Make your brand more Attractive

Attractt

Instagram UGC Digital Marketing Solution

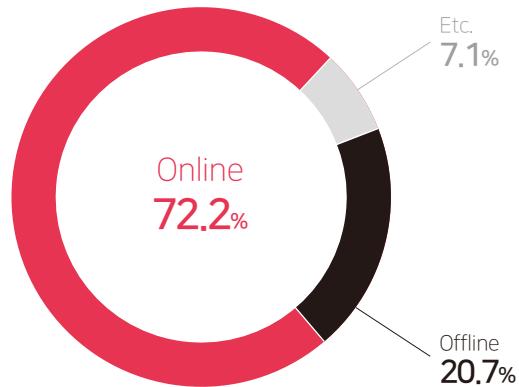# Attractt

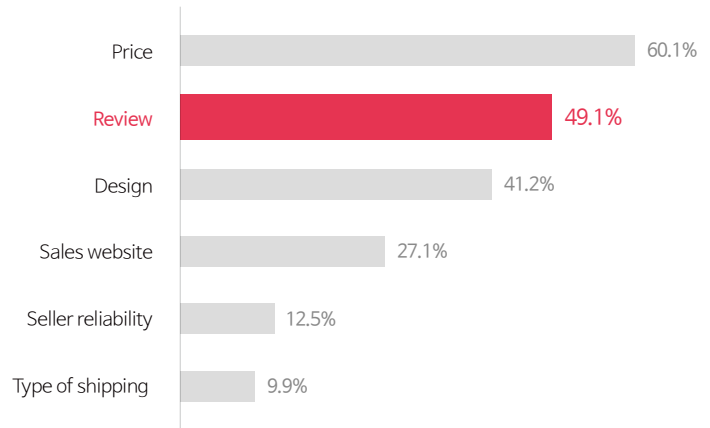## Contents

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1. Attractt Introduction

(1-1) Why 'UGC'?

UGC means that the directly made-content by users.
UGC of company's product or service may affect the huge impact to customer's buying-decision.

Sharing experience of personal consumption

Online
72.2%

Etc.
7.1%

Offline
20.7%

Survey of influence on customer's purchase

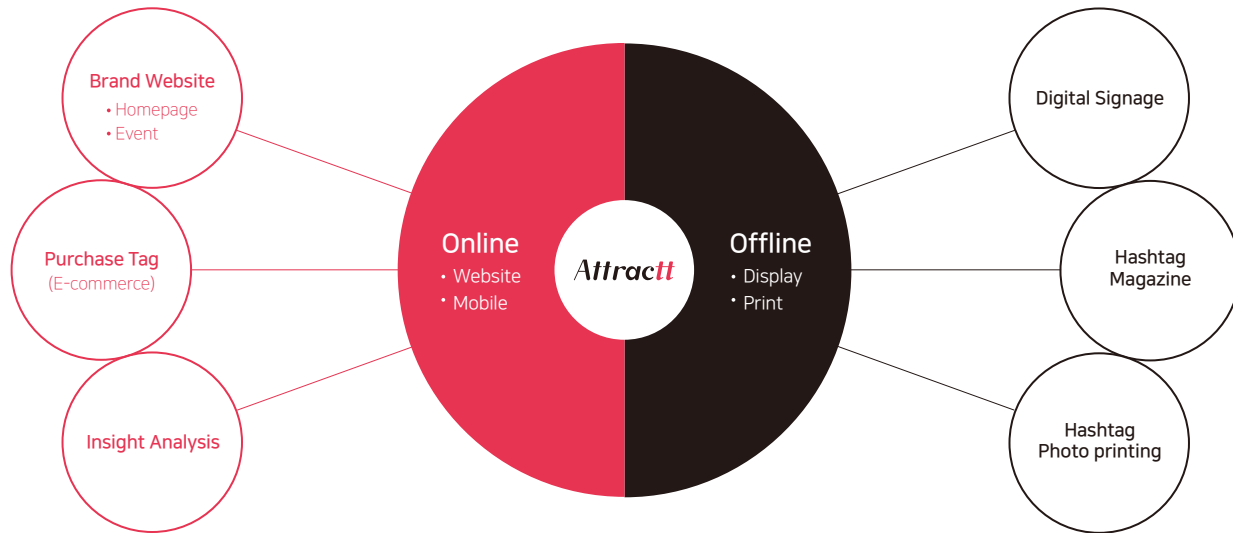|	
Price	60.1%
Review	49.1%
Design	41.2%
Sales website	27.1%
Seller reliability	12.5%
Type of shipping	9.9%

DMC media's (Korean Ad company) 2016 report

(1-2) What is 'Attractt'?

Attractt is a solution that search and select UGC on Instagram with #Hashtag or @ID,
and then expose it to on/offline channels attractively.

Brand Website
• Homepage
• Event

Purchase Tag
(E-commerce)

Insight Analysis

Online
• Website
• Mobile

Attractt

Offline
• Display
• Print

Digital Signage

Hashtag
Magazine

Hashtag
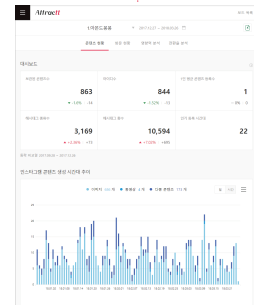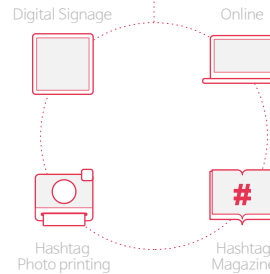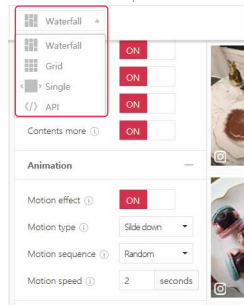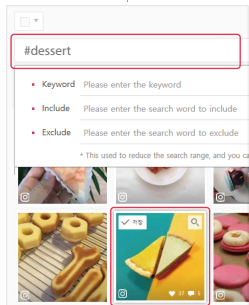Photo printing

(1-3) Main Function

Attractt can manage UGC on Instagram from search to exposure at once.

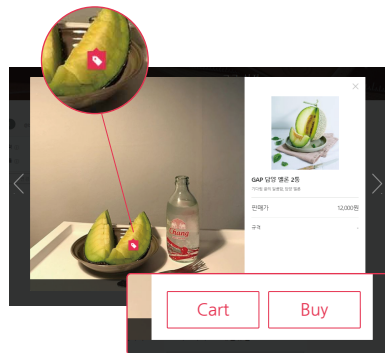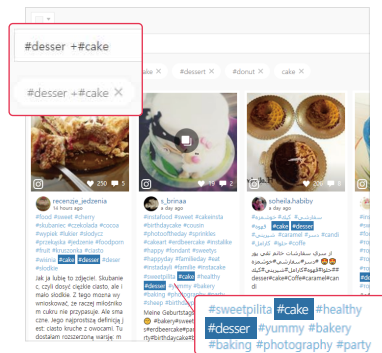| Search and Save content	Select type of expose	Exposure	Insight Analysis

Search and Save content

#dessert

- Keyword   Please enter the keyword
- Include   Please enter the search word to include
- Exclude   Please enter the search word to exclude

* This used to reduce the search range, and you ca

Select type of expose

- Waterfall
  - Waterfall   ON
  - Grid   ON
  - Single   ON
  - API   ON
- Contents more   ON

Animation

- Motion effect   ON
- Motion type   Slide down
- Motion sequence   Random
- Motion speed   2   seconds

Exposure

Digital Signage   Online

Hashtag Photo printing   Hashtag Magazine

Insight Analysis

Attractt has **six distinctive features.**

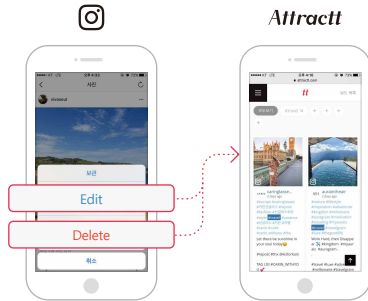
01 Hashtag Multi-search

Attractt can search and extract the two hashtags at once.

02 E-commerce

Attractt provides purchase tags for linkage between an Instagram content and a purchase page, and provides the data analysis function.
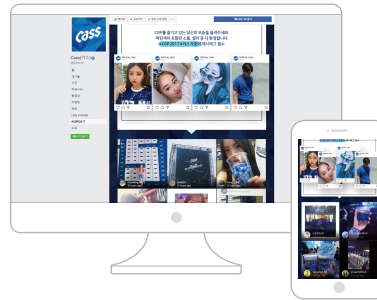
03 Offline Channel Linkage

Attractt can connect the curated-content with offline channel such as digital signage.

04 Modification/Deletion reflected in real time

When you modify or delete a Instagram content, it will be reflected to the web or display in real time.

05 Company customized support

Attractt provides the customized technical support which is suitable for your brand personality and image.
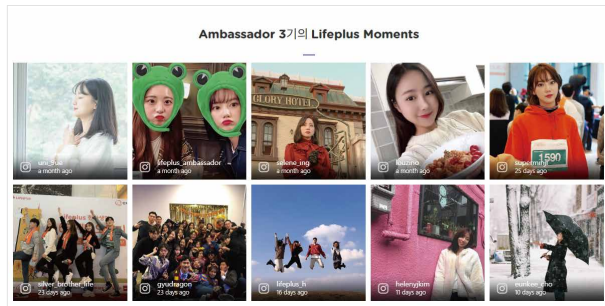
06 Stability

We use the AWS (99.95% of availability), so Attractt is fast and reliable.

(3-1) Brand Site(Homepage/Event)

Select UGC on Instagram and expose it to the brand homepage or event page!
You can make an increase of purchase reliability and drive more event participation.

Project

My Own Living Items that Wants to Recommend   **SAMSUNG**

Client	Samsung Electronics
Channel	Homepage
Hashtag	#삼성건조기 #삼성냉장고
Purpose	Manage / Exposure about Product Photo that Purchased

Project

Social Media #IKEA   **IKEA**

Client	IKEA Korea
Channel	Homepage
Hashtag	#이케아 #ikea #인테리어
Purpose	Attracting Participation to UGC Event

Project

Lifeplus Ambassador

Client	Hanwha Finance Network
Channel	Homepage
Hashtag	#Lifeplus #라이프플러스앰배서더
Purpose	UGC Exposure about on/offline Activity of Student PR Ambassador

Project

New Balance
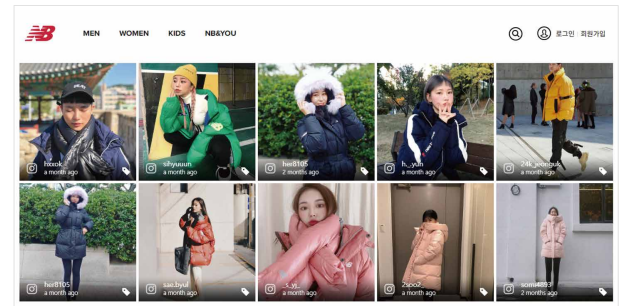
|	
Client	New Balance
Channel	Homepage
Hashtag	#뉴발란스 #nbpeople
Purpose	Manage / Exposure about Product Photo that Purchased

3. Six Use Methods and Cases

(3-2) **E-commerce**
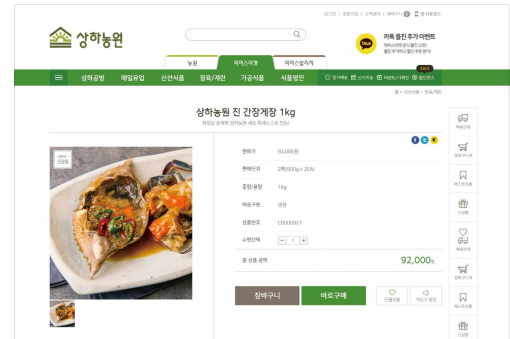
Try to link UGC on Instagram with product purchase page!
By attracting customers' attention and providing customers with reliable purchasing information,
you can expect to see a boost in sales.

Project
Sangha Farm
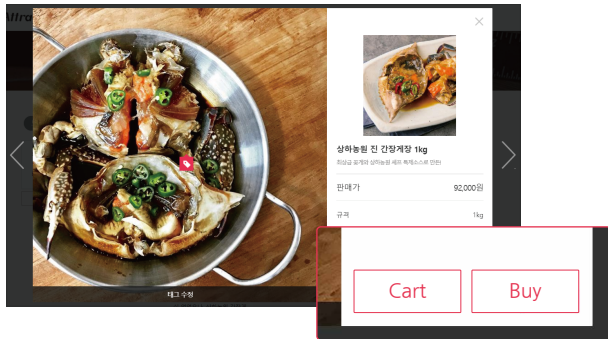
Client	Maeil
Channel	E-commerce
Hashtag	#상하농원 #파머스마켓
Purpose	Providing the various of shopping environment Measuring Instagram operation effectiveness

② Move to purchase page

① Click the Instagram contents

3. Six Use Methods and Cases

(3-3) Digital Signage

Select the registered UGC on Instagram in the event place and expose it to digital signage in real time!
This can affect to increase brand attention and make more attractive atmosphere.

Project
2018 Cass Blue Playground

|	
Client	OB Beer
Channel	Digital Signage
Hashtag	#CBP2018 #카스랑놀자
Purpose	Attracting Participation to Event, Real-Time Exposure about Participant's Contents

Project
2018 SBS D Forum

Client	SBS
Channel	Digital Signage
Hashtag	#SDF2018 #새로운상식 #소확상
Purpose	Manage / Exposure about Photos of Event Participants

(3-4) Hashtag Magazine

Collect UGC on Instagram that can help your branding and then try to make a book.
This will make more natural & dependable storytelling to customers.

Project

GS25 Tag Book
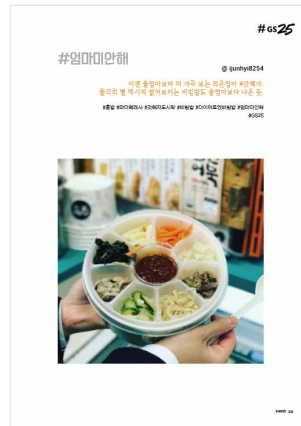
Client	GS Retail
Channel	Hashtag magazine
Hashtag	#GS25 #GS편의점
Purpose	Delivering the natural brand image Minimizing the making period of brand booklet

(3-5) Hashtag Photo printing

Print the registered UGC on Instagram in the event place as a photo and gift it to customers!
This makes your customers can remember the pleasurable moment of brand experience.
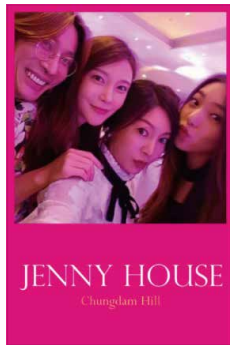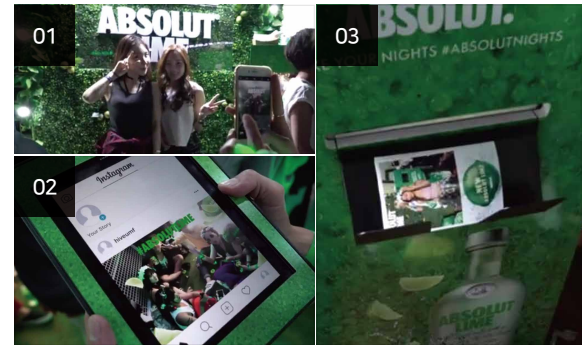
Project
Branded Print

Photo can be printed within 10 seconds!

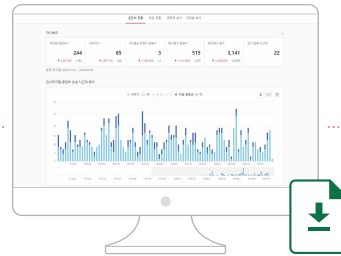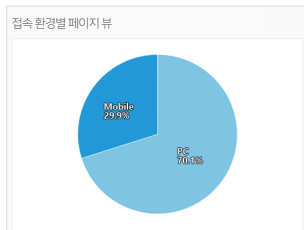Use case of ABSOLUT Event in South Korea

(3-6) Insight Analysis

Try to analyze the effect of UGC on Instagram!
You can find the valuable contents, and you can check the sales conversion rate.
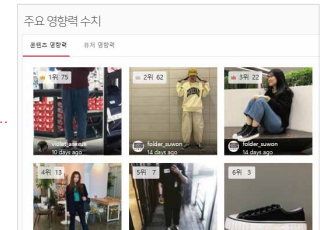
Content Status

콘텐츠별 해시태그 빈도수		
순위	해시태그	빈도수(회)
🏆 1위 ⬆	폴더크루	202
🥈 2위 ⬆	폴더	108
🥉 3위 ⬇	폴더피플	99
4위 ⬆	데일리룩	95

Visitor Status

접속 환경별 페이지 뷰

Mobile
29.9%

PC
70.1%

Analysis of Influence

주요 영향력 수치
콘텐츠 영향력 / 유저 영향력

Analysis of Conversion Rate

주요 전환 수치
상품전환 / 콘텐츠 전환

1위 34   2위 27   3위 15
4위 9   5위 8   6위 7

※ Image and Actual Screen May Be Different.
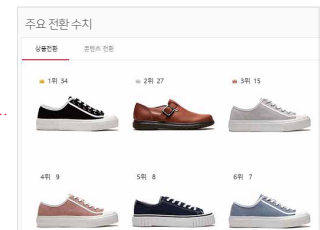
Clients that used **Attractt** say,

Episode. 01

Kiehl's pop-up store

"It was good to be able to direct the atmosphere to communicate with the customers who visited."

Customers were pleasantly participated in the event by watching photos and videos from another people's Instagram upload. Through the Attractt, we could create the atmosphere to communicate with customers who visited the pop-up store.

As well as the pop-up store, if we shows the Instagram review contents into our stores then reliability of products and purchasing is expected to have a positive effect.

Kiehl Korea / Marketing team

Episode. 02

Social media #IKEA

"Attractt contributed promoting store visits and product purchases."

'Social media #IKEA' is used as a role of information transmission through the story of the consumer. After choosing Attractt, we can find the pleasurable experience of our consumers.

Also, Attractt has delivered the home decorating ideas so that it facilitates store visits and product purchases.

IKEA Korea / PR team

Episode. 03

Hanwha Lifeplus

"It was convenient to share customer's experience and monitor it in real time."

We proceed a new event every month. Taking photo events as a proof of participation with Attractt were responsive, allowing us to share experiences from various customers.
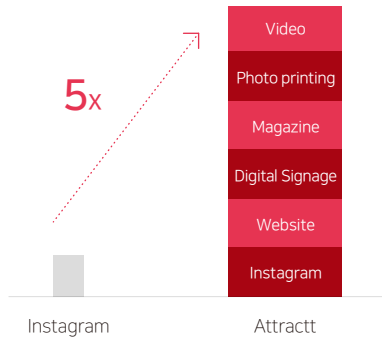
Moreover, we could have checked the participation status in real time upload and this was very helpful to monitoring customers.
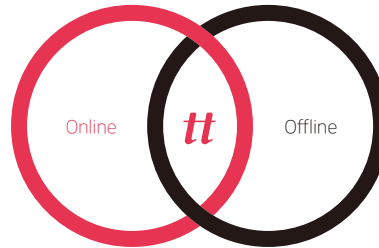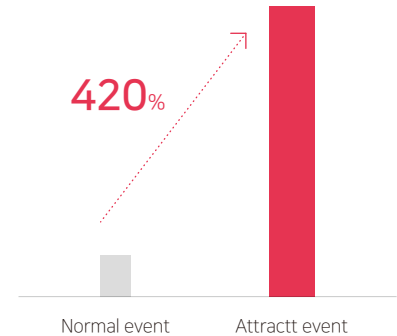
Hanwha life / Operation team

You can expect **six effects** with Attractt.

5x

Video
Photo printing
Magazine
Digital Signage
Website
Instagram

Instagram   Attractt

Online   *tt*   Offline
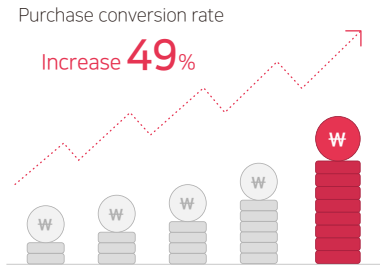

420%

Normal event   Attractt event

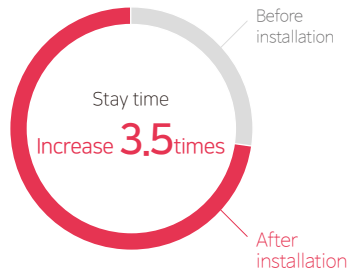**01** Through the various channels, brand exposure will be increased by five times.

**02** True O2O marketing (connect between online and offline) is possible.

03 Event participants will increase 420% by displaying photos as a proof of participation.

Purchase conversion rate

Increase **49**%

Stay time

Increase **3.5**times

Before installation

After installation

Self-development: 6 months

25,920
Super saving

Attractt Installation: 10 minutes

Time

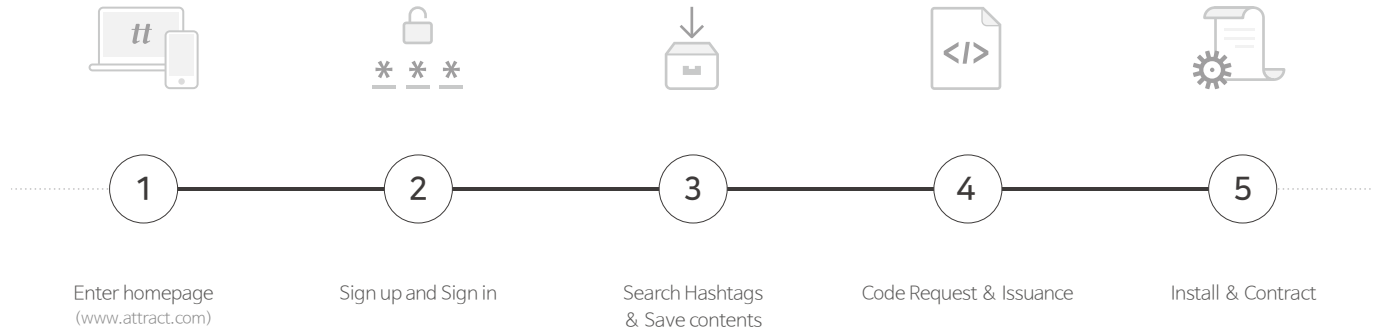04 Purchase conversion rate increases 49% with reliable reaction contents.

05 Duration on site increases 3.5 times by providing the attractive contents to customers.
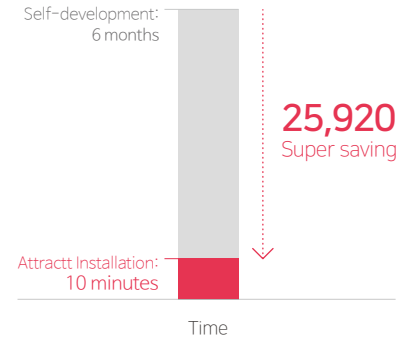
06 You can reduce the cost and time for API development and website construction.

We **support the consulting and technology** for the efficient solution use.

1	2	3	4	5
Enter homepage (www.attract.com)	Sign up and Sign in	Search Hashtags & Save contents	Code Request & Issuance	Install & Contract

Contact about solution

Department	Contact	Email	Homepage	Instagram
Attractt Part	+82.2.333.1711	contact@attractt.com	www.attractt.com	https://www.instagram.com/attractt_official/

Cizion is the best 'Reaction-Content' tech company in South Korea.

Cizion has developed the social comment solution 'LiveRe' and the Instagram curation solution 'Attractt'.

LiveRe through comment contents and Attractt through image/video contents help to drive company's marketing and customer care.

We are providing the customized-solution to companies that want to communicate with customers.

CI

c|z|o|n

BI

LiveRe   Attractt

Clients

SAMSUNG   LG전자   olleh kt   KIA MOTORS   POSCO   Coca-Cola   CJ E&M

AMOREPACIFIC   LG생활건강   SHINSEGAE   KEB 하나은행   청정원

서울특별시   BIFF   고용노동부   unicef   해피빈   대한민국 국방부

KBS   MBC   SBS   CHANNEL A   YTN   한국경제   경향신문

Attractt

Attractt.com