

BRAND/CONNECTIONS

Cartcast // Influential Video Sales Platform

Designed to replicate a 1:1 assisted selling experience, we create and deliver targeted, high-quality content to drive product discovery and education at crucial points of purchase decision, leading consumers to add products right to their shopping carts.

Our custom videos feature highly trained, camera-ready sales ambassadors interacting with products and delivering key messages in an engaging, informational way – from highlighting ingredients to demonstrating product usage to creating recipes.

**The new
way to sell//**

84% of consumers have been convinced to buy a product by watching brand video

55% of shoppers use online video while shopping in-store

Sources: Wyzowl, Google

**Sales-driving video
content distributed
through targeted
media campaigns//**



How our content sells



Inspire purchase consideration through strategic content with brand experts focused on messaging designed to drive conversion – not just focused on marketing



Leverage targeted placements to reach right audience at right moments



Drive immediate action with options including digital Click2Cart for online shoppers and drive to shelf for in-store shoppers

Reach the Right Shopper, in the Right Place, at the Right Time //

Using a targeted media mix with custom first-party targeting to drive awareness, education and engagement for the brand.



Value Exchange Video

Watch video in return for benefit, such as extra boosters in mobile game or unlocking content behind a pay wall



Pre-roll

Reaching targeted audience across relevant web pages



Social Placements

Targeting across key social channels



Brand and Retailer PDPs

Engaging content at point of purchase



Our targeting algorithm delivers 100MM full consumer profiles, powered by opt-in, consent-based data.

Drive Immediate Action...

- ✓ In-store shoppers to purchase
- ✓ Out of store shoppers to drive to store
- ✓ Online shoppers drive to eCommerce (Click2Cart-capable)



Campaign Measurement //

Our educational videos are designed to reach and engage targeted consumers, with meaningful education and objectives-centric calls-to-action. Metrics include:

- ✓ Impressions
- ✓ Clicks/Views
- ✓ Completion Rate
- ✓ Engagement Rate
- ✓ Actions (Clickthrough-to-site, Add-to-cart)
- ✓ Purchase Conversion (if trackable)