We are Spott: the reference for interactive and shoppable content

Competition between brands to win attention is fiercer than ever. They bombard their audiences with digital promotions. Savvy consumers increasingly use ad blockers and fast forward through TV ads to avoid the deluge.

Even so, the average consumer is exposed to up to 10,000 brand messages a day. How do you make sure your content stands out? And, how do you know what's selling and what isn't?

By making your pictures and videos interactive and shoppable, you'll:

- ✓ Inspire your customers to explore and discover more about your brand
- ✓ Bridge the gap between consumer interest and action
- ✓ By-pass ad blockers
- ✓ Capture attention when people are in the mood to buy
- ✓ Enrich online articles and stories

A range of ingredients and kitchen equipment is fully shoppable from this cooking video.

TACO'S MET KIP EN GUACAMOLE

Ingrediënten Tacos met Kip en Guacamole

€25.82   Meer info

TACOS MET KIP EN GUACAMOLE

Taco's met kip en guacamole, dat is een ideaal familiegerecht

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-1:00

DEEL DIT RECEPT MET JE VRIENDEN

💬 Ad blockers are used by 30% of desktop users and 15% of mobile users.

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Viewers can interact with products in this captivating video story.
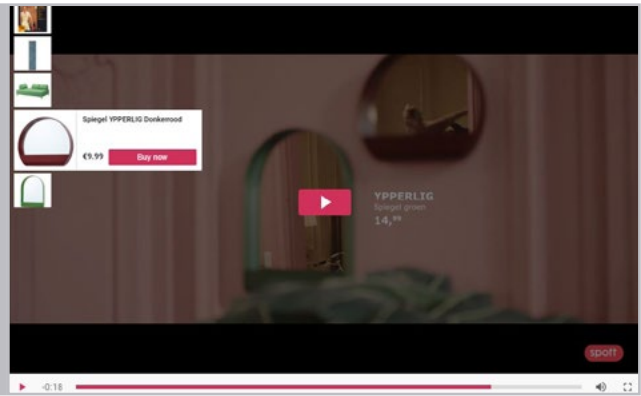
💬 **On average, interactive content <u>doubles</u> the time consumers spend on a website.**

Embedding interactive shoppable images and videos into your content marketing:

1 Improves customer experience

Online advertising interrupts and irritates. Shoppable content becomes part of your brand story. For your customers, it's entertaining, engaging and seamless.

2 Simplifies the buying process

No more searching or clicking around. In just one or two clicks customers can go direct from the picture or video to completed purchase. It's inspiration to action with no hesitation.

3 Boosts conversion rates

Interactive content achieves Click-Through-Rates (CTR) of 10-11% compared to 0.25% for banner ads.

💬 **When content is interactive, 70% of users actively engage with it.**

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Here's why Spott is your perfect content marketing partner:

✓ We can ensure all your visual content is engaging, interactive and monetised

✓ We make it easy for you. Select the videos and pictures you want to be interactive; our AI & Machine Learning tools will do the coding and tagging for you. Either we'll send them back to you ready to upload or you can access your own Spott CMS

✓ Our technology works seamlessly across all platforms and devices and can be plugged into your own players

✓ You'll know exactly what's selling well and what isn't. Our data dashboard gives you performance measurements across all content and platforms

Interactive and shoppable content is transforming ecommerce. Modern consumers want everything on demand and they want to be entertained. Traditional content marketing is no longer enough.

If you want to talk about transforming your content to interactive, shoppable and measurable marketing campaigns - talk to Spott:

Curious what we can do for you?

Contact us

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