

BRIDGING THE ONLINE-OFFLINE GAP WITH QR ADVERTISING

CYBERTRON ADS

AGENDA



- **Product Overview**
  - QR Code Introduction
  - Value Proposition and features



- **Statistics**
  - Some Numbers



- **Go to Market**
  - Accrued Benefits



- **Execution Plan**
  - Implementation

PRODUCT OVERVIEW

QR CODES: INTRODUCTION

- What is a QR Code?
- For the proper definition, a QR code stands for Quick Response code is an optical label for a data container which holds a link path to a website or application.

QR codes have come into prominence in recent years and with the proper technology, it's able to transform the right linkage between offline users to online conversions.





PROBLEM CASE

- For the most part, advertising is tailored for users to perform a certain action. Such an action might be needed immediately or in the future.
- Customers who view ads always prefer to have it end with a call to action after capturing their attention. For most offline ads, they include a long url or a call number that might be difficult to remember.
- A major issue with Offline ads is the lack of measurements regarding them and promotions included there mostly have assumed feedback.
- Online Video Ads be it Mobile or Connected TV don't get a lot of users or leads captured from them.

CUSTOMER – PRODUCT PROFILING

PRODUCT

Benefits

- Simple
- Easy Syncing
- Fast To Use

Experience

- Everything Everywhere
- Never Forget
- External Brain
- Remember Everything

Features

- Sync Across Devices
- Include Images
- Rich Metadata

CUSTOMER

Wants

- Fast To Enter Things
- Share Notes With People
- Single System

Fears

- Losing Things
- Locked Into A System

Needs

- Remember Things
- Write Things Down
- Save Information

SOME INTERESTING NUMBERS

60%+

Drop in cost of Data and an over 200%+ increase in online activity

37%

Users of QR codes and users pre –pandemic

According to scanova.io

65 Million Individuals

Users of Mobile Phone devices with many users familiar with apps such as Whatsapp and more using QR codes to connect their devices

USE CASES OF QR CODES

WITHOUT QR





WITH QR





USE CASES OF QR CODES

WITHOUT QR



WITH QR



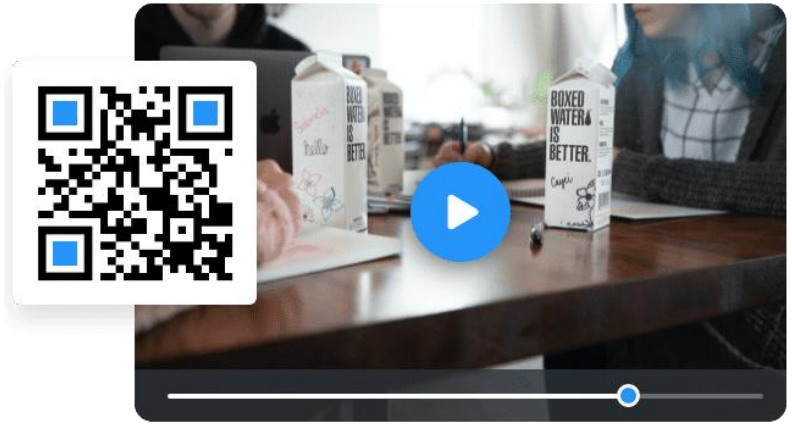
NB: Concept Only

USE CASES OF QR CODES





In Videos, Hard ware etc.







BENEFITS

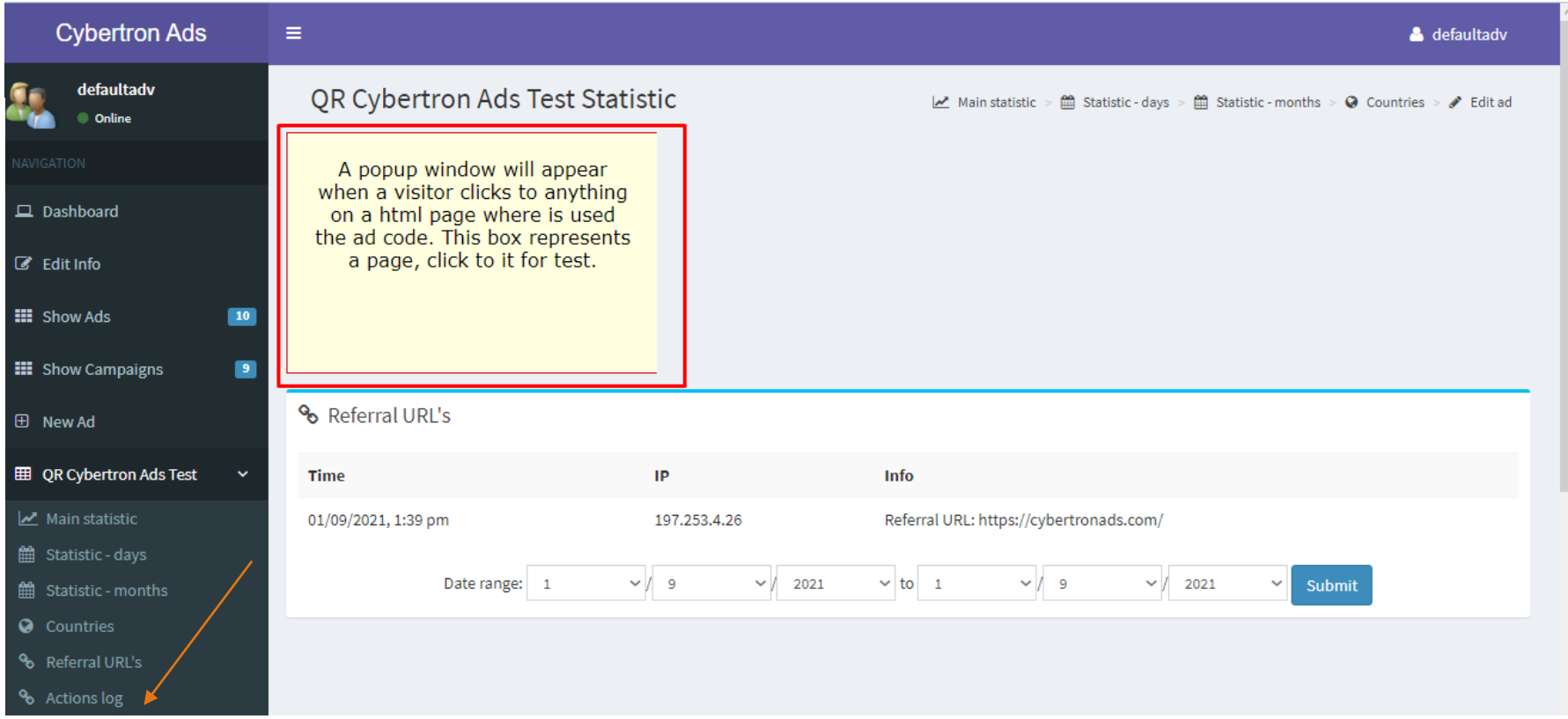
- Lead Generation for Banners, Video , promotions and lots more.
- QR codes can be implemented in platforms like Instagram where posts can't be linked directly to a URL
- User doesn't have to memorize a URL or phone numbers
- QR code comes with an Image/creative separating it from plain codes.
- Lifetime value: Our codes don't expire and can direct users to alternative URL , SMS code, Phone number if need be.
- Conversion tracking.

With our tech, we can track users who scan the QR codes but also those who eventually complete a purchase, signup etc.

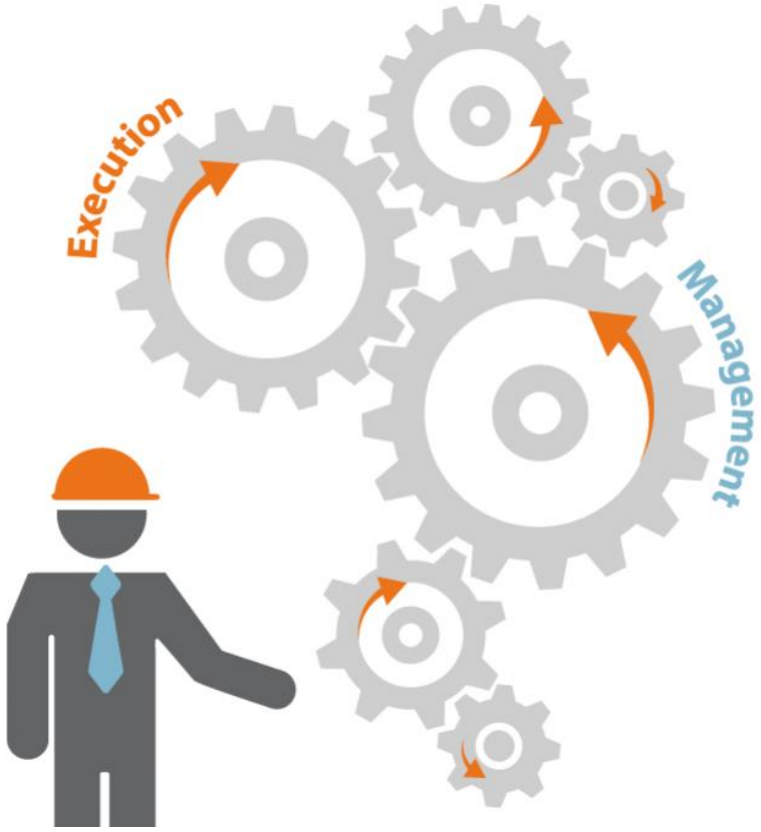


BENEFITS

- With our platform, you can track the IP addresses of the Users and confirm purchase of online products in example below:

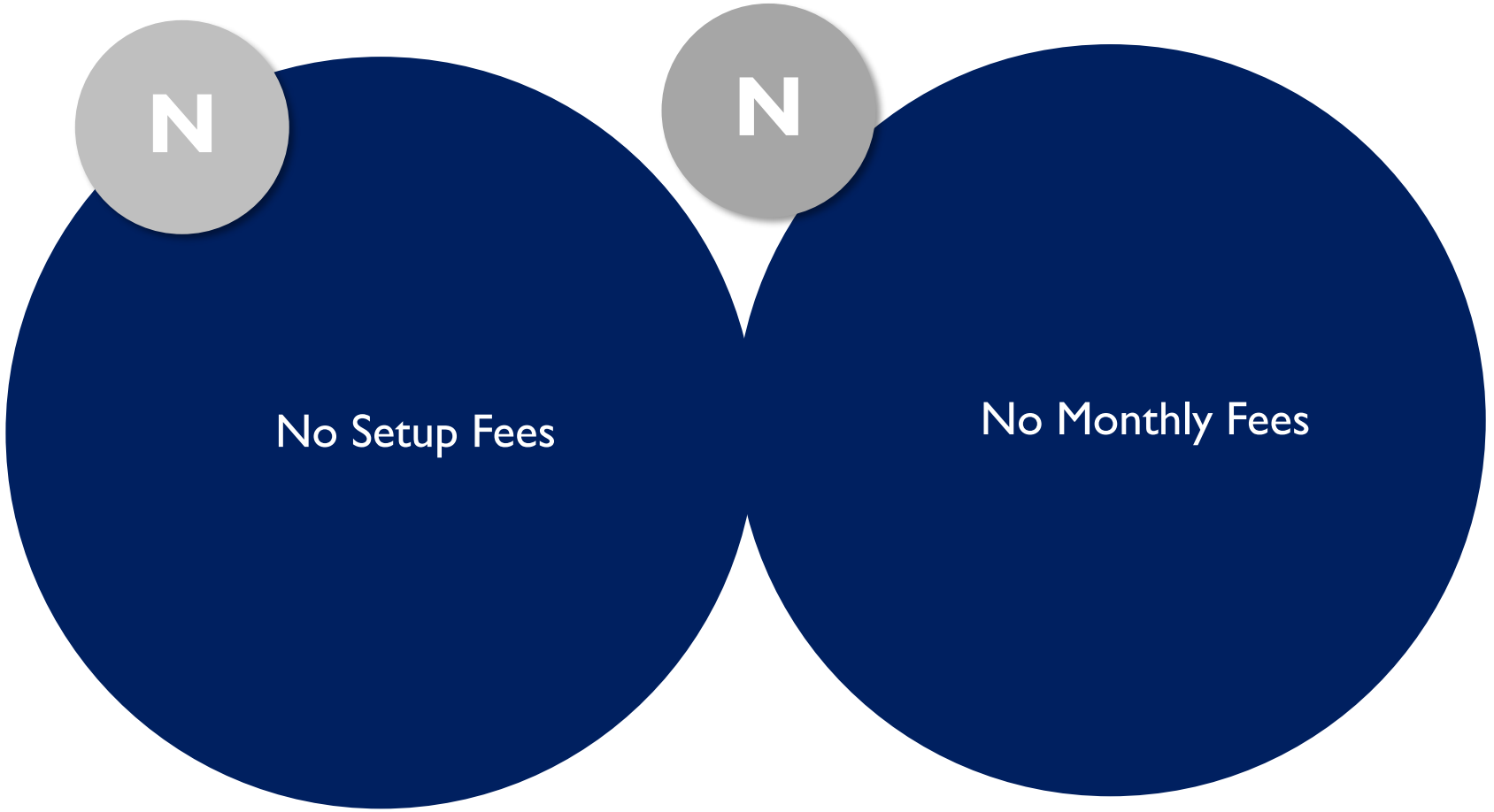


IMPLEMENTATION PROCESS



First Step	Provision of Banner, Creative or Message
Second Step	We generate the Custom QR code Automatically from System
Third Step	Client includes QR on Hard/Offline or Online Creatives

ADDED BENEFITS



FOR MORE INFORMATION, YOU CAN REACH US BELOW

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