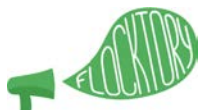


SaaS Platform for Social Referral Marketing

Short Overview

This document is confidential and is intended solely for the use and information of the client to whom it is addressed



Moscow, June 2014

Flocktory is a data driven B2B SaaS platform

Which activates social media potential at less marketing expense

The problems

- Classical online marketing becomes increasingly expensive
- An overabundance of offers leads to customers reacting less to campaigns
- Businesses struggle to define a successful marketing strategy harnessing the growth of social networks to yield clear bottom line results



Platform empowering e-commerce brands through targeted use of social referrals



The value

- 1 Increase of sales
- 2 Increase of customer lifetime value
- 3 Decrease of marketing costs for customer acquisition
- 4 Increase of brand awareness
- 5 Identification of true influencers & brand evangelists

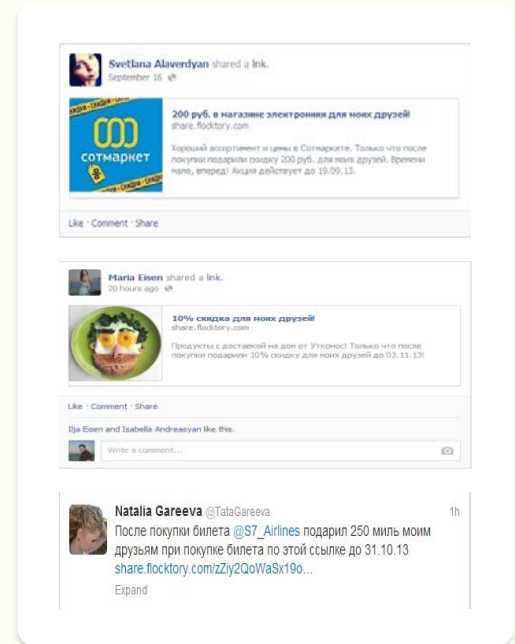
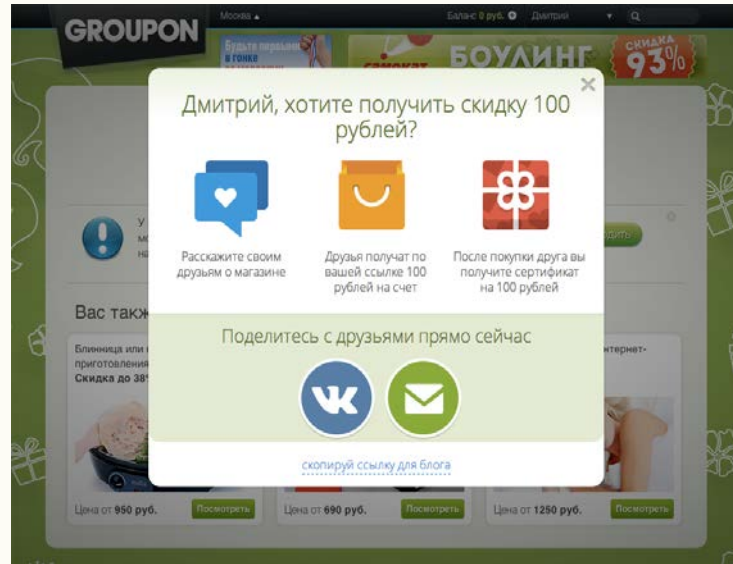


To prove the first hypothesis we started and realized the first functionality of our roadmap in 2013...

A customer perspective of our “post-checkout referral marketing system”

- After completing the checkout process at a store the customer sees an offer
- The popup offers your customers a special bonus for their friends incl. a potential bonus for themselves
- Doing something positive for friends adds meaning which makes customers want to share the offer in social networks

If a customer's **friend** uses the offer to buy, the original **customer** gets rewarded too



...Providing a post checkout B2B referral marketing solution

1 Integrating Flocktory is an **easy** process in just 7 minutes with any CMS

2 After integration **anyone** can create their own unlimited **customizable** campaigns

3 Use default templates and texts or create their own ones, **controlling all** visual elements

4 Analytics by campaign allows for tracking of results **throughout the** sales funnel

Подключение
Запустите в сервисе кампанию вашего сайта турфирмы с помощью 07e26ad138d33b956de235493e09e175f6066c4b73c33247.html

Инициализация для Bitrix24

- Скопировать страницу с помощью браузера и вставить в поле редактирования.
- Добавить на сайт промокодальный скрипт: [кампания или Подключение](#) инициализации.

Настройка

Имя кампании:

Срок действия: суток

Имя кампании:

Страница привлекения:

Пользовательское сообщение:

Вспрыск код

Новая кампания

Работает:

Сколько друзей:

Наражда табличка: 500 руб

Действует: суток

Имя кампании:

Страница привлекения:

Пользовательское сообщение:

Вспрыск код

Лабиринт — подарок, который получают при первом обращении после покупки и делится с каждым другом.

Предложение лабиринту после покупки

Подарите друзьям скидку в %site_name% и получите %publisher_reward% в подарок за каждого друга!

После покупки друзьям скидка %site_name% и подарок %publisher_reward% за каждого друга!

Поделись с друзьями прямо сейчас:

Создать

Статистика за месяц

723 889 посещений

51 062 числа в конверсии

88 511 конверсия на сайте

38 913 конверсия на сайте

18 879 конверсия на сайте

671 954 ₽ выручка

Конверсия по сайту: 0.07 числа в конверсии

1.72 конверсия на сайте

0.58 конверсия на сайте

1.81 ₽ в среднем числе

по интернету

0.83

1.72

0.22

0.67

0.85 ₽

Кампания

Имя Репети	Выручка, ₽	Зачисло	Ср. чел. в
Иван Репети	178 912	1689	1060
Иван Репети	25 912	267	267
Иван Репети	21 711	661	661
Иван Репети	4 961	78	78
Иван Репети	2 660	119	119
Иван Репети	1 023	121	121

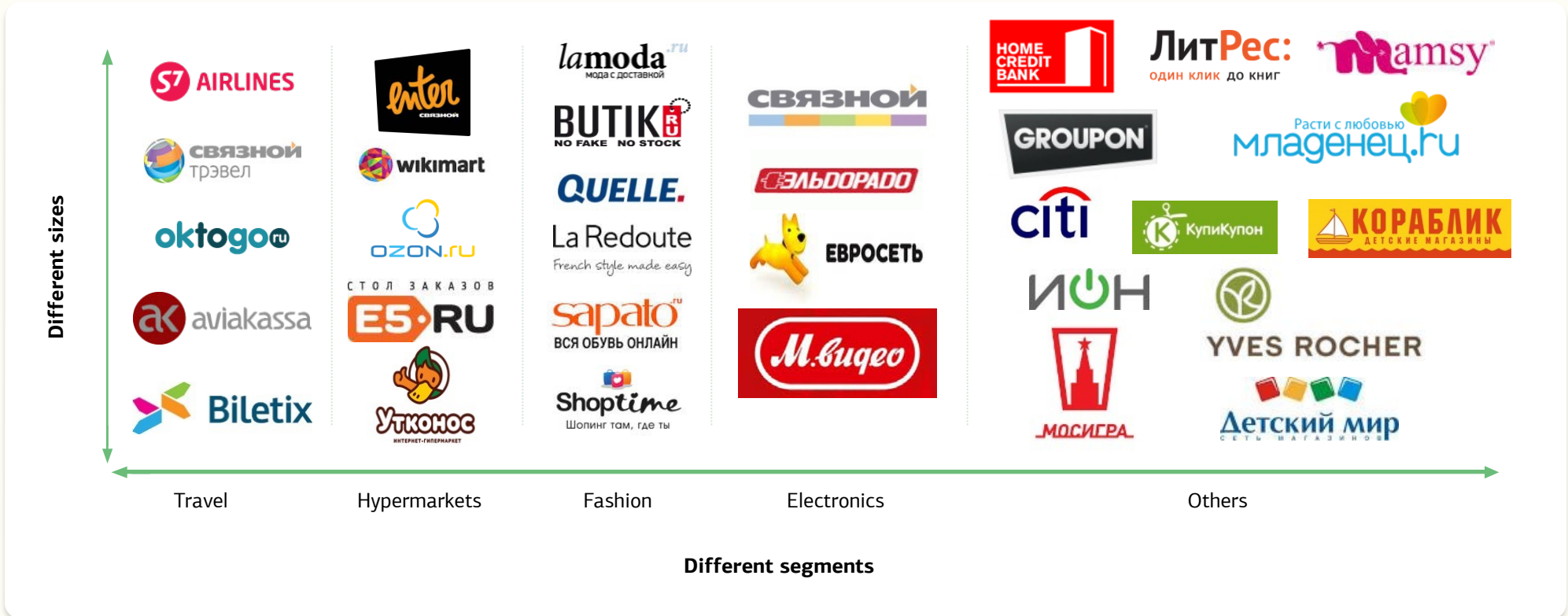
Кампания (по периоду и после покупки)

Имя Репети	Послы	После покупки	После покупки	Итого	Выручка, ₽ с камп.
Иван Репети	178 912	178 912	178 912	1.81	320 840
Иван Репети	25 912	25 912	25 912	0.86	22 280
Иван Репети	21 711	21 711	21 711	0.31	6 930
Иван Репети	4 961	4 961	4 961	0.32	1 488
Иван Репети	2 660	2 660	2 660	0.19	800
Иван Репети	1 023	1 023	1 023	0.12	390
Иван Репети	1 023	1 023	1 023	0.82	270



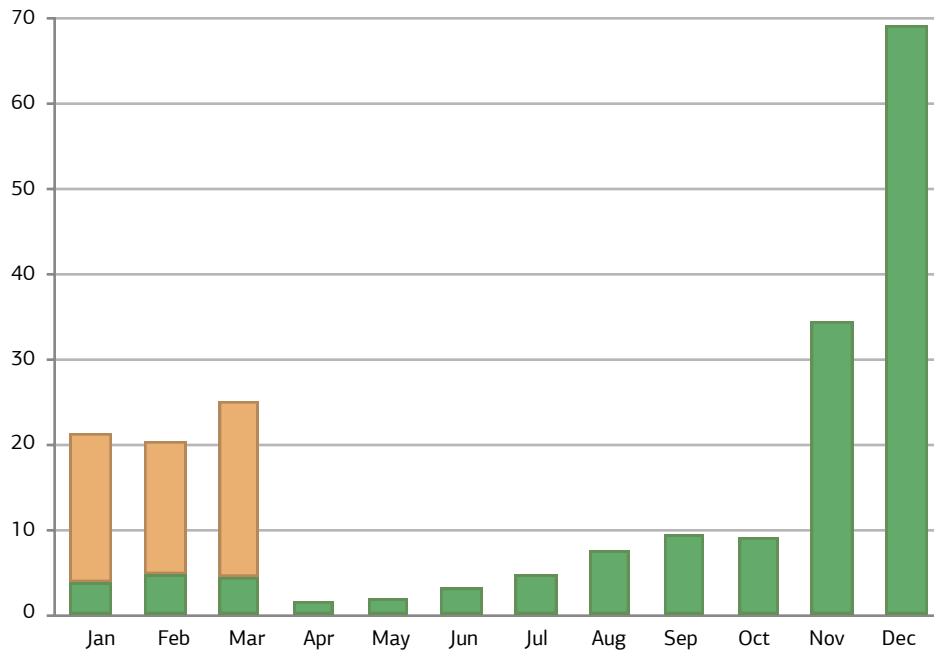
We have proven value and are used by leading market players in e-commerce

Sample of our enterprise clients

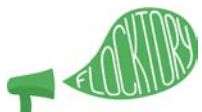
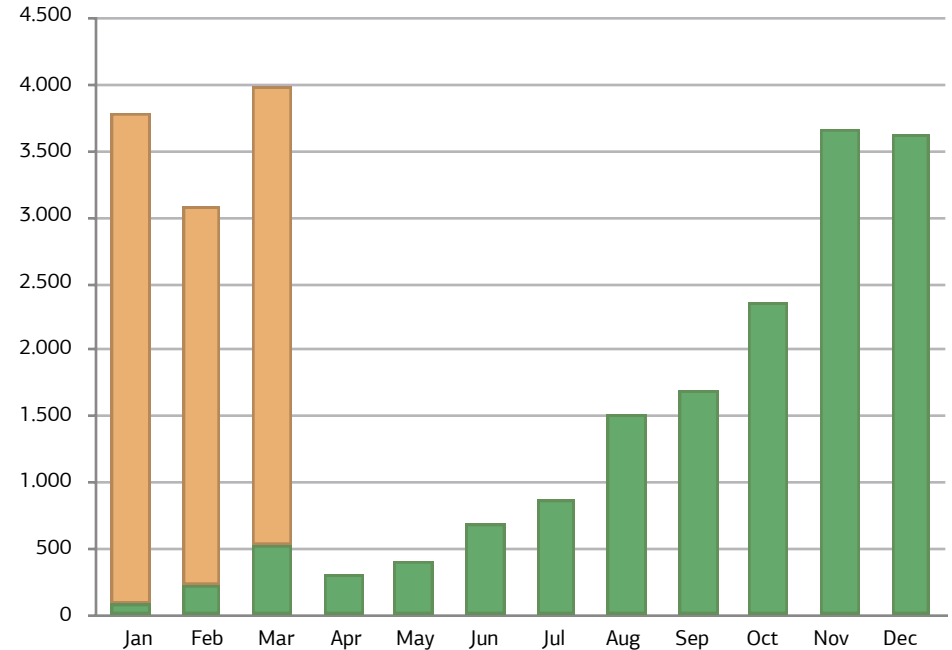


Our current platform has delivered clear bottom line results and continues to grow

Generated transactions, in 000's per month, year over year comparison



Generated transactions, in mln USD per month, year over year comparison



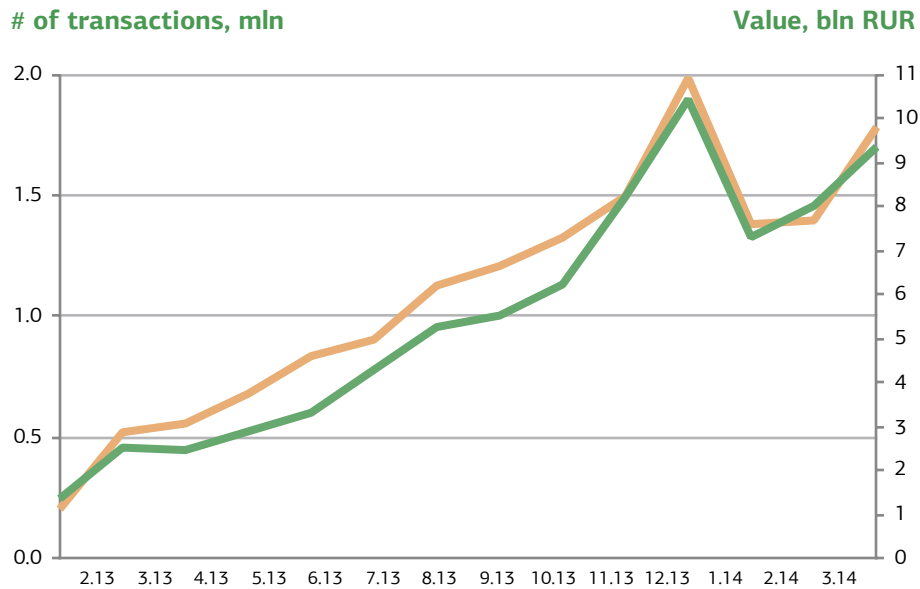
■ 2014
■ 2013

Flocktory has full data transparency

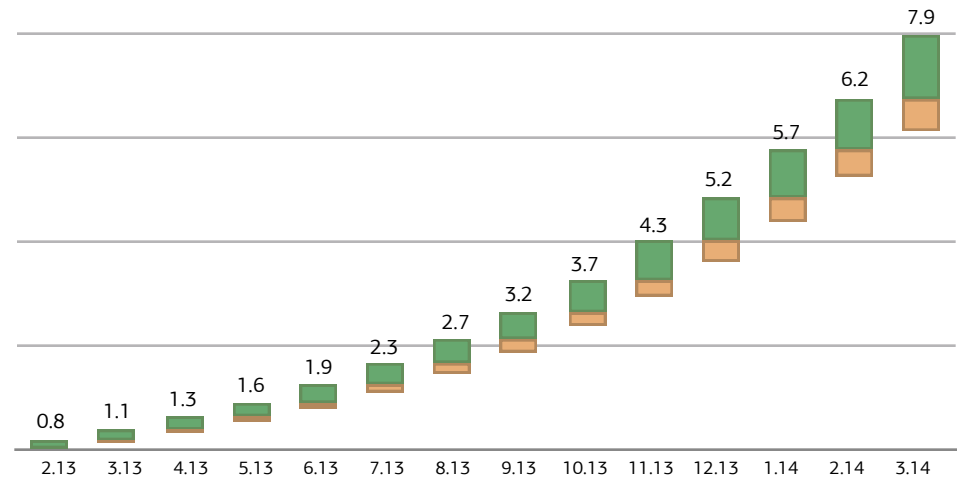
This collection is growing ca.>100% per month with over 8 mln. unique customer profiles

Flocktory # of transactions registered & their value in bln RUR

Number of unique customers registered per month & share of repeat customers, in mln



81%	79%	75%	73%	73%	72%	72%	70%	68%	70%	69%	66%	66%	66%
19%	21%	25%	27%	27%	28%	28%	30%	32%	30%	31%	34%	34%	34%



- Number of Unique transactions registered
- Transactions responsible for XX Revenue
- Number of Unique customers registered
- Number of Repeat customers registered

Initial product didn't stay alone for long

Pre-checkout allows for new type of site personalization bringing new customers and helping with other KPI'S (e.g. current conversion, lead generation)

Problem

- Most users comes to a site as “professional viewers” to browse (average conversion ~1%)
- Since traffic is not free it is important to make every effort to:
 - Increase conversion rate
 - Create leads (newsletter subscription etc.)
 - Get other useful actions which result in increased ROI (like, share, etc.)
- Customized referral programs provide numerous opportunities offering a “be rewarded for your friends' purchase” deal
 - Increased conversion via a realized reward
 - Activation of leads and subscriptions
 - Etc.

Possible application methods have different goals and targets based on various types of users and usage scenarios



Next was Exchange

Acting as a trusted traffic network based on big data analytics between top e-com players and special partners

Our approach

- Maintain the highest quality partner network, avoid brand dilution and create most targeted and personalized offers to clients
- Exchange top¹ traffic between non competing² players
- The network will always include only top players
- Never allowing for data leaks
- Flocktory ensures partner quality & security³

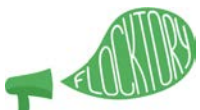
Customers options

- Choose who to “exchange” with
- Choose what KPI's to target and focus on their results
- Use consumer data to create flexible scenarios
- Tailor your campaigns as much as needed

Flocktory's partners today who will be offered Exchange or signed up



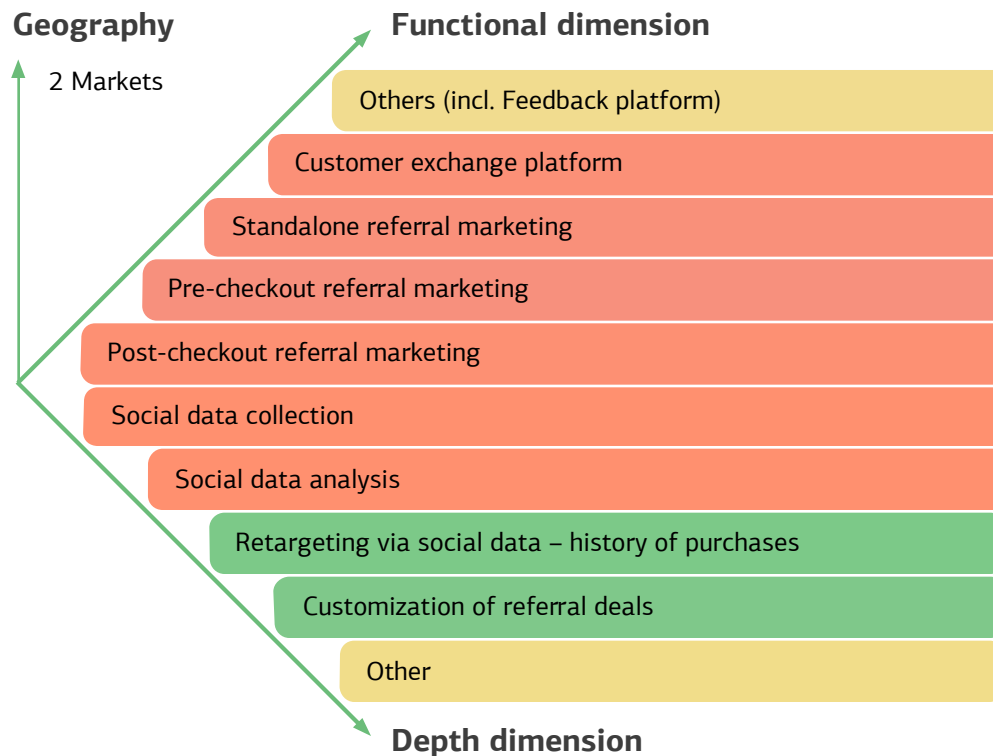
1) Metrics used: brand, size, conversion in category
2) Every player controls their blacklist
3) Both legal & technical security



While Sales is land grabbing, Development is building products

And step by step introducing them to the market

Flocktory's development follows a clear product roadmap



Comments

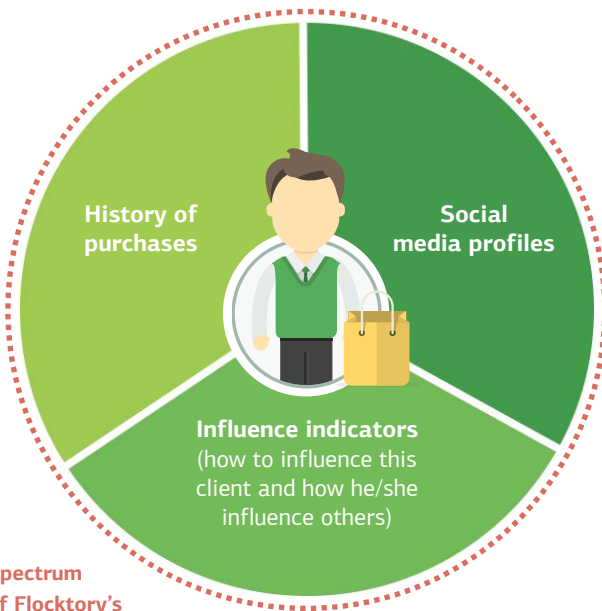
- Our team is moving step by step – getting acceptance from the market & adopting received feedback into new products
- Being able to provide all the comprehensive tools needed in referral marketing in one platform solution is the only way to monetize our true value for clients
- Main benefit that got us to where we are is our connection with social networks and the use of large data amounts for optimization



Flocktory

A strong functional dimension earning money but above all – data as a unique asset

Matching data



Spectrum of Flocktory's data set

- There are many SaaS solutions which work with the history of purchases and equally as many which work with social data
- There are hardly any which combine both

Extended customer profiles

ID: 4101230
Name: Maria S.
Age: 23
Sex: Female
Location: Moscow

Connected profile: VK
Network reach: 525
Flock score total (Influence): 64
Successful conversions: 10
Avg. conversion per Offer: 3.1

Buying behavior
Buying interests: Fashion, Travel
Average check: 5,500 RUR.
Purchase frequency: 2 per month
Influential in: Fashion, Events
Potential influence: Travel

Suggested incentive for Fashion
Incentive: Coupon
Amount: 350 RUR

- We see 100% of all transactions from any store integrated with us
- At the same time we collect social profiles from buying customers
- Matching both creates untapped value potential

Value opportunities

- 1 Personalized shopping
- 2 Retargeting using Influence
- 3 Cross selling
- 4 Repackaging data for brands
- 5 Multichannel activation

- Data will be used to optimize results for key clients, enlarging the value proposition
- Additional clients can be brands, multichannel retailers etc.



**If you are interested
in more information,
please contact:**

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