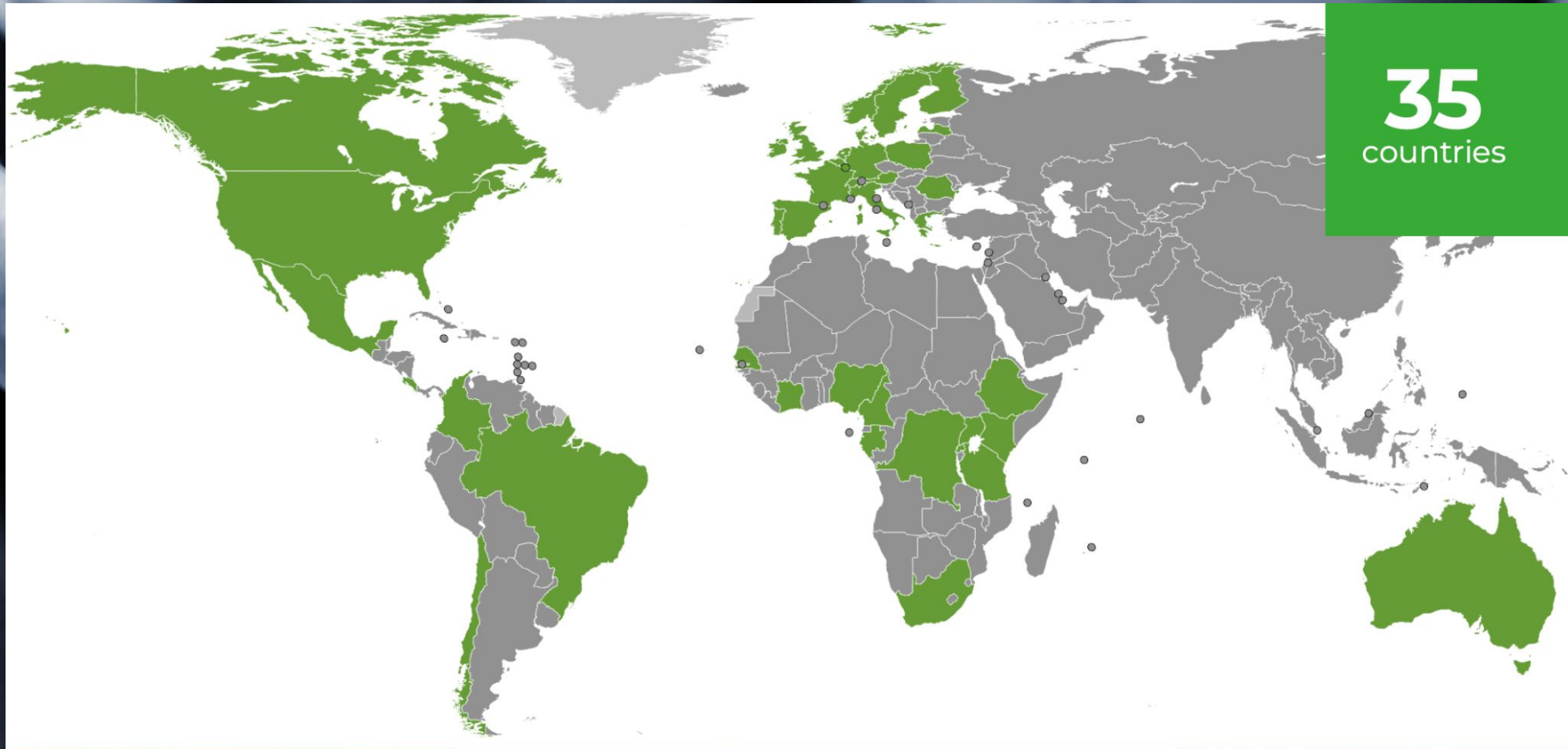




Hashting.

The Missing Link.

Widely Available



SOME CLIENTS



What if you could **directly** connect & **engage** with **individual** consumers at **scale**?

- ✓ Increased sales **conversion**
- ✓ Better marketing **ROI**
- ✓ Premium quality **1st party data**
- ✓ More meaningful brand **engagement**
- ✓ Deeper consumer **insights**



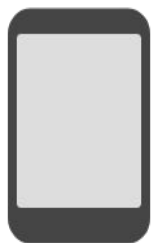
HASHTING WHAT WE DO

**CONNECT DTC WHERE THEY ALREADY SPEND MOST TIME
GO FROM MEDIA TO MESSAGING IN 1 CLICK**

**& SERVE A 3-STEP CONSUMER JOURNEY
FOCUSED ON CONVERSION & ENGAGEMENT AT SCALE**



BUILD A 3 STEP.. CONSUMER JOURNEY



1. CONNECT

with any consumer
using any
touchpoint



2. CONVERT

to purchase in any
store & any sales
channel



3. ENGAGE

to engage with
consumers



Click online
Media



Scan QR



Chat on SMS,
WhatsApp



Consumer
Cashback*



Digital
Coupon



Sample



Live win
Mechanic



Marketing
opt-in



Repeat offer
on trade



Refer-A-Friend



Insights
Survey



Reviews

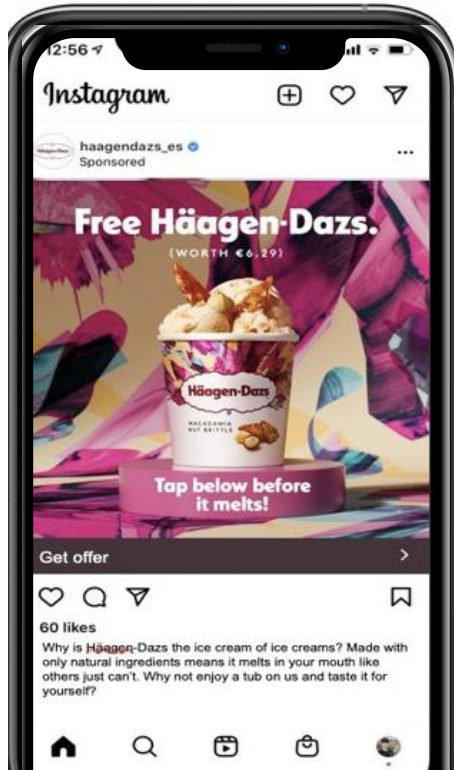


Content

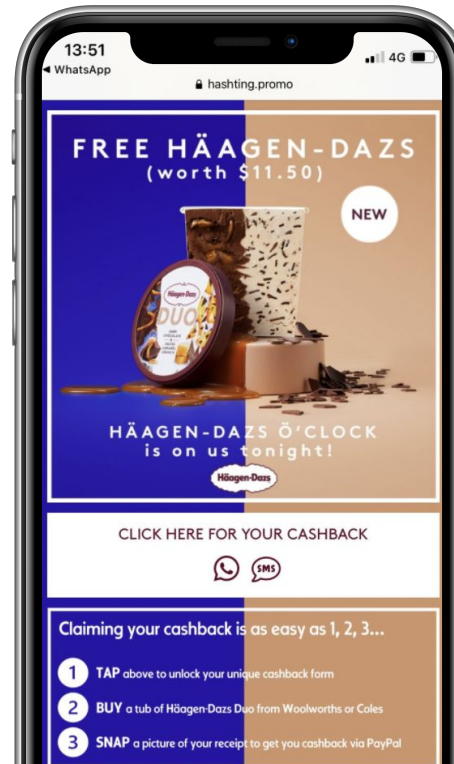
*Hashting refunds consumers/shops through bank transfer, PayPal or Venmo



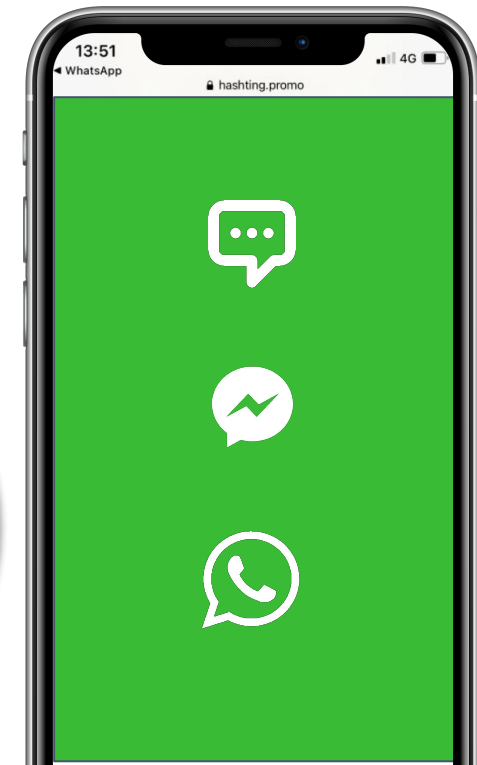
CONNECT: MEDIA-2-MESSAGE IN 2 CLICKS



**MEDIA
TOUCHPOINT**



LANDING PAGE



MESSAGING



ANY MEDIA.. BEFORE, DURING, AFTER



INFLUENCERS

SOCIAL MEDIA



Is this the perfect summer sample for you, Alexander?

1 2 3

STEP 1 - Read carefully...
Make sure you read all of the next steps, BEFORE you click the "claim my 2x FREE cans" button.

STEP 2 - Create your cashback link...
Simply click the green "Claim my 2x FREE cans" button below to generate your cashback link - which will be sent via WhatsApp or SMS. Keep this safe as you will need it to redeem your cashback later!

STEP 3 - Purchase the cans...
Buy any 2 flavours of Sanpellegrino Tastefully Light drinks from any supermarket or independent store. REMEMBER - You will need to keep your receipt in order to claim your cashback!

STEP 4 - Claim your cashback...
Use the cashback link that you already received via WhatsApp or SMS to upload your receipt and claim your cashback. REMEMBER - You only have 30 days to claim, so don't delay!

CRM

POINT OF SALE

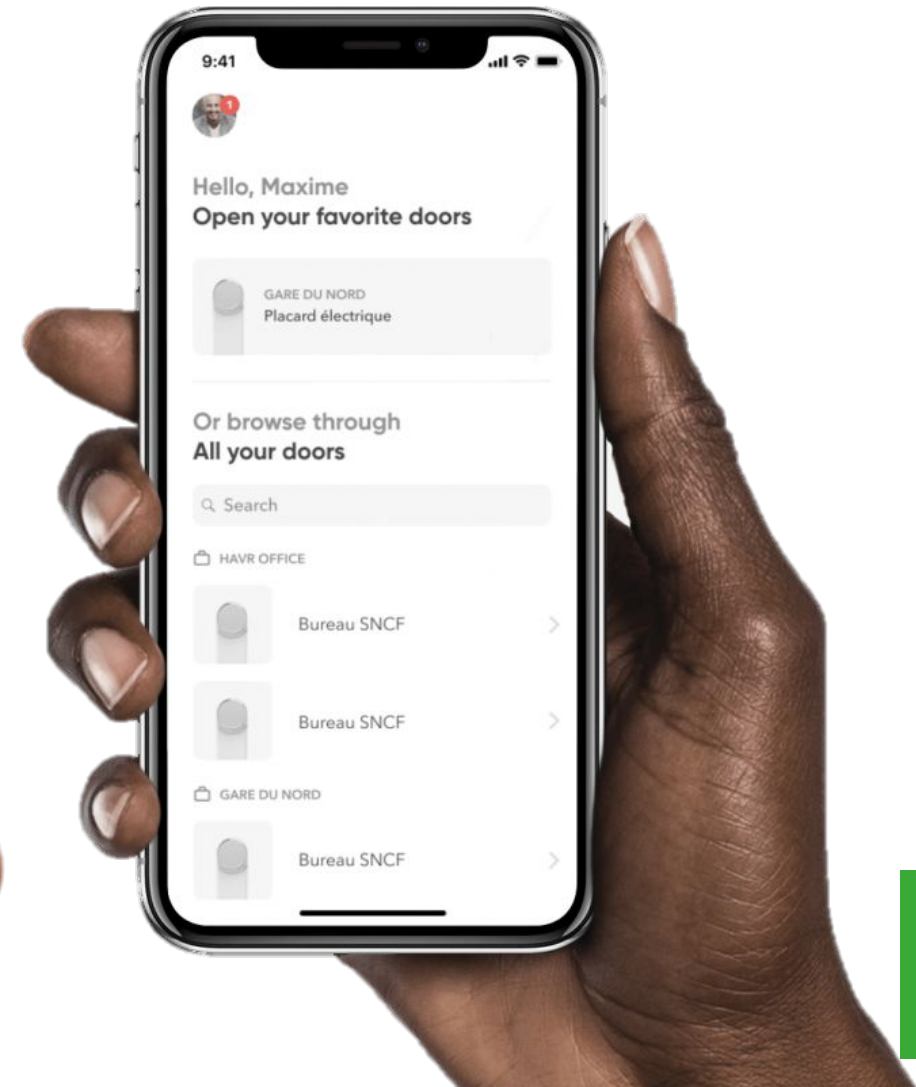


CONVERT: AT ANY RETAILER

WE PAY CONSUMERS DIRECT VIA PAYPAL OR BACS
SO WE CAN WORK WITH ANY RETAILER...
ALL WE NEED IS A RECEIPT!

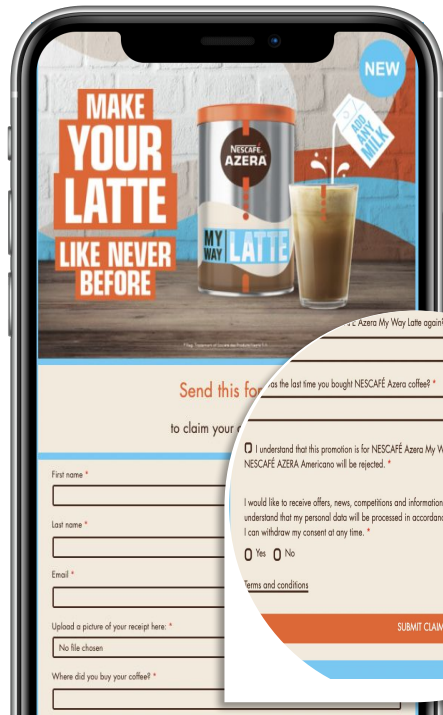


SECURE
SSL ENCRYPTION



ENGAGE: GO BEYOND!

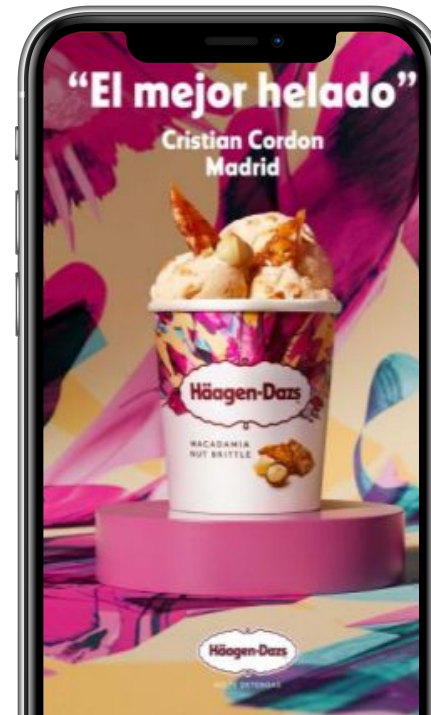
USE THE VALUE EXCHANGE TO CAPTURE 1st PARTY DATA, UGC & FEEDBACK



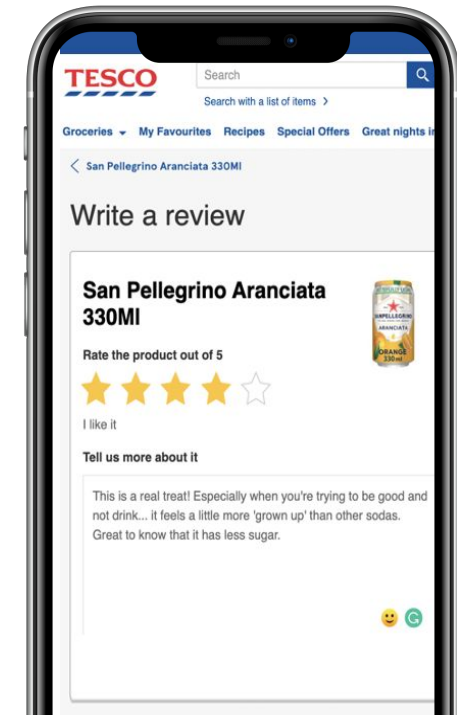
CAPTURE 1PD



LOYALTY



UGC

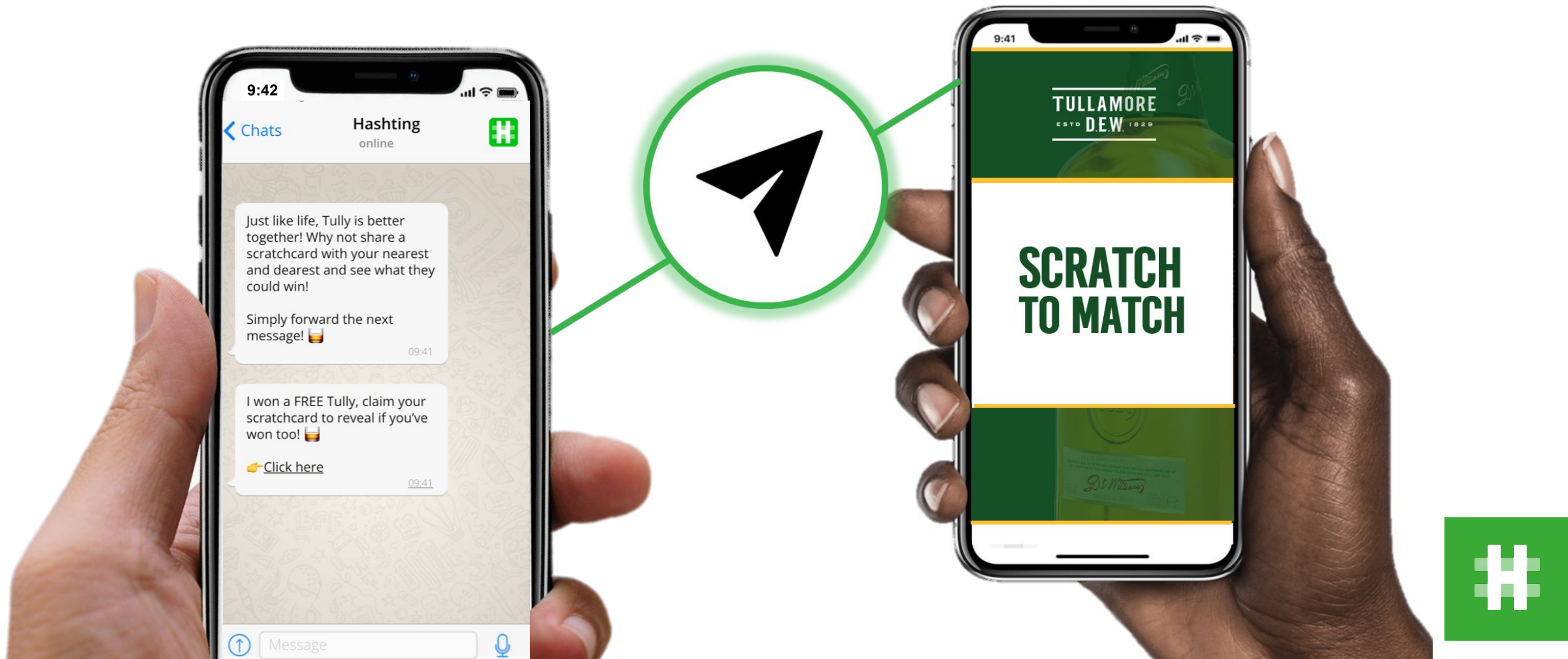


REVIEWS



AMPLIFY REACH.. BY INVITING FRIENDS

INTEGRATE TO YOUR LOYALTY PROGRAM, KNOW YOUR BEST ADVOCATES & MAXIMISE EXPOSURE



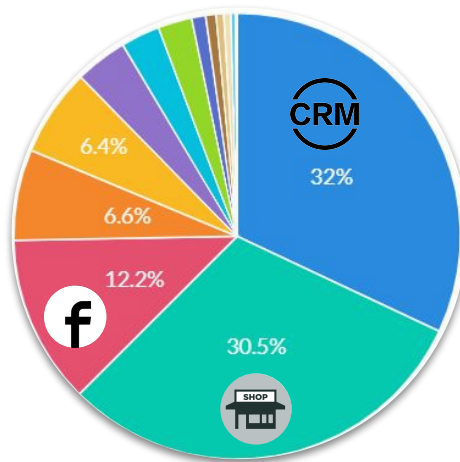
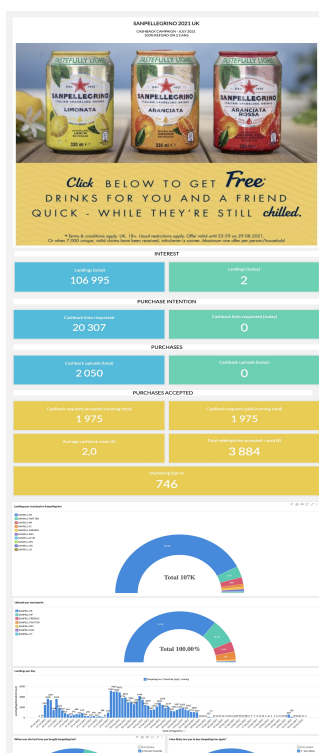
PLUG, PLAY.. AND TAKE CONTROL

INTEGRATE HASHTING' SOFTWARE TO YOUR MARKETING ACTIVITIES TO CLOSE THE LOOP BETWEEN SALES & MARKETING

TRACK
your conversion live

IDENTIFY
where it comes from

OPTIMISE
your lower funnel



*6,263 purchases no receipt
2,019 purchases with receipts



HASHTING 3 STEP OPTIMISATION PROCESS

Case example conclusion

5.7x

Realise 5.7X more sales impact with same investment

83%

Realise same impact
With 83% lower investment



Wanna try?





**Coca-Cola
Energy
Try Now for Free**



from physical touchpoint
straight into WhatsApp



from digital touchpoint
to landingpage

or [click here](#)

Scan or Click
to discover how to
Connect, Convert & Engage
in one seamless journey on
WhatsApp or SMS.



WHY THEY USE HASHTING

MOST POPULAR SOLUTIONS

SALES CONVERSION

- DRIVE-TO-STORE PROMOS
- IN-STORE ACTIVATIONS
- ON-PACK PROMOTIONS

CUSTOMER ACQUISITION

- 1st PARTY DATA
- DIGITAL SAMPLING

ENGAGEMENT

- LOYALTY PROGRAMS
- REVIEW GENERATION
- REFERRAL MARKETING
- UGC



Let's Connect

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