PWDigital.io

Media Kit

Hello,

In today's ultra competitive digital marketing landscape, it's become increasingly difficult for marketers to cut through the noise and meaningfully connect with their audience.

PWDigital's patented technology allows for a completely new avenue for platforms, brands, content creators, and influencers to reach and engage their audience like never before.

The Future of Ad Tech is here.

PWDigital.io

How?

PWDigital's platform is a personalized ad delivery system that creates engageable moments within video for users. This additional layer allows for the creation of a whole new level of reach and interactivity while never disturbing the user experience.

By delivering *the right ad,* in *the right video*, at *the right time,* for *the right audience,*

Connect. Like never before.

Nike Air Force 1 '07 LV8 Utility Team Orange

How Does it Work?

Ads are triggered throughout video playback via a Source Activated Moment (SAM)*
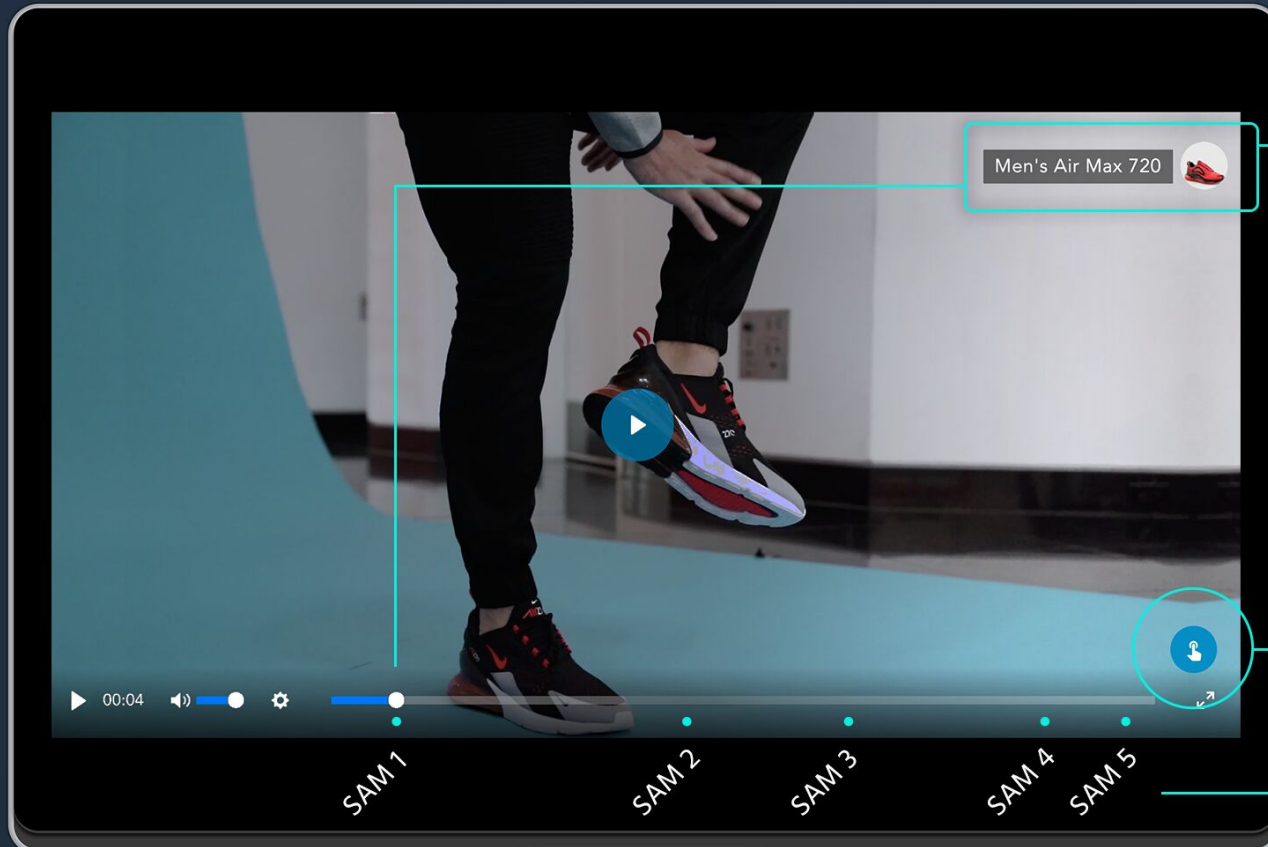
They appear as a discrete overlay in the video and are visible for a set time before fading and letting the next SAM appear. A user can decide whether or not to interact with the SAM and if they do, the whole interaction takes place in video. The user never needs to leave the content and the tech allows for a fluid experience on both mobile and desktop.

Ready for a Demo?

* All Source Activated Moments will be referred to as SAM's moving forward

PWDigital.io

Demo - The Interface

SAM #1

First ad served gives info about the product shown and allows the user to purchase it in a seamless checkout process integrated within the overlay. Video playback continues unless the user chooses to stop/pause.

Prompt letting the user know they can interact with video.

Men's Air Max 720

00:04

SAM 1 SAM 2 SAM 3 SAM 4 SAM 5

Timeline of SAM'S

A video can have as many or as few SAM's as decided by the content provider at the chosen timestamp.

PWDigital.io

Created for the Nike brand for demonstration purposes only

Demo - The Interface

SAM served is directly related to the video content shown

Just Do It Pullover Hoodie

Men's Air Max 270

Men's Air Max 720

Personalize

Cart

00:07

SAM 1   SAM 2   SAM 3   SAM 4   SAM 5

Multiple SAMS triggered and visible to the user. *

User can choose to interact with them or let them fade out.

Interactive menu open state. User has the option to browse his cart or further personalize his experience by signing in to his account.
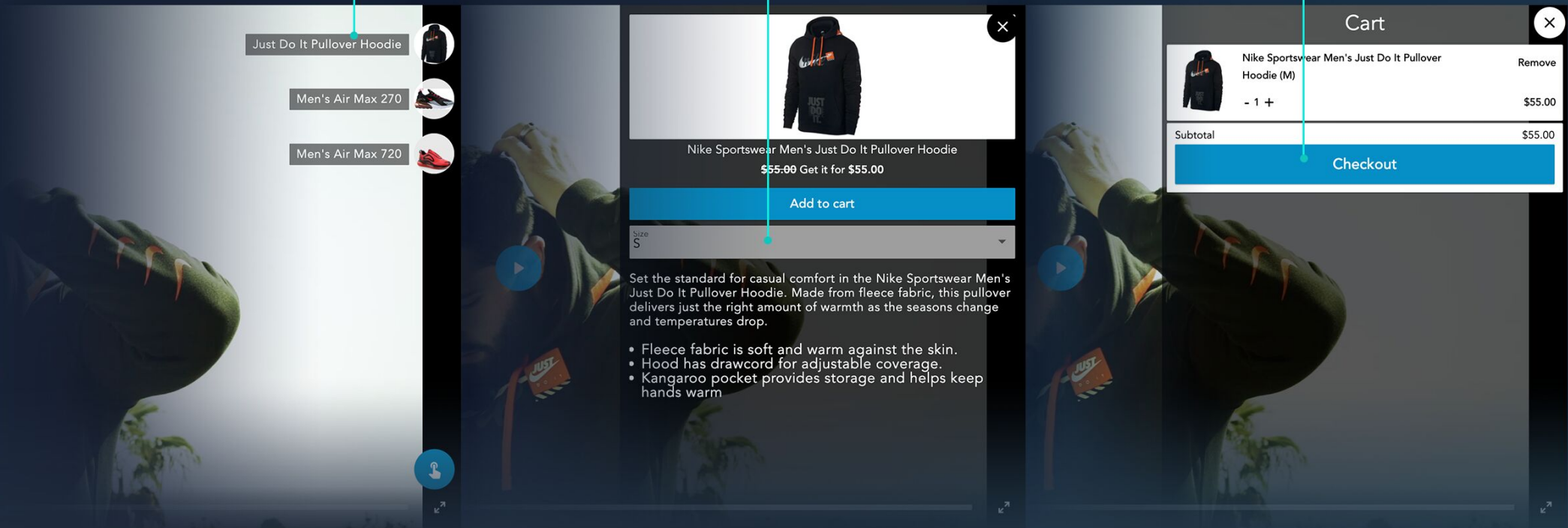
Timeline of SAM'S

* The overlay has been enlarged for illustration purposes.

PWDigital.io

Demo - The Flow

1 - User clicks on SAM

2 - User selects his item and adds to cart

3 - User proceeds to checkout

Just Do It Pullover Hoodie

Men's Air Max 270

Men's Air Max 720

Nike Sportswear Men's Just Do It Pullover Hoodie
~~$55.00~~ Get it for **$55.00**

Add to cart

Size
S

Set the standard for casual comfort in the Nike Sportswear Men's Just Do It Pullover Hoodie. Made from fleece fabric, this pullover delivers just the right amount of warmth as the seasons change and temperatures drop.

• Fleece fabric is soft and warm against the skin.
• Hood has drawcord for adjustable coverage.
• Kangaroo pocket provides storage and helps keep hands warm

Cart

Nike Sportswear Men's Just Do It Pullover Hoodie (M) Remove

\- 1 + $55.00

Subtotal $55.00

Checkout

A user can interact with SAM's and add multiple items to his cart without ever stopping video playback.
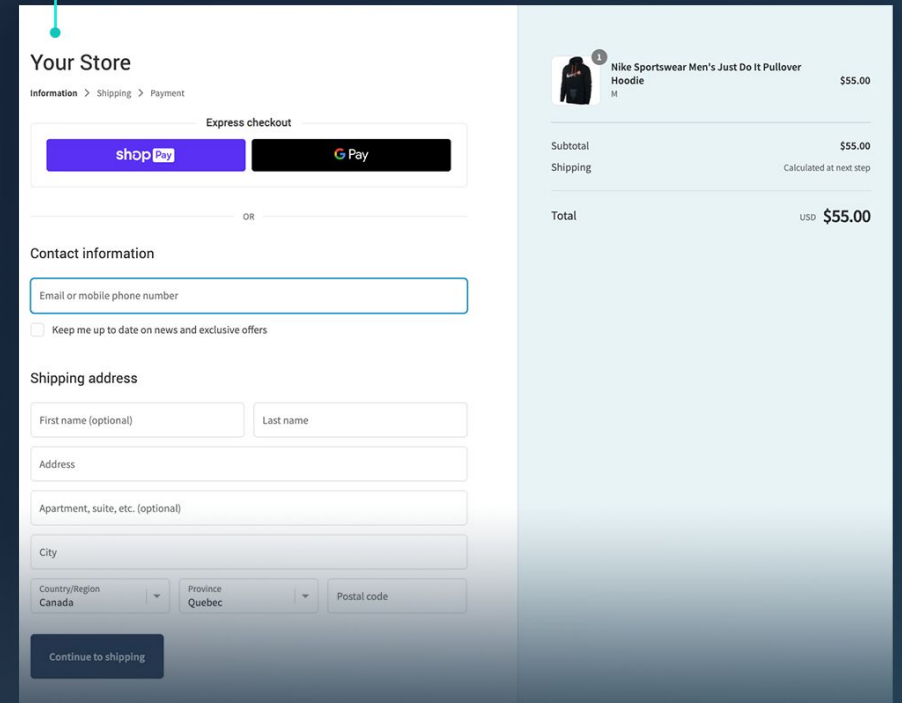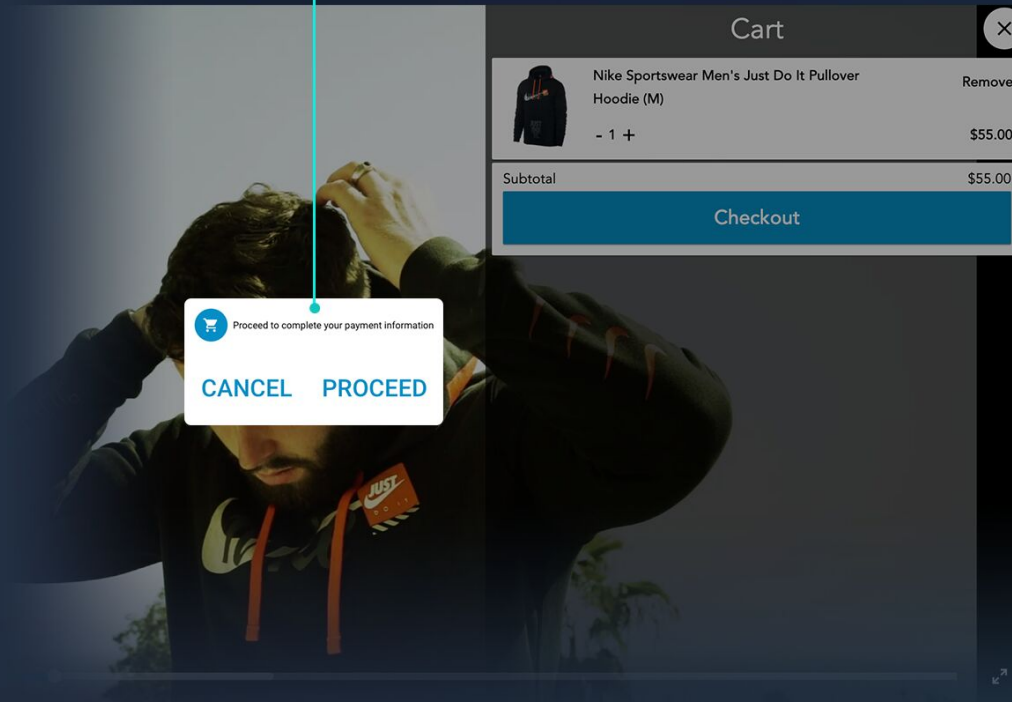Users only leave the content at the checkout phase.

PWDigital.io

Created for the Nike brand for demonstration purposes only

Demo - The Flow

4 - User goes to payment page

5 - User enters info and completes purchase

https://yourstore.myshopify.com/1234567890/checkout

Cart

Nike Sportswear Men's Just Do It Pullover Hoodie (M)   Remove

- 1 + $55.00

Subtotal $55.00

Checkout

Proceed to complete your payment information

CANCEL   PROCEED

Your Store

Information > Shipping > Payment

Express checkout

shop Pay   G Pay

OR

Contact information

Email or mobile phone number

☐ Keep me up to date on news and exclusive offers

Shipping address

First name (optional)   Last name

Address

Apartment, suite, etc. (optional)

City

Country/Region
Canada   Province
Quebec   Postal code

Continue to shipping

Nike Sportswear Men's Just Do It Pullover Hoodie
M $55.00

Subtotal $55.00
Shipping   Calculated at next step

Total   USD $55.00

Your online store is synced with PWDigital's platform via a simple API integration.

The Overlay

PWDigital's technology allows for versatile overlays. There are Plug & Play templates or a partner may choose a custom design, with various forms of media including, picture, video, text and sound.
The technology has wide applicability and its important to note that other than the "Watch & Shop" model it can and should also be used to create a more immersive and engaging experience for users.

Link to song being played

Merchandise for purchase

Location of concert

Info about the band

PWDigital.io

Music

Shop

Places

People

Gibson Guitar

Brittany Howard

Alabama Shakes

Austin Texas

ACL Festival

Credit to Alabama Shakes playing - Future People

PWDigital.io

The Overlay

Various examples of overlay designs and potential use cases

Gibson Guitar

Brittany Howard

Alabama Shakes

Austin Texas

ACL Festival

ALABAMA SHAKES SOUND & COLOR

ALABAMA SHAKES
Future People

PLAY

FOLLOW

PURCHASE

$3,287.86
Gibson Les Paul Special

Add to Cart

Make an Offer

C3 PRESENTS

AUSTIN, TEXAS

AUSTIN CITY LIMITS.®

OCTOBER 4 - 13

BUY TICKETS

Brittany Howard

Brittany Howard is best known as the lead singer and guitarist for the American rock band Alabama Shakes. The band formed under the name "The Shakes" when Howard and bassist Zac Cockrell began playing covers and original songs together with drummer Steve Johnson. Guitarist Heath Fogg later rounded out the lineup, and the band began playing shows at bars in Alabama and recording their debut album, Boys & Girls.

Tour Schedule

Follow

The goal is to further engage and monetize consumers while serving them relevant content and *enhance* their overall viewing experience. Connecting on another level.

Credit to Alabama Shakes playing - Future People

PWDigital.io

Opportunities

How can i benefit?

- **Platforms**
  Give your creators an option to open up their potential revenue streams and profit.

- **Brands**
  Remove resistance to purchase by offering a simple click and buy solution.

- **Content Creators**
  Increase engagement by adding a new layer of info and interaction.

- **Influencers**
  Give your sponsors a new channel for more exposure.

Audience
Engaged. Connected. Happy

Benefits For ALL

Multi-Platform
PWDigital's Experience Layer works across all screens and devices to transform video into a multi-screen, multi-touch experience.

Maximize Revenue
Monetize viewer engagements through discovery within video. Wherever video travels, we count and capture realtime conversions.

Own the Funnel
Maximize touch points and gain insights into audience behavior, so you can shape & own your audience funnel.

PWDigital.io

Integration

Ok, I see the opportunity. I'd like to give it a test run. How does it work?

1 - Get in Touch!

PWDigital's Sales Team is ready to answer any and all questions you might have. Once an agreement is reached, we're ready to start.

2 - The Process

An Account Manager will be assigned to you to facilitate the partnership and manage the integration with our development team. They will coordinate with your sales and marketing team to determine your needs and then structure campaigns to meet them.

Next, a contact between dev teams will be created to facilitate backend access to allow for data collection, analytics, and reporting.

Finally, working with our designers we prep, test and launch.

The process is managed seamlessly by PWDigital and we will be there to offer ongoing support throughout the duration of the partnership. We look forward to doing business with you in this new and exciting time in digital marketing.

Let's take the next step, together.

PWDigital.io

Thank you

Get in touch

pwdigital@info.com