

a new approach to interactive web video



directly connecting consumer, product and brand

AGENDA

- who we are
- about kenxus
- the Portal
- the customer
- the ecosystem
- the experience
- analytics
- video



WHO WE ARE



kristin haber
president | co-founder



jeff haber
ceo | co-founder

OUR COMPANY

a leading innovator in
interactive web video technology

we directly connect multiple online
interactions through one innovative
video Portal that transports
viewers across the web,
all without ever leaving your site.



ken

Noun

One's range of knowledge
or sight.

Verb

Know.

nexus

Noun

1. A connection or series of connections
linking two or more things.

2. A connected group or series: "a nexus of
ideas."

kenxus VIDEO PORTAL PLAYER

a multi-patented web video technology

our interactive product integration tool
enables viewers to watch videos,
link to other content pages, explore
featured products and
directly connect with brands
without leaving the site they landed on.



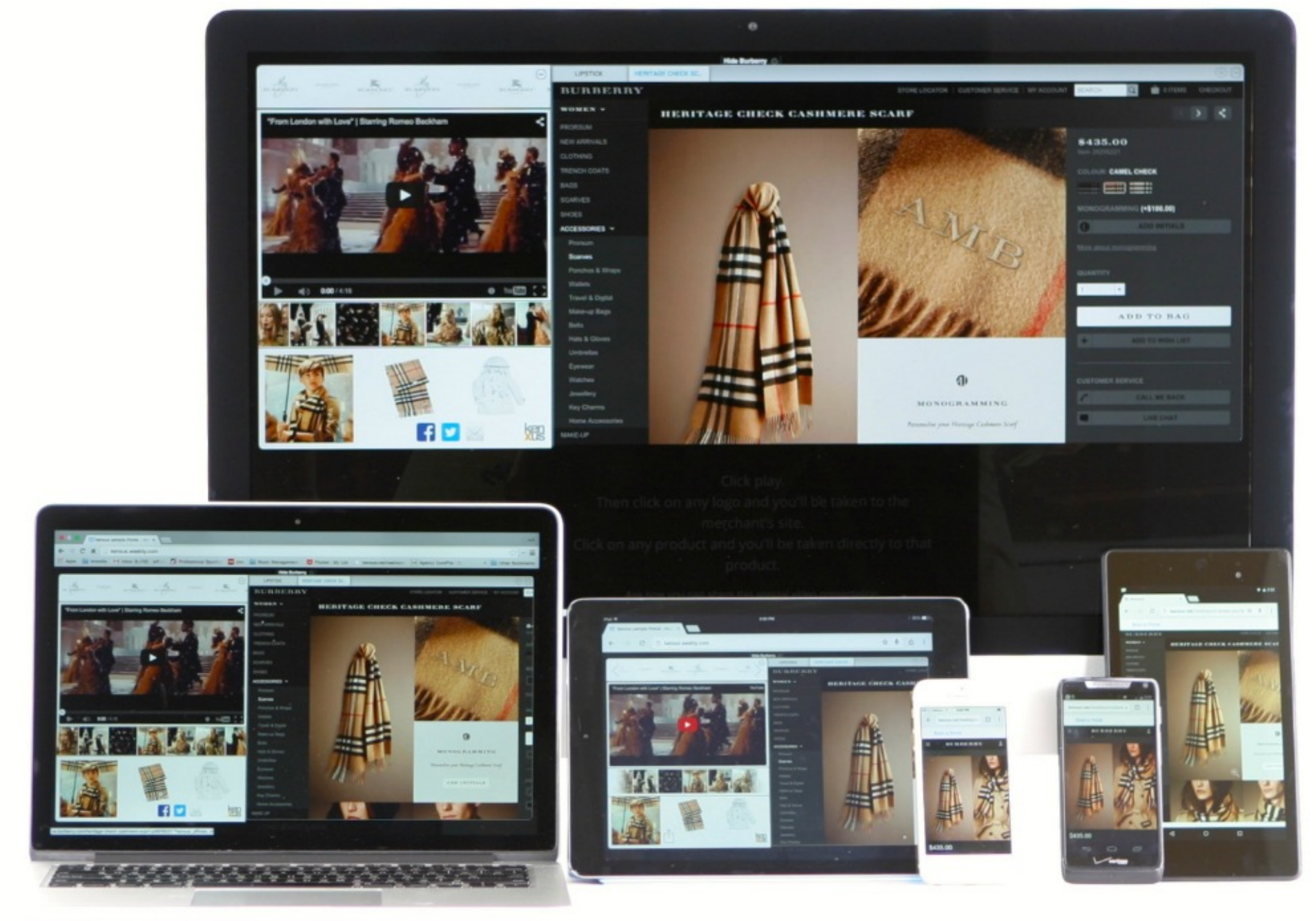
*the kenxus portal enables brands
to monetize content while capturing
KPI metrics via robust back-end analytics.*



VIDEO PORTAL PLAYER

a multi-patented web video technology

our Portal Player is designed as a non-disruptive web experience, enabling viewers to click out to multiple websites via a single window, making video watching fun and shoppable while giving consumers the power to control their online viewing destiny.



the kenxus portal works on any device running a browser - no download, plug-in, nothing to install

THE CONSUMER JOURNEY IS CHANGING AND EVOLVING

today's consumer demands a connected experience. brands best positioned for long term success are those that prioritize innovation, convenience and personalization.



MEET CONSUMERS WHERE THEY ARE

video plays a vital role influencing brand affinity and consumer spending, from discovery to consideration to conversion. we help you connect multiple touchpoints - video, ecommerce, social, etc., creating a holistic path to purchase.



THE PORTAL ECOSYSTEM

an embedded Portal integrates your online content, enabling a seamless path from discovery to purchase.

video
live streams
brand
editorial

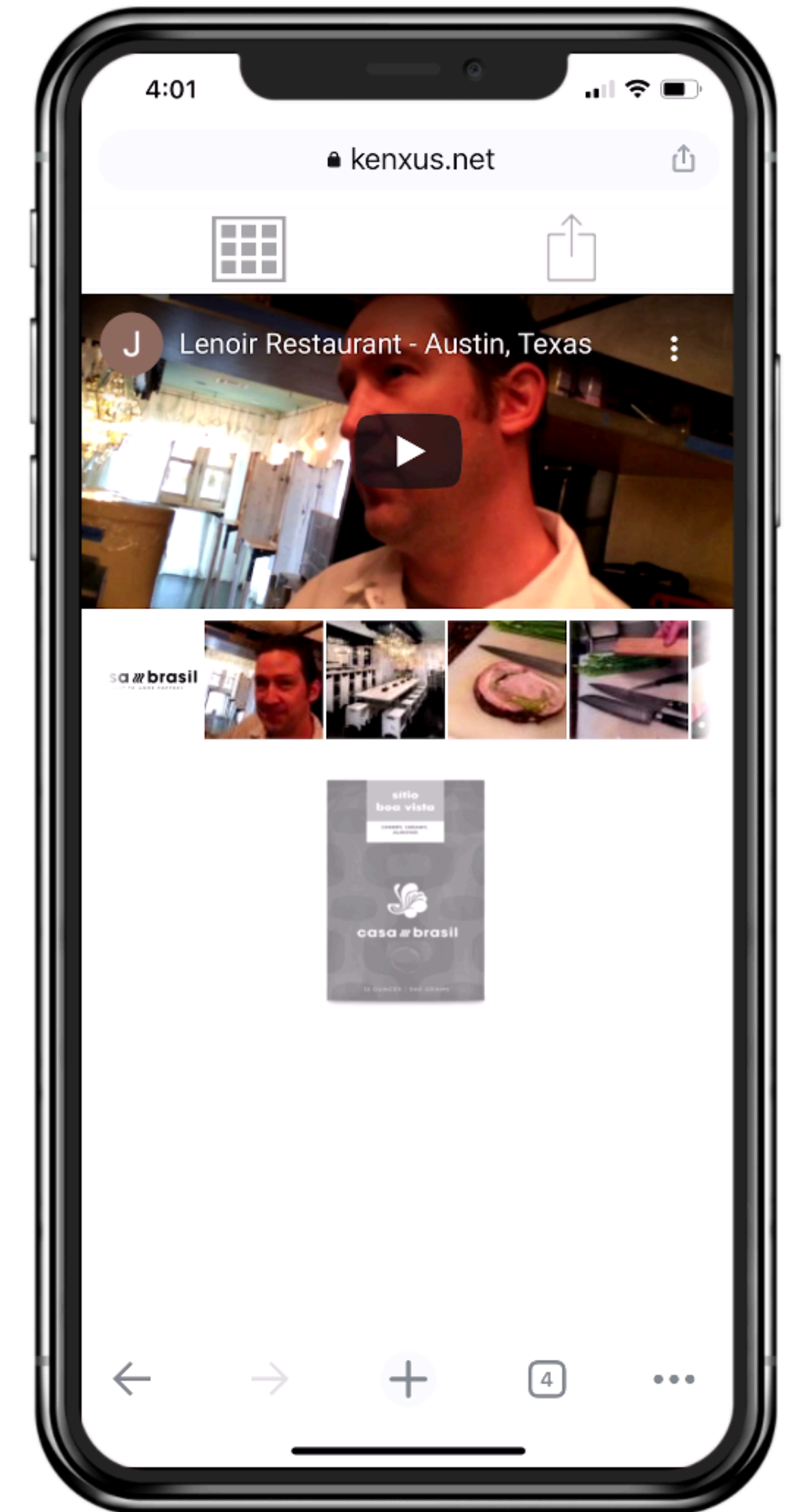
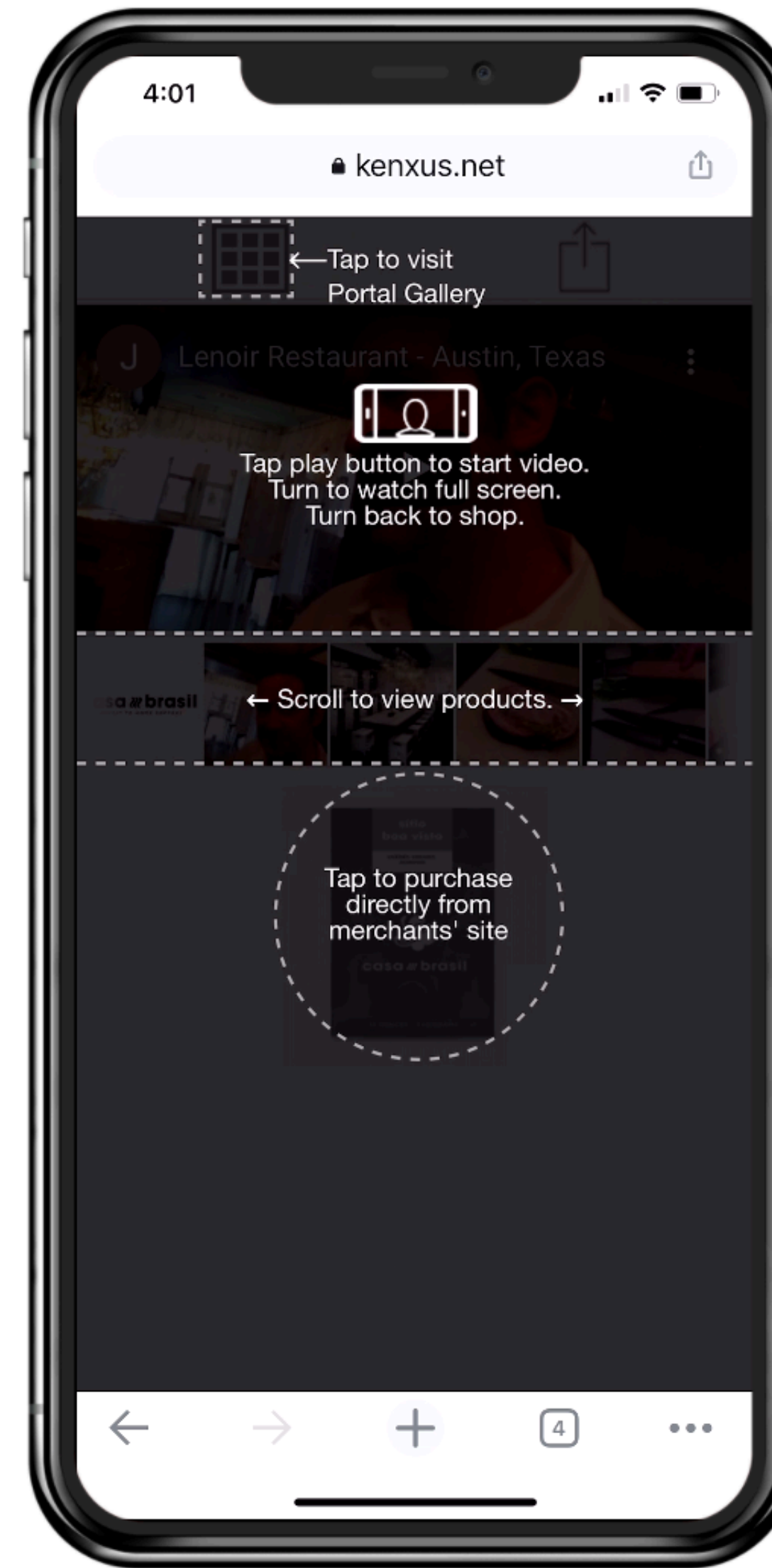
ecommerce
social
sponsorships
education



supported video platforms

THE PORTAL EXPERIENCE

elevates your interactive content on any device, wherever your viewers are.



Todd and Jessica met in New York City in 2003 while working towards a future in the restaurant business. They shared a commitment to sourcing sustainable local foods from quality producers and using those ingredients to make seriously tasty food. Both armed with a dream of opening a family restaurant in Austin, Texas, Todd's home state and where Jessica attended the University of Texas, Lenoir came to life in January 2012.

Interior Design [McCray & Co.](#)

Photography [Jody Horton Photography](#)

Graphic Design [Little Mule Studio](#)

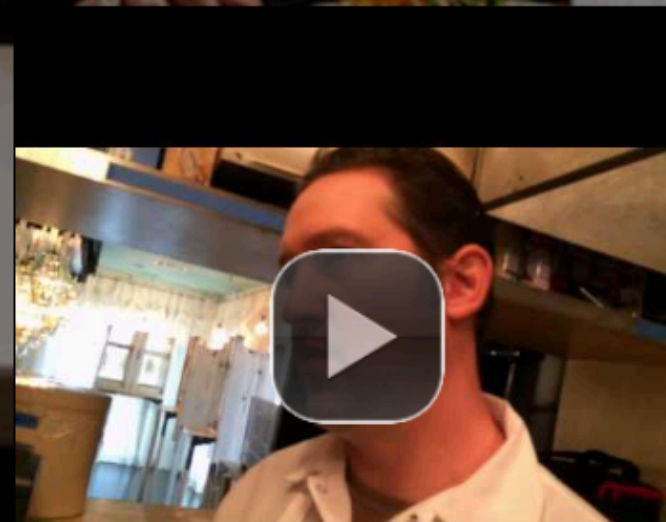
Site by [Left Right Media](#)

Our friends at [kenxus](#) here in Austin, have created a very cool interactive Web video experience featuring yours truly.

Tap on the video below then tap on any of our partners' logos.

You can also tap on featured products to actually buy them directly.

Check it out.



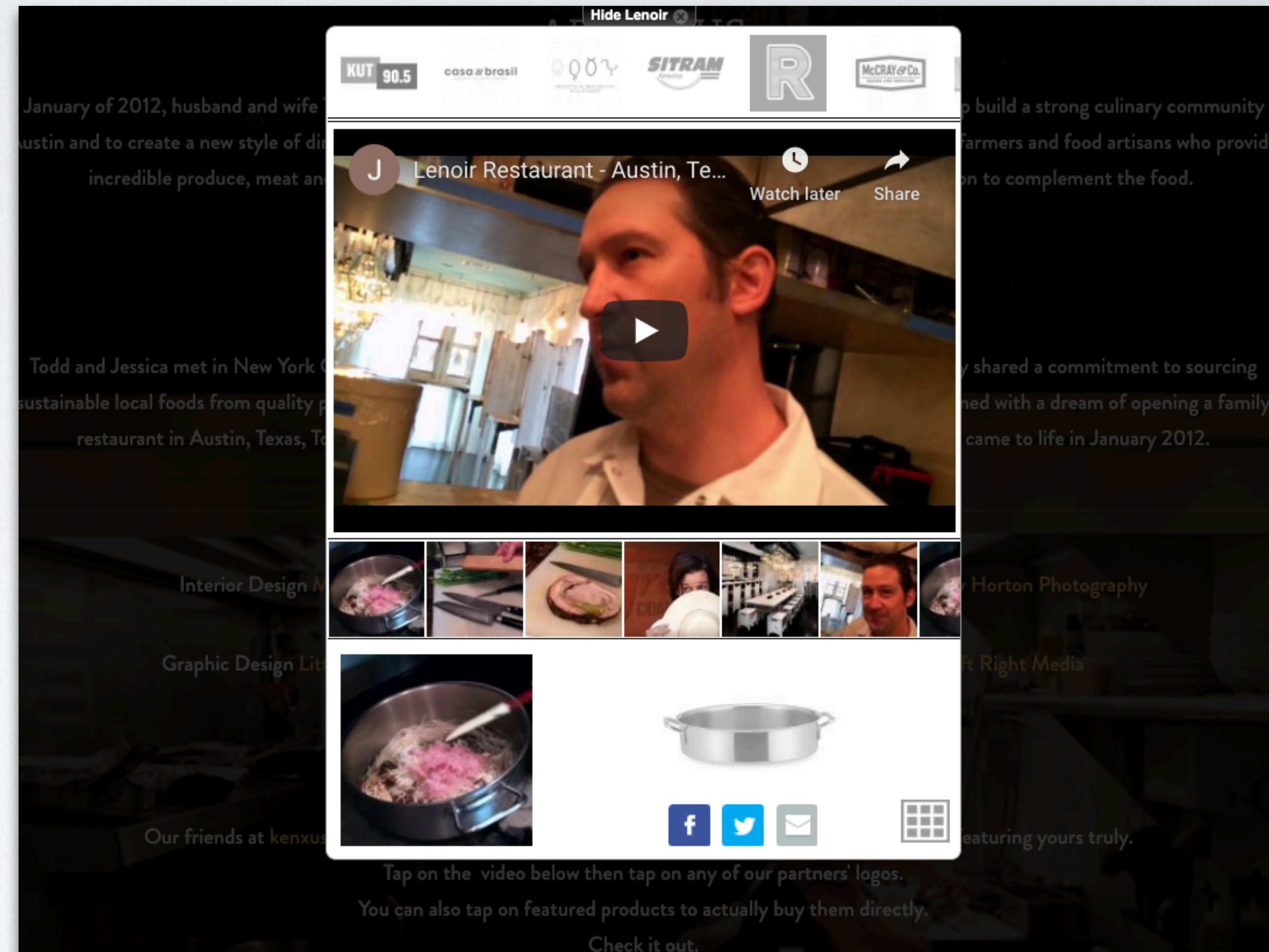
VISIT | EXPLORE | PURCHASE

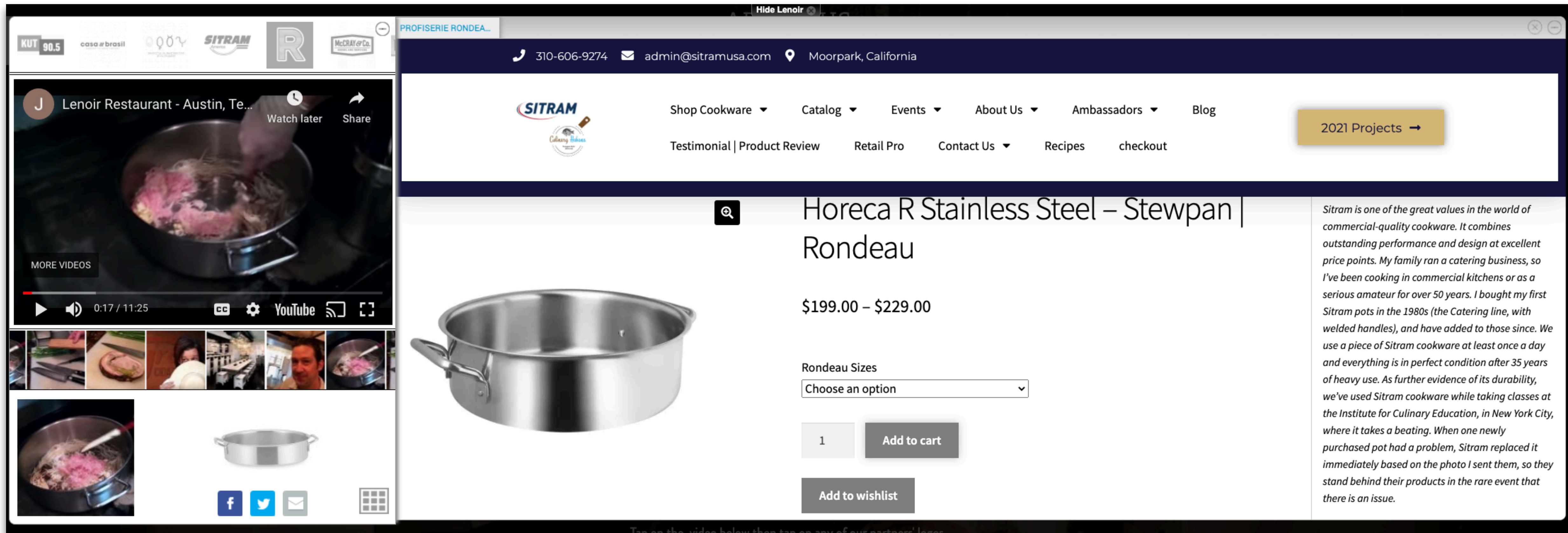
the [kenxus](#) portal allows your video to do more and keeps your customer engaged on your site longer.

STARTING YOUR PORTAL EXPERIENCE

when customers engage with a video, the
kenxus Portal opens for an amazing
interactive experience.

customers can watch multiple videos,
explore partner sites and buy products
without ever leaving your website!

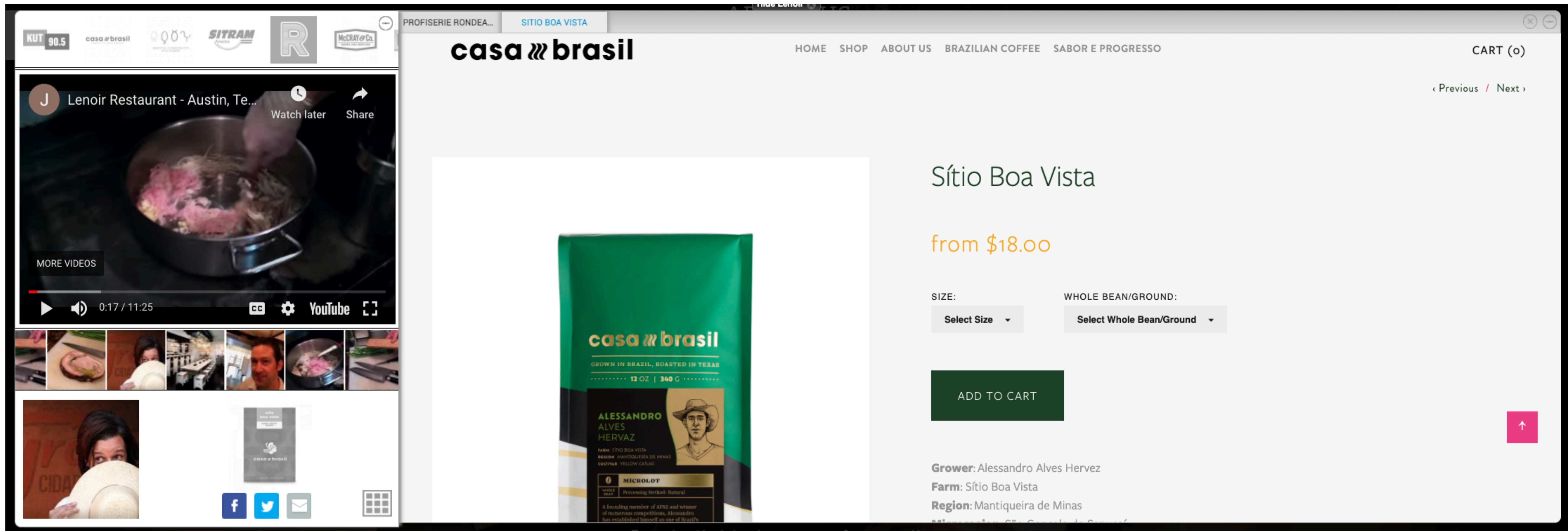




MAKING A PURCHASE IS EASY

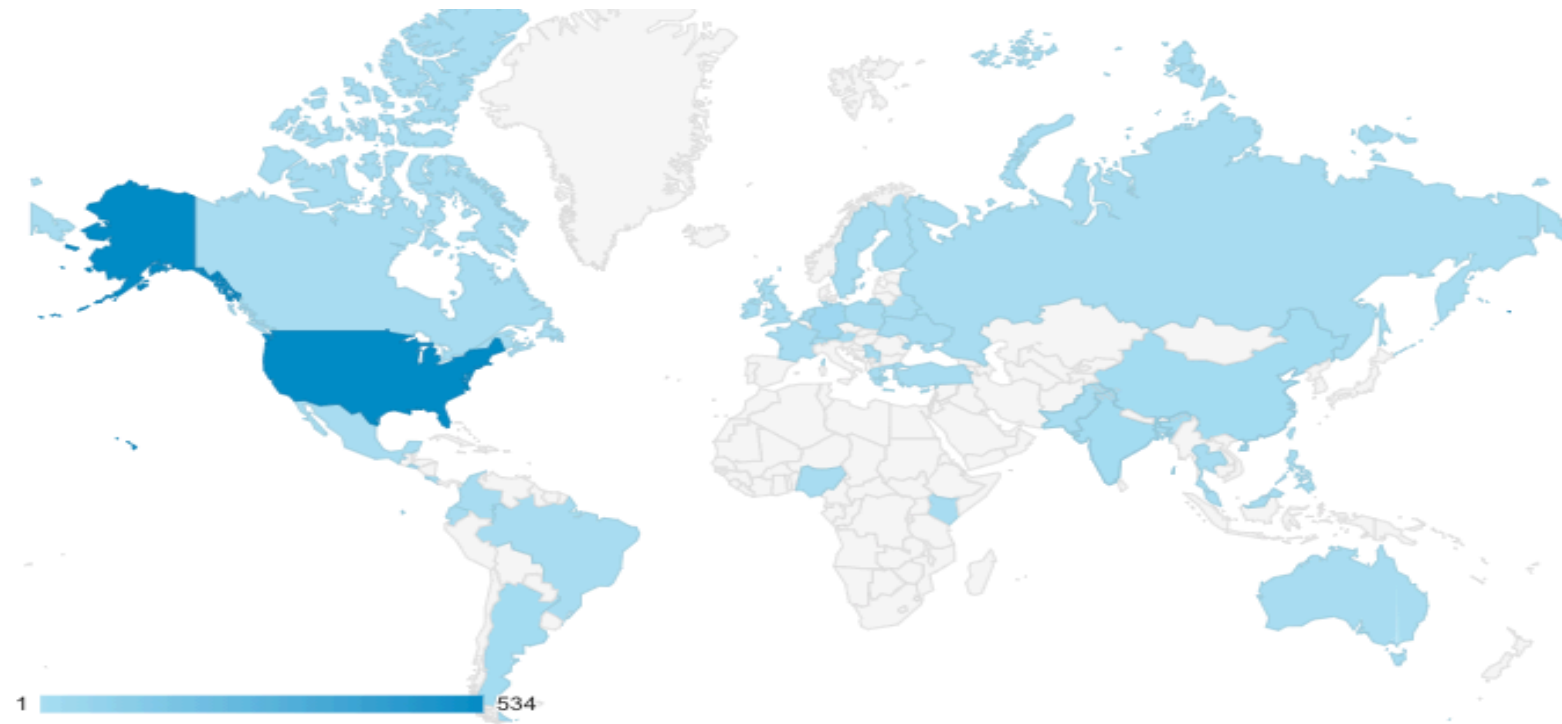
while the customer watches the video, they can tap on an item.

the product drawer slides open to the right, taking the user directly to the purchase page at the preferred retail site.



EXTENDING THE SHOPPING EXPERIENCE

from the kenxus portal, customers can continue their experience by exploring partner logos, product thumbnails and other videos.
each user-selected item opens in a new tab for easy toggling within multiple sites and pages.



Primary Dimension: Country City Continent Sub Continent

Secondary dimension

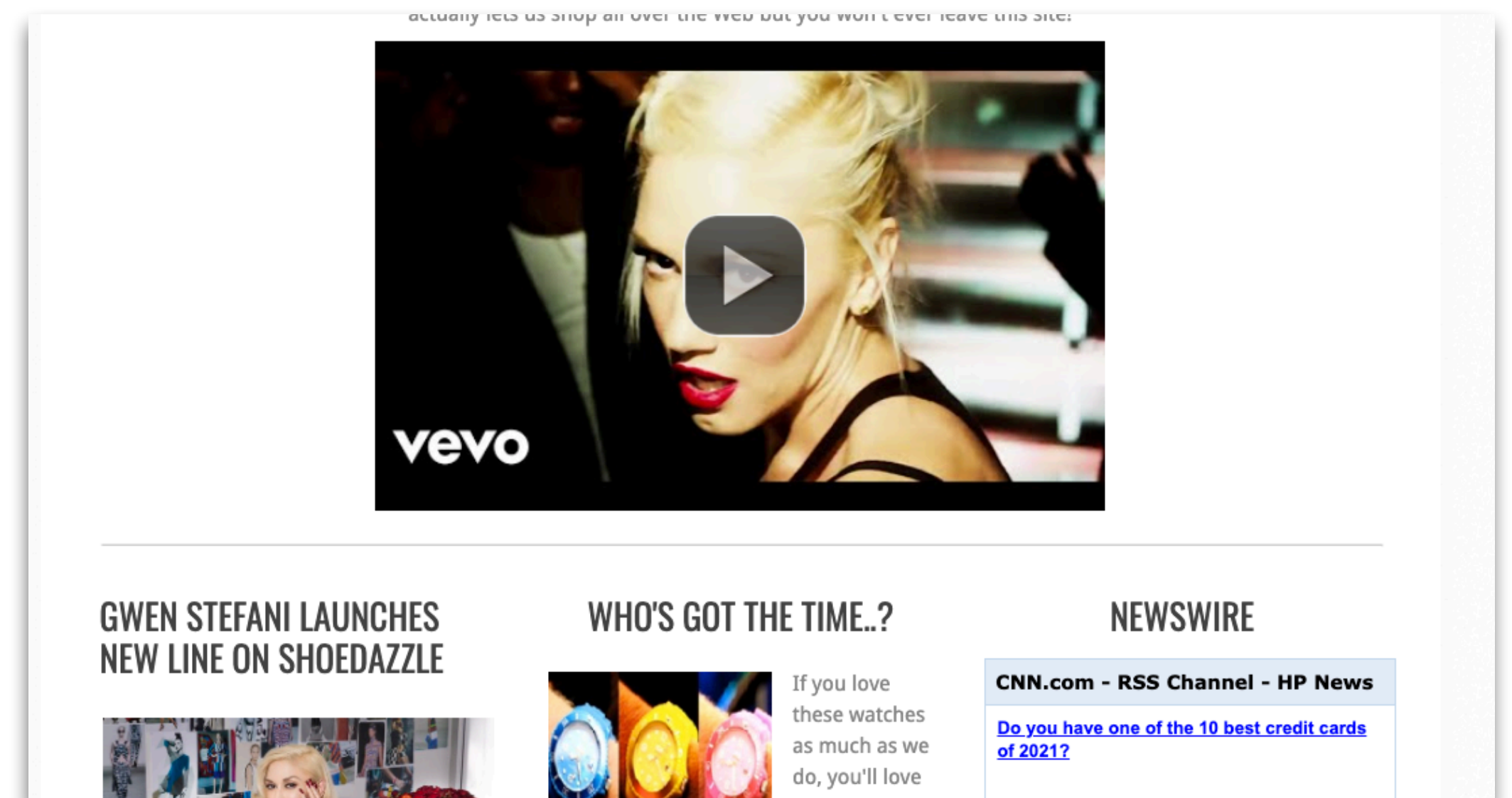
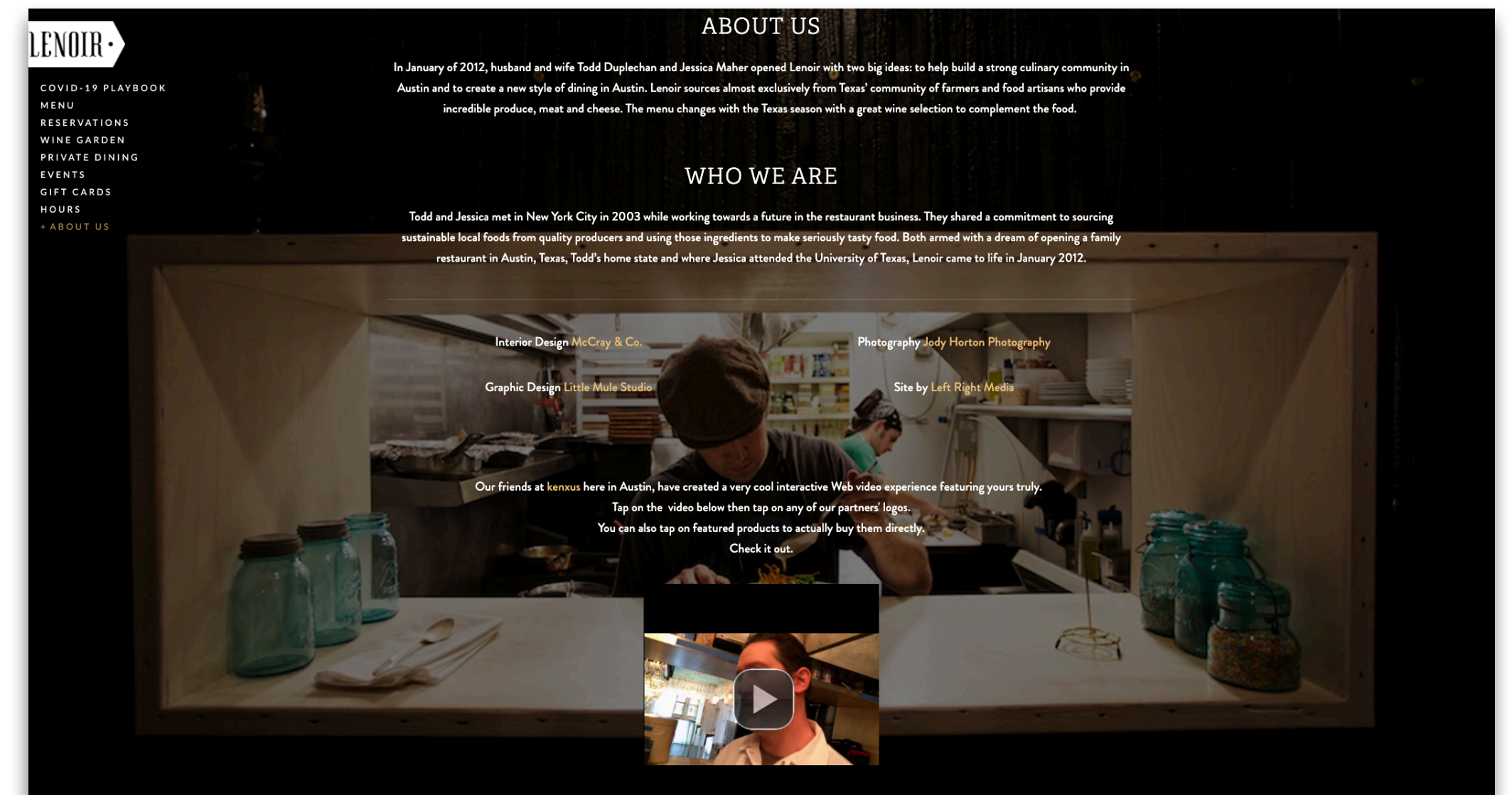
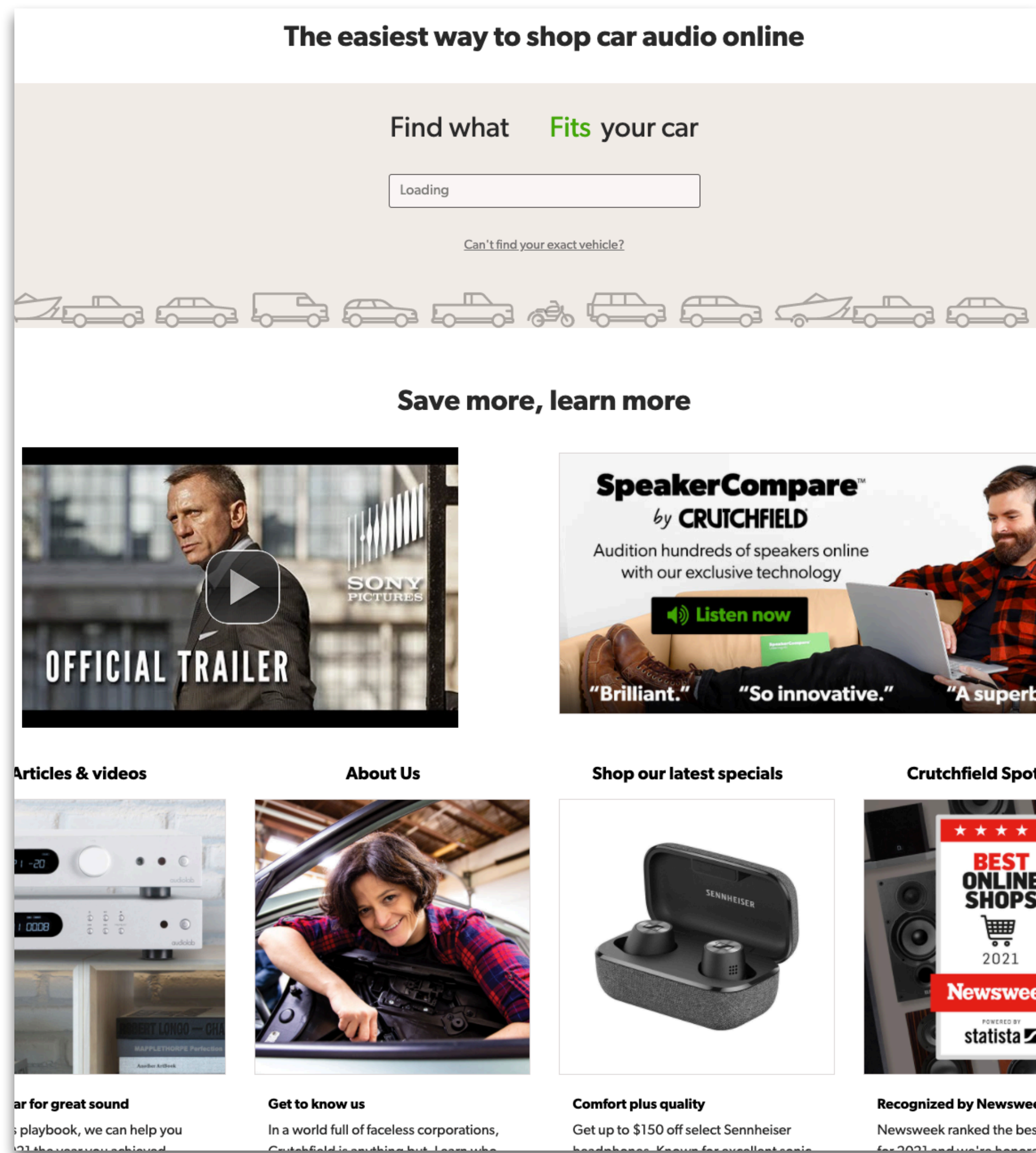
advanced

Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	710 % of Total: 100.00% (710)	695 % of Total: 100.00% (695)	1,334 % of Total: 100.00% (1,334)	48.20% Avg for View: 48.20% (0.00%)	1.67 Avg for View: 1.67 (0.00%)	00:02:41 Avg for View: 00:02:41 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	534 (75.11%)	518 (74.53%)	1,132 (84.86%)	44.70%	1.73	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Germany	26 (3.66%)	26 (3.74%)	26 (1.95%)	88.46%	1.19	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. China	18 (2.53%)	18 (2.59%)	18 (1.35%)	94.44%	1.06	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. India	15 (2.11%)	15 (2.16%)	16 (1.20%)	62.50%	1.50	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Argentina	14 (1.97%)	14 (2.01%)	14 (1.05%)	78.57%	1.21	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. (not set)	11 (1.55%)	11 (1.58%)	17 (1.27%)	64.71%	1.53	00:01:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Costa Rica	10 (1.41%)	10 (1.44%)	22 (1.65%)	27.27%	2.23	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Netherlands	8 (1.13%)	8 (1.15%)	8 (0.60%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Canada	7 (0.98%)	7 (1.01%)	8 (0.60%)	75.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Bangladesh	6 (0.84%)	6 (0.86%)	7 (0.52%)	57.14%	1.29	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Ukraine	5 (0.70%)	5 (0.72%)	5 (0.37%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Australia	4 (0.56%)	4 (0.58%)	4 (0.30%)	75.00%	1.00	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Colombia	4 (0.56%)	4 (0.58%)	4 (0.30%)	25.00%	1.00	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. United Kingdom	4 (0.56%)	4 (0.58%)	5 (0.37%)	40.00%	1.20	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)

ANALYTICS

real-time metrics that matter.

who clicked on what, where, when and if it resulted in a purchase.



click any image to launch your browser and experience live kenxus portals

THANK YOU!

a new approach to interactive web video



directly connecting consumer, product, and brand

kenxus.com

info@kenxus.com