

W.I.N.K.

Our Guide to Engagement

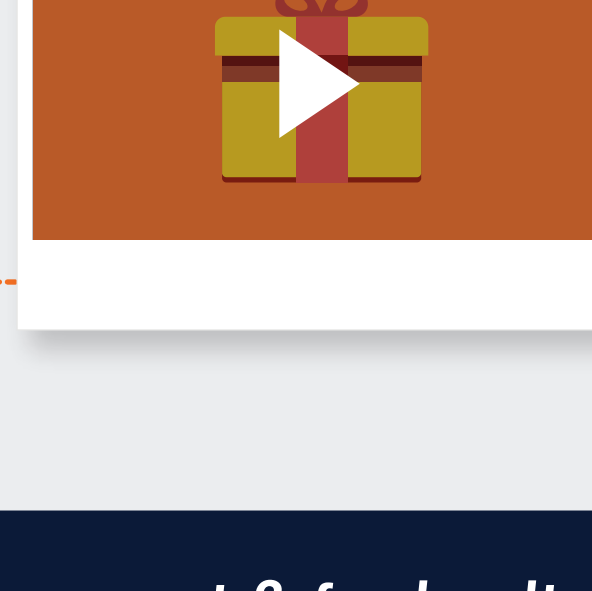


With unrivaled data on what drives engagement, our solutions will help you connect with your audiences and deliver unique real-time social experiences

W Win - Reward Your Audience

Product Highlights

- 1 Interactive Contests & Sweepstakes
- Enter to WIN Instant Win
- Lock Socialize (Unlock Exclusive Content)



Deliver 34% lift in engagement & fan loyalty

ENTER TO WIN!

First Name:

Last Name:

Address:

Phone:

Receive brand updates

1/3 entrants sign up for brand updates

I Impact - Everyone wants their voice to be heard

Product Highlights

- Checkmark Voting Solutions
- Question marks Question & Answer
- People Pledge
- Bar chart LIVE Facebook Live Polling
- VS Showdown



Build significant lift in Time on Site

Drive 15%+ Increase in Fan Engagement



Delivers Earned Media & Social Reach

N Notoriety - Fame, fame, fame... share the spotlight

Product Highlights

- FAN FEED
- On-Air Visualizations
- Autograph
- LIVE Facebook Live On-Air Comments
- OBNOXIOUS Easy Meme

Mix of Premium and UGC content drives 28% increases in engagement



Integrating fan content can drive 88% increase in social media activity

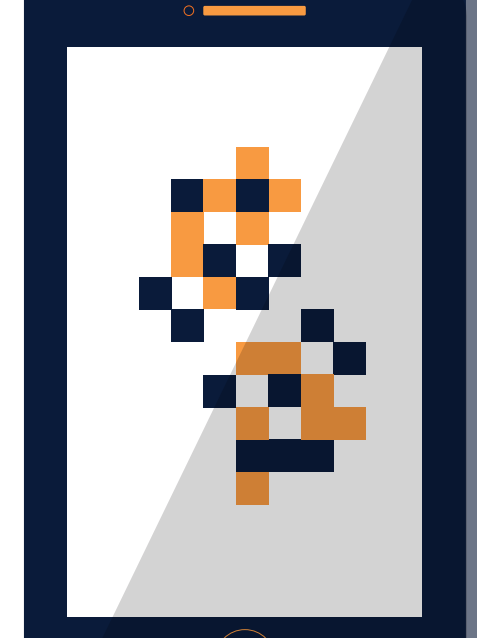
K Knowledge - Give Your Fans Unique Access & Content

Product Highlights

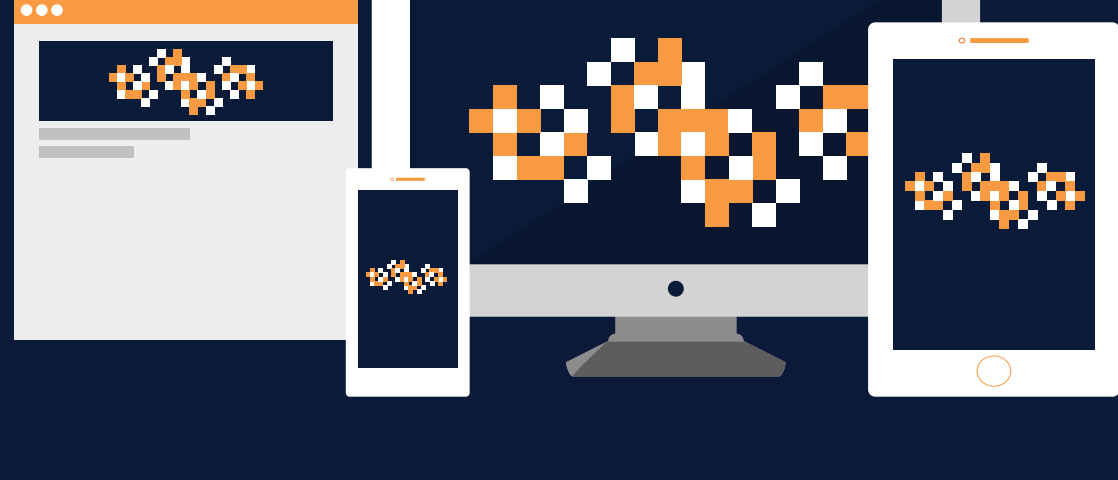
- Video Tools
- LIVE Facebook Live
- Social QA
- Messenger Bots
- TRIVIA/Games

87% of audiences go online for behind the scenes access and to interact with talent

77% of content shared via mobile takes place on messaging apps



Live video on social generates 1200% more shares than text and images combined



Display Everywhere!

Our solutions are optimized for TV, desktop, mobile, app and in-venue