feelter
The truth sells

Problem:

98% of acquired consumers do not convert

Investment

$150B spent in 2014 by e-commerce websites in north America to **increase traffic**

Outcome

Resulting in only **2%** Conversion rates

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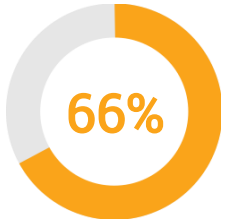
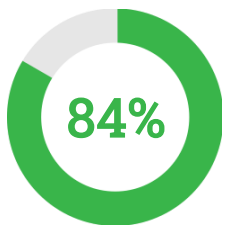
“In a networked world, **trust** is the most important currency”

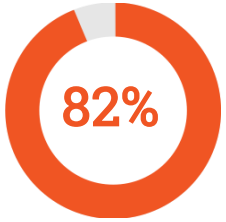
Eric Schmidt, Executive Chairman, Google



McKinsey estimates that 66% of the economy is influenced by personal recommendations



Trust recommendations from their friends*



Google’s research indicates that 82% of smartphone owners use their smartphone while in stores shopping.

** http://noobpreneur.com/2011/06/03/social-media-marketing-the-new-word-to-mouth-marketing

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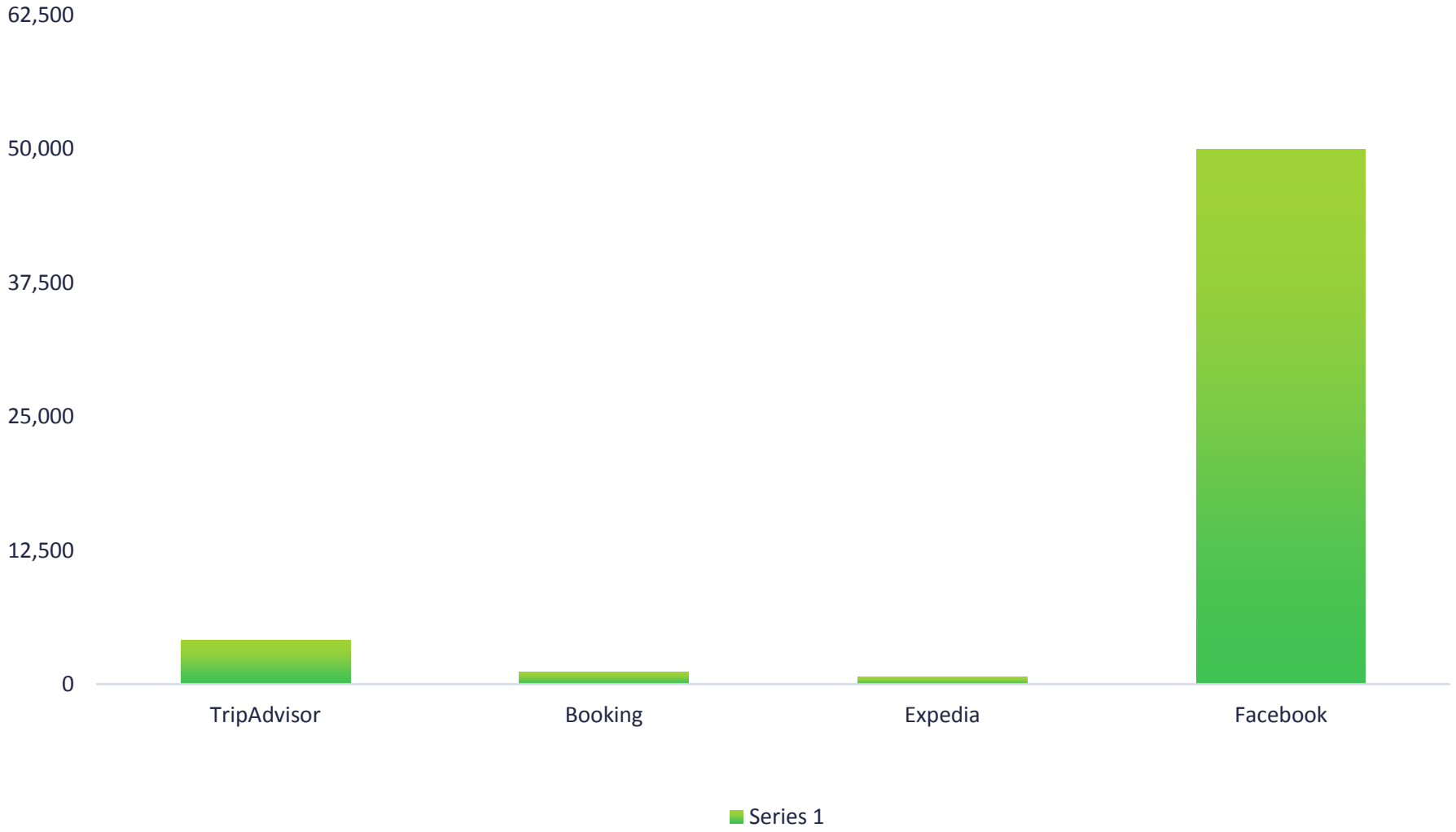
What Happens Online in 60 Seconds?
Managing Content Shock in 2016
2013
2014
2015
YOUTUBE
hours of video uploaded
400
300
100
EMAIL
emails sent
205.6
MILLION
196.3
MILLION
182.9
MILLION
FACEBOOK
posts
3.3
MILLION
2.46
MILLION
2.5
MILLION
WHATSAPP
messages sent
44.4
MILLION
34.7
MILLION
11.8
MILLION
60
SECONDS
1,212
972
817
278,000
WORDPRESS
posts
2.6
MILLION
2.4
MILLION
3.1
MILLION
28,000
GOOGLE
searches
347,222
42,000
422,340
55,555
TWITTER
tweets
INSTAGRAM
photos uploaded

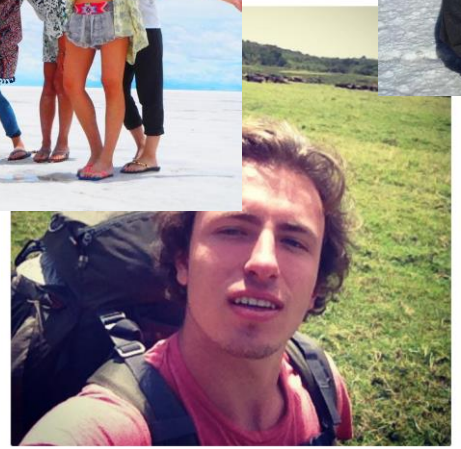
UGC on The Savoy, London



Media-driven Content

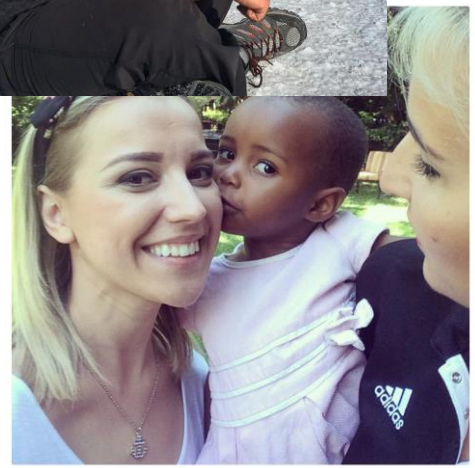
A room with a pool makes all difference, recommend the area 26-32 with a front view on Mahtesh Ramon.

By Ilan Kimhi -



By Wittaya S. 8 days ago

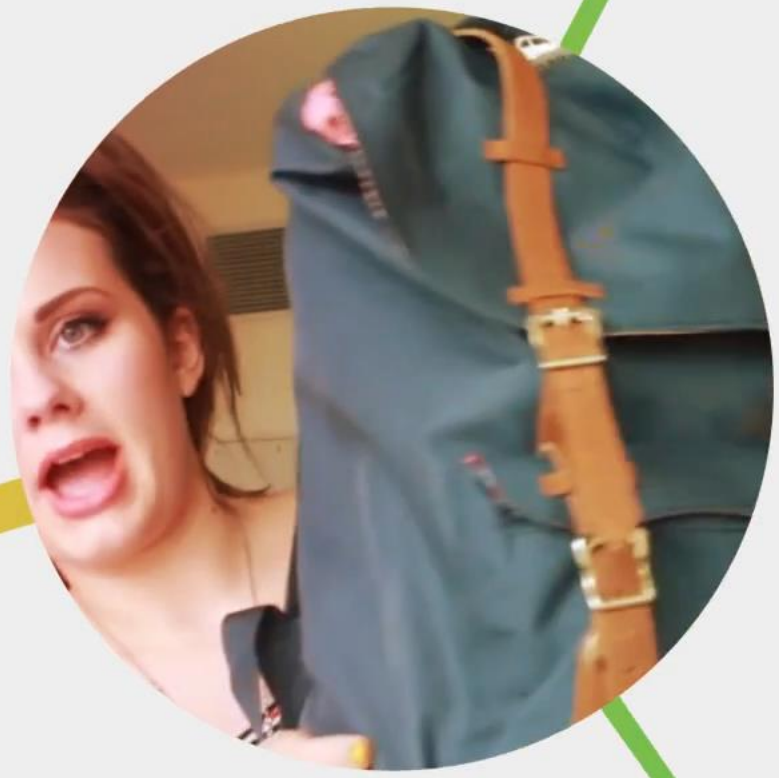
Tonight I stay at Capsule hotel in Shinjuku area. 😀😀😄😹😹



Social Media Search Engine

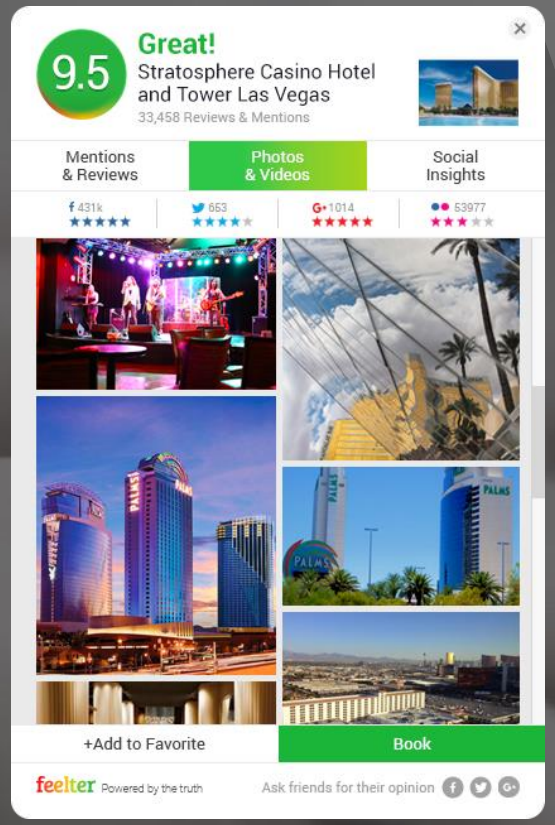
Valuable information gets lost in the social media, within an ocean of selfies and cats. Everyone writes, takes photos and videos just about anything.

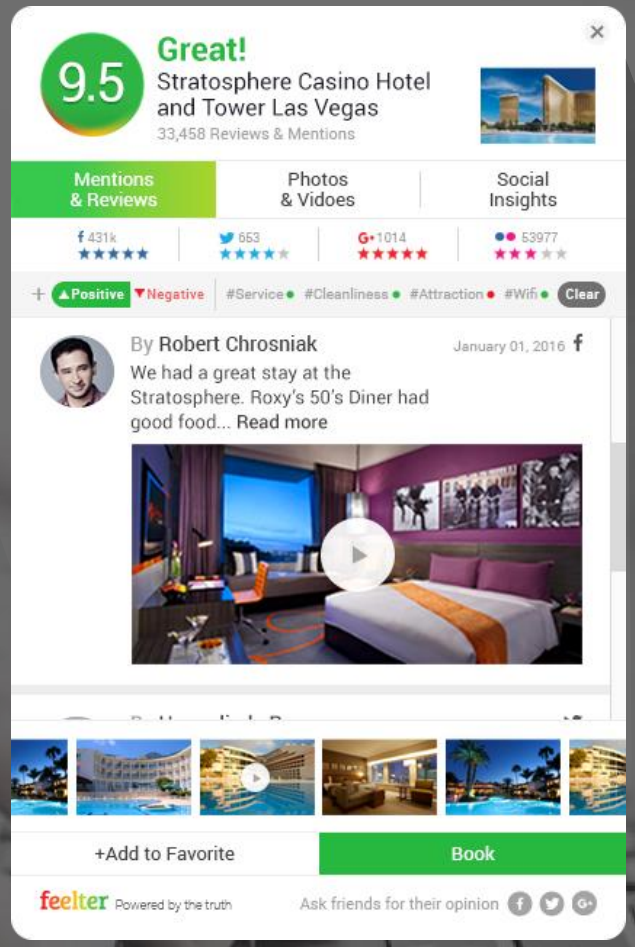
feelter's algorithm curates the most valuable social mentions and unlocks the crowdsourced wisdom.

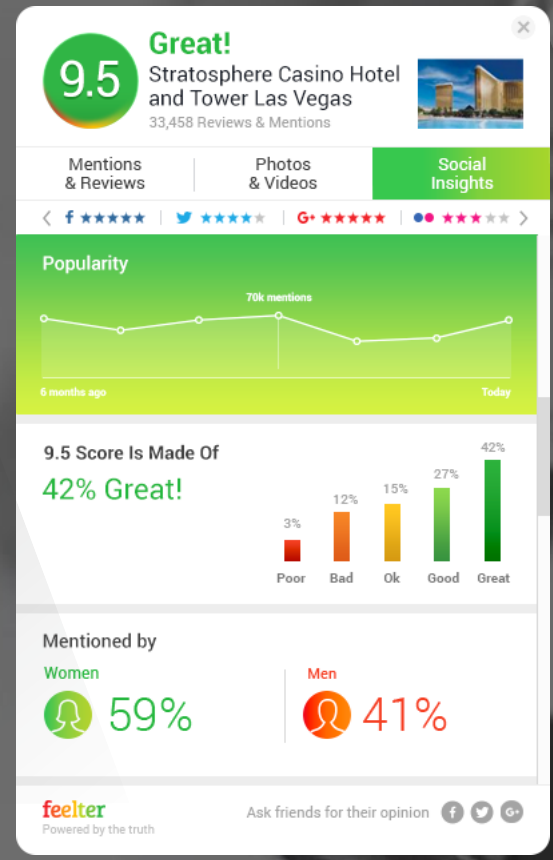


Canon A1 SLR Camera
$502.99 buy it now
5.2 Ok
▲ 534K ▼ 320K
Click to feelter
Pentax K-50 16MP DOS ZOOM
$489.99 buy it now
9.2 Great!
▲ 600K ▼ 30K
Click to feelter
GoPro hero 4
$440.99 buy it now
9.5 Great!
▲ 825K ▼ 25K
Click to feelter
Canon EOS Rebel 2000 35mm Film
$399.99 buy it now
7.9 Good
▲ 610K ▼ 20K
Click to feelter
Canon 6D camera with 24-105mm f/4.0L is Usm lens
$412.99 buy it now
1.8 Poor
▲ 112K ▼ 410K
Click to feelter
Panasonic DMC-ZS40S Digital Camera with 3.0-Inch LCD (Silver)
$224.99 buy it now
6.3 Ok
▲ 534K ▼ 320K
Click to feelter
Nikon d5300 camera with sigma 17-50mm f2.8 lens
Sony Alpha a6000 Mirrorless Digital with 16-50mm Zoom
Nikon d5300 - 20.1MP High Zoom Point and Shoot Camera 35x

What feelter does







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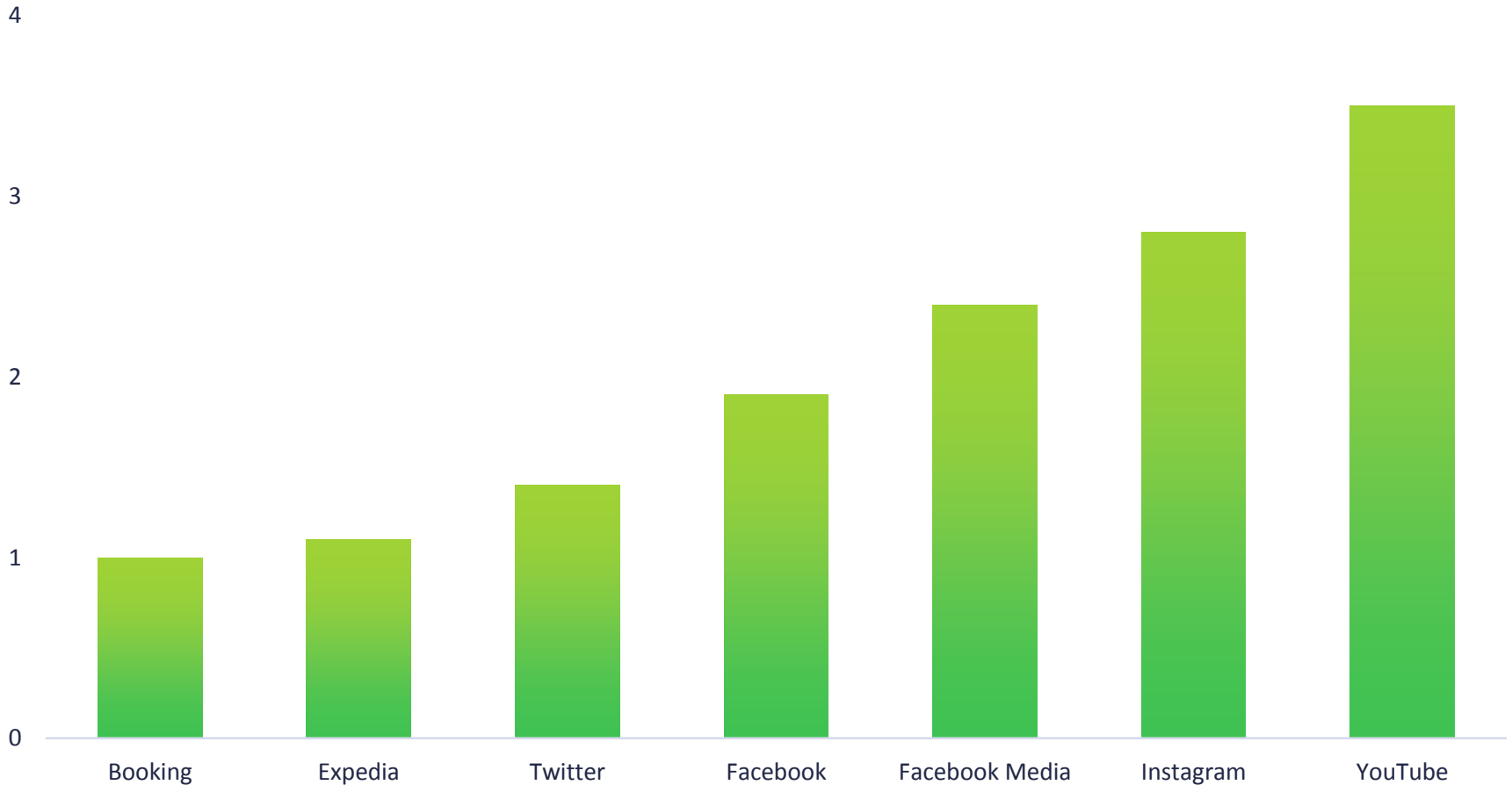
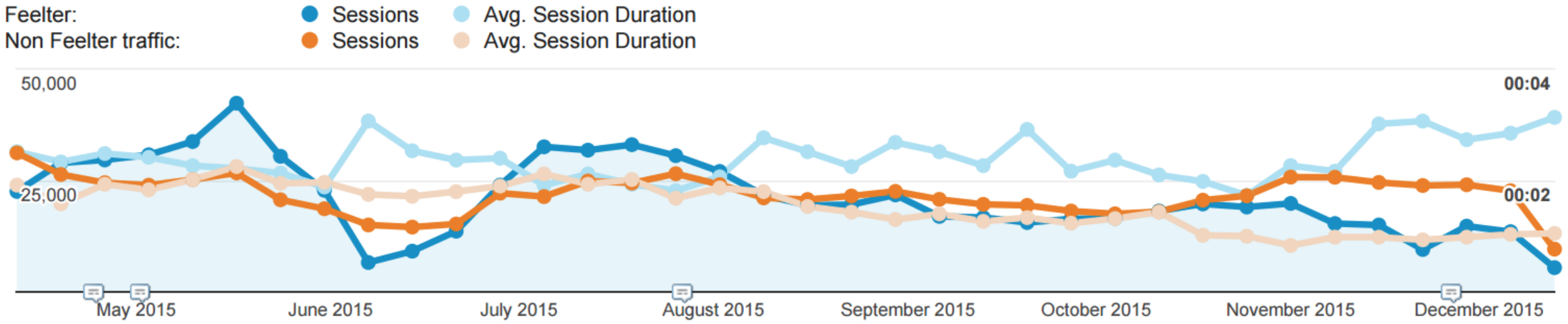
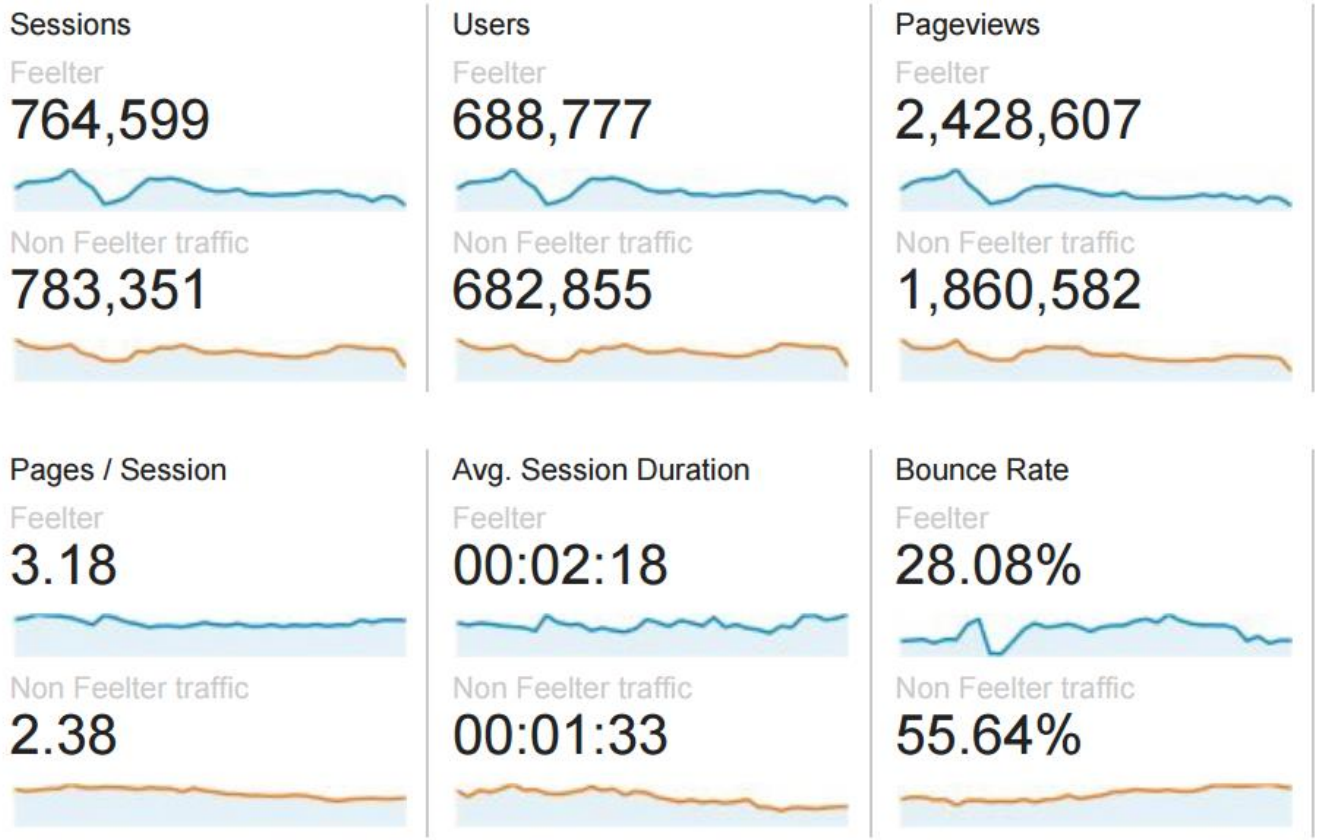
Engagement by Source



Case Study: Time-On-Site



Case Study: Site Metrics



Our results

48%

Increased time on site

39.5%

Increased sales

50%

Reduced Bounce Rate

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Thank you!

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The truth sells

saar@feelter.com