

We are Spott: the reference for interactive and shoppable content

One of the biggest challenges for content creators and social media influencers is measuring return on investment. Brands love your engaging and inspiring pictures, videos and TV shows. But how do they – and you – measure what content is performing well and what isn't?

Making your content interactive and shoppable increases engagement and allows you to monetise it more effectively. It's also a great sales tool, as you'll have comprehensive performance data to enhance your brand partnerships.

By making your pictures, videos, social media and TV content interactive and shoppable, you'll:

- ✓ Help your followers and viewers engage with their favourite websites, vlogs and TV shows
- ✓ Inspire them to explore, discover and buy the featured products
- ✓ By-pass ad blockers
- ✓ Be able to make your YouTube, Instagram and Pinterest content interactive and shoppable
- ✓ Capture attention when people are in the mood to buy.
- ✓ Avoid interrupting content with ads that risk losing your audience's attention

Viewers can find out
more about their
favourite artists and
shop for products.



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

Innovative interactive content increases engagement and attracts new audiences.



- On average, interactive content doubles the time consumers spend on a website.

Embedding interactive shoppable elements to your social media and TV content:

1 Improves the experience for your followers and viewers

Online and TV advertising interrupts and irritates. But, shoppable content is entertaining and informative. For your fans, it's all part of the engaging and seamless experience you provide.



2 Increases the visibility and value of your content

Your followers and viewers can find the information they need and buy the products direct from your TV show or social media channel. Your content can also feature on the SpottTV website and app, where users from all around the world discover style tips and shopping information.



3 Boosts your brand partnerships

Shoppable content is measurable content. When you have comprehensive data on impressions, CTR and conversions you are in a great position to negotiate better deals with your brand partners. You'll be able to advise them on which products and content are performing well.



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

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Here's why Spott is your perfect shoppable content 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
- ✓ Viewers can interact with their favourite TV shows using the SpottTV app
- ✓ You, and your brand partners, will know exactly what's selling well and what isn't. Our data dashboard gives you performance measurements across all content and platforms.



86% fast forward through ads on Video on Demand (VOD) TV.



Interactive and shoppable content is transforming the marketing world. Modern consumers want everything on demand and they want to be entertained. We can make everything from TV shows to vlogs shoppable.

If you want to talk about transforming your pictures, videos and TV shows into interactive, shoppable content that you can monetise - talk to Spott:

Curious what we can do for you?

Contact us

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