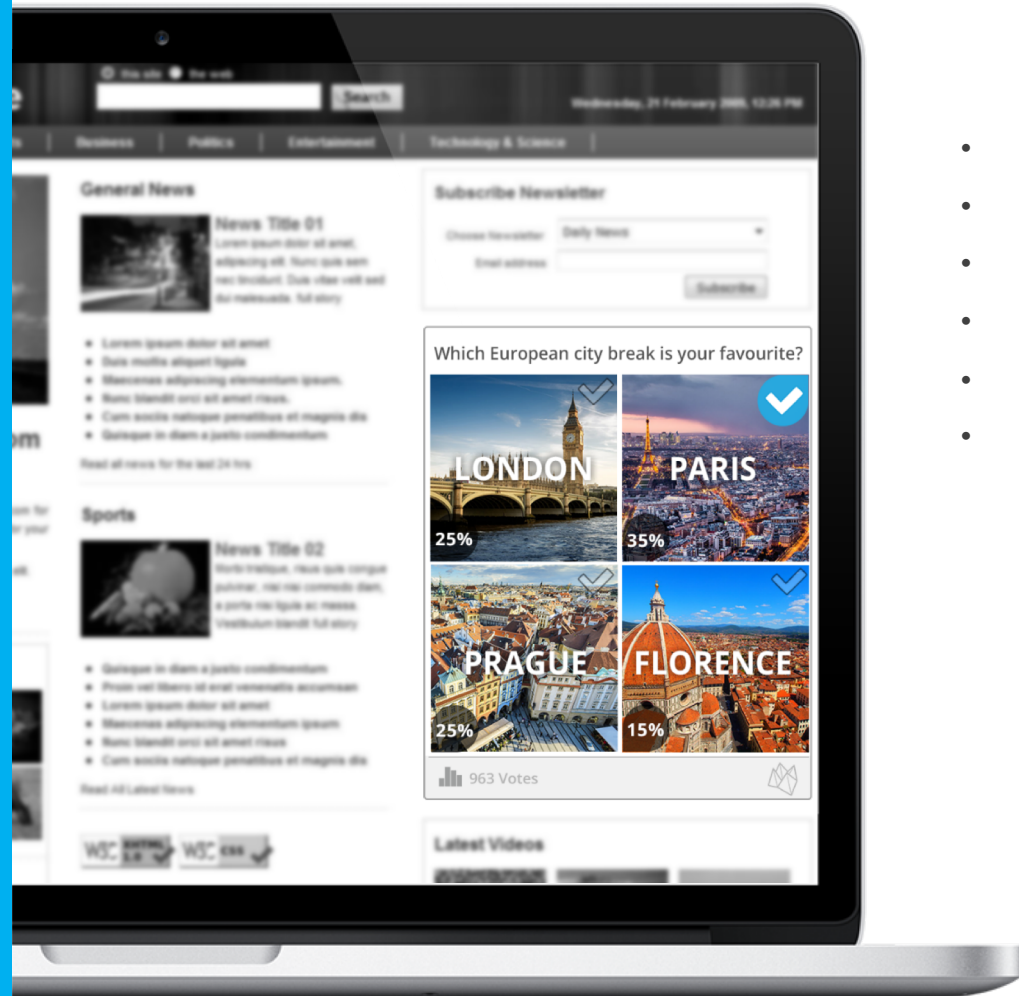
- **Fully interactive content**

- **Engaged consumers** with in a simple "Which" question

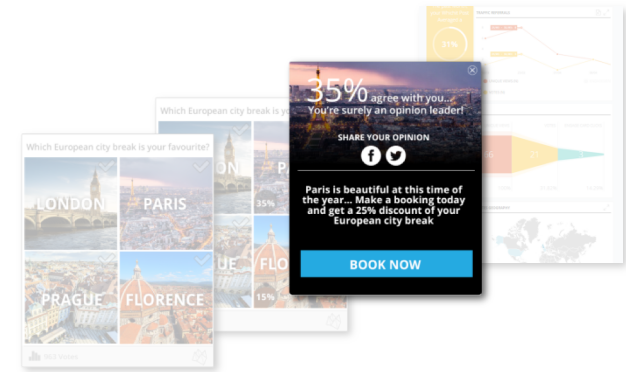- **High Engagement Rates**: 40+%

- **Gamification** to enhance user experience

- **Instant feedback** to users

- **Desktop and mobile optimized**
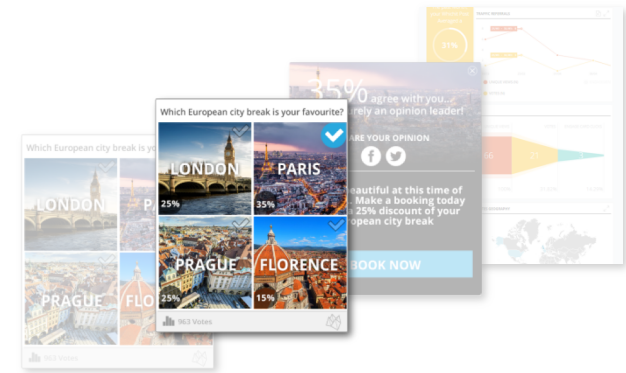
VIEW PLAYGROUND FOR EMBED IAB SIZES

Whichit

Commercial

- The Whichit Engage Card delivers **commercial offers with clear Call-to-Action** for targeted traffic

- Replacing traditional landing pages. Decreasing steps in the commercial funnel and saving creative work

- **User feedback and social recognition**

- Sharing to social networks.

- Tailored and **personalised commercial content** based on user's preferences

- Lead generation for email addresses and phone numbers

- **Social sharing** for viral element

- **Full system integrations to 3rd party** email-system, CRMs, online shops and marketing tools to transfer leads in real time and continue user buying experience

VIEW PLAYGROUND FOR WHICHIT ENGAGE CARDS

Insights
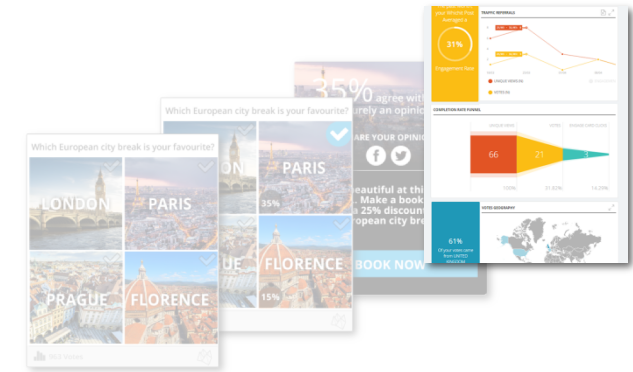
- **One dashboard to present performance in real time** from campaigns on all channels
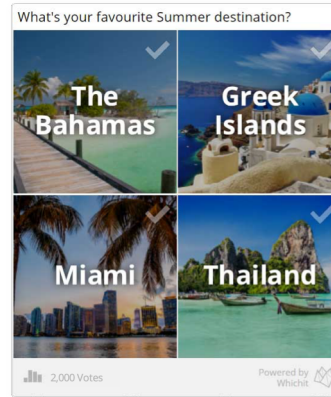- Easy to read and understand dashboard, for delivering campaigns, creatives performance and business intelligent
- Ability to **update campaigns' creative on the fly**, without pausing the campaigns on the social channels. The creatives will be updated in real time on all live campaigns
- Presenting **actionable insights** on users' preferences
- **Full analytics** on results summary, traffic sources, demographic, engagement, conversion and funnel performance
- Delivering statistic correlations and **market research**
- **Data mining and Business Intelligence in the palm of your hand** - Interactive dashboard to recognize users' profiling, connection between products and discover micro-audience
- **Full system integrations** to 3rd party data and reporting tools, to transfer Whichit rich data in real time on client's internal systems

VIEW WHICHIT DASHBOARD

It's super simple

The Whichit Platform is simple, easy and intuitive, making your work super easy

What's your favourite Summer destination?

The Bahamas | Greek Islands
Miami | Thailand

2,000 Votes   Powered by Whichit

Simple Embed code (like embedding a Youtube Video)

Fits: HTML5, Google AMP, Facebook Instant Article, Medium platform

Flexible size while keeping ratio, fully responsive

Text overlay - presented as a high resolution vector

Tracked and measurable, enable re-targeting data

Serve locally using CDN

Delivered in IAB formats & trafficked through multiple DSP's including Google Display Network

Screen Reader Compatible - converts digital text into synthesized speech

Integrate leads with client's preferred analytics, CRMs, ERPs and marketing automation platforms

Support GIF, Audio files, RSS and more

Tracking pixel – smart retargeting based on segmentation

Whichit

Data integrations to 3rd party

Whichit system can be easily integrated to any 3rd party, delivering rich data in real time about performance, user behaviour, segmentation and targeting
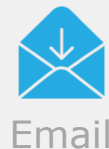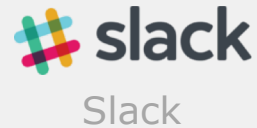
CRM and marketing platforms

Creating or enriching contacts data with segmentation and preferences

MailChimp

Microsoft Dynamics 365

Infusionsoft

Pipedrive

Dotmailer

HubSpot

Communication

Get notified when new lead arrives

Microsoft Dynamics 365

Slack

Email

Integrations Engine

Create custom workflows and connect hundreds of systems with leads generated

IFTTT

Webhooks

Zapier
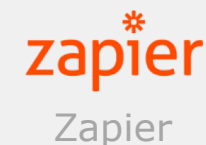
Pixels and DMPs

Tag user based on engagement, preferences and content to create highly targeted and optimised audience

Google Display Network

Adobe Audience Manager

Whichit

Whichit Added Value

High Engagement
Interactive rich media Ad units to strengthen the relationship with your audience and create high performing campaigns

Content to eCommerce
Whichit's Engage Card allows bespoke commercial offers to targeted audience in real time, connecting content to revenue

Actionable Insights
Whichit's analytics deliver actionable insights by capturing your audiences' preferences to enable retargeting them with custom messages

3rd Party Advertising
Whichit served as an interactive ad unit generates higher performance on multiple channels and converts traffic into revenue, making advertising measurable

Automate Sales Ops
Native lead gen with auto-segmentation and tracking pixels feeding straight into your CRM and email marketing platforms

Multiple Channels
With Whichit you can adjust your creative in real time and distribute it across your own organic channels, programmatically or leverage Whichit's publisher network

Whichit

Let's work together!

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