

Press Kit





Greetings!

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Flocktory — A disruptive referral marketing system that enables e-commerce companies to obtain new customers and sales by harnessing the power of word-of-mouth referrals.

By using Flocktory, our enterprise clients experience a growth in the following KPIs:

- ▶ *New clients and leads*
- ▶ *Additional orders*
- ▶ *Reduction in customer repurchase cycle Increase in average sales price*
- ▶ *Brand awareness*
- ▶ *Brand loyalty.*

We work across multiple online segments, including: retail, travel services, banks, and many others. Among our clients are Russian enterprise-level brands like:



In 2013, Flocktory successfully raised a \$1.5 million Series A financing round from Digital Venture Partners.

In addition, we are:

- ▶ *Finalists at Investor Day Central and Eastern Europe Conference (2nd place in grand prize)--an international conference focusing on new technology and startups*
- ▶ *Top 10 rated Startup – According to the Russian Startup Ratings of 2012 and 2013 with an overall grade of AAA+*
- ▶ *Resident company at Skolkovo, Microsoft Biz Spark and finalists of Russia Tech*
- ▶ *Tour 2013, The only Russian startup to be presented on the WebSummit 2013 shortlist in Dublin*





Letter to the Media

Flocktory — is a unique social referral system now in use by over 500 top e-commerce and finance companies in Russia. Combining a customer's data on purchases from top online stores, their social profiles, and their influence within their networks we are the only company that truly has the pulse on the word-of-mouth impact on e-commerce. Being at this pivotal crossroad of Big Data allows us to observe and identify the following trends:

• E-commerce market:

- *Market dynamics*
 - *financial indicators,*
 - *marketing channel performance,*
 - *competitive landscape across multiple product segments;*
- *Changes in consumer sentiment and demand*
- *Seasonality:*
 - *changes in consumer behavior throughout the year,*
 - *increase/decrease in product supply;*

• E-commerce conversion KPIs:

- *visitor to purchase rates,*
- *performance of different marketing channels,*
- *identification of best performing consumer incentives.*

Thanks to our product's deep integration with the largest e-commerce platforms of Russia and the CIS, we can uniquely analyze changing market dynamics. In our first year of operation, Flocktory has been a part of over 2.5 million transactions and based on our strong growth we now take part in over 1 million such transactions per month. Our vantage point and exposure to this rich data source, allows us to employ big data analytics to consult our clients and the market about changing behavior and trends.

Our media approach is to always balance data privacy with market insight; providing an accurate trusted source of information and analysis. We always welcome your inquiries and guarantee a timely and thoughtful response.

*CEO Flocktory,
Simon Proekt*



For all inquiries, please contact our Flocktory Evangelist, Dmitry Lushnikov:

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Phone: +7 (926) 619-03-30
Skype: dima.lushnikov



We would be delighted to provide expert commentary and analysis to assist media publications on the following topics:

Russian E-commerce market (by industry segments):

- ▶ Analysis of average basket size across product categories, and the impact of seasonality
- ▶ Customer lifetime value analysis and repurchase cycle trends
- ▶ Overview of consumer incentive trends
- ▶ Analysis of repeat customer behavior
- ▶ Market trends of specific product categories:
 - financial
 - marketing
 - and other indicators

Social Commerce and Referral Marketing

- ▶ Best practices guides on proper use of social referral marketing
- ▶ Impact of brands on post purchase consumer sentiment
- ▶ Influence of social recommendations on buying decisions
- ▶ Recruitment of brand advocates
- ▶ Utilizing brand advocates to increase revenue while decreasing cost of acquisition
- ▶ Creation of a proper incentive mix to engage customers

B2B Sales

Entrepreneurship

**Big Data
Technology**



Company Speakers



Simon Proekt,
CEO and Co-Founder
Flocktory

Graduated in 2006 from Northeastern University (Boston) with a diploma in Management of Information Systems.

In 2005, Simon co-founded GreenFuel Technologies Corporation (Cambridge, MA) which became an early pioneer and leader in the clean technology industry. During his 5 year tenure at GreenFuel, Simon was responsible for design and development of laboratory information and analytical systems. In addition, Simon was responsible for the financial management of the company that in result allowed GreenFuel to raise \$32 million in venture financing.

In 2010, Simon joined Brightstar Corporation, one of the world's largest mobile distributors with over \$10 Billion in revenue, to manage the entry of the company into the Russian market. After securing a flagship contract of \$30 million in revenue, Simon assumed the role of country manager of Brightstar Russia. Simon is regarded as an expert in data analysis, new product development, and retail optimization.



Company Speakers



Ilja Eisen,
*Co-Founder
Flocktory*

Graduated in 2007 from Lauder Business School (Vienna) with a diploma in International Marketing and Management.

From 2007, Ilja worked with top management at global strategy consulting companies: Roland Berger and Booz & Company. Ilja's work in consulting was focused on innovation, strategic development, and retail optimization. In 2012, Ilja co-founded Flocktory and focused primarily on business development and strategic markets. Ilja serves as a mentor and investor to several startups in Russia and Germany.

Featured Speaker at:

- *"Electronic Commerce", organized by Oborot.ru;*
- *IDCEE;*
- *Feedback by Greenfield Project;*
- *eRetailForum;*
- *"Business Online" in Kiev.*

Conducts regular webinars at Netologia, as well as workshops for managers in e-commerce.

Expert in: e-commerce, social commerce and referral marketing.



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