

**TOUCHMEDIA**

# Accelerated ROI on Media Campaigns. Guaranteed.

Transform your brand's media message into a rich, interactive conversation using personalized engagement tools.

TouchMedia enables consumers who want to learn more about an advertised product or service, regardless of where it's advertised, to start a personalized conversation with a brand on their smartphone, using TXT or QR codes.

TouchMedia is targeted to any brand with substantial advertising spend. It addresses media budget ROI and attribution issues by boosting lead generation and conversion for each media channel with retargeting capabilities. It offers real benefits for enterprises such as increased revenue, improved operational efficiency and quicker ROI.

TouchMedia provides consumers with access to specific offers/promos to boost traffic to specific website sections or stores/branches. It addresses consumers' desire to connect with the brand as soon as they are exposed to an ad that meets their needs, be it while watching a TV ad on the couch or viewing an online banner ad. It gives consumers access to product information and expert product support. With TouchMedia consumers are able to act immediately on any campaign, engage with the brand via live chat, or save conversations for future actions.

Behind the scenes, the TouchCommerce RightTouch platform presents personalized content through live chat sessions or automated self-service engagements using product information, prior browsing history (when available), and a patented web-based customer interface. To personalize engagement, this information is sent to the agent at the start of the chat session. In addition to answering questions, the chat agent can provide the shopper with rich content, such as videos, coupons, guides and surveys.



## Why TouchMedia?

- Faster ROI on media spend
- Increased conversion
- Better attribution
- Lead generation
- Retargeting capabilities

## HIGHLIGHTS

TouchMedia is a unique engagement solution that offers media ad viewers instant gratification with personalized assistance through the use of online engagement and self-service tools.

TouchMedia seamlessly leads ad viewers to purchase with online engagement and self-service tools utilizing smartphones' instant messaging and QR code technology.



**TouchMedia gives ads the power of immediate consumer action.**