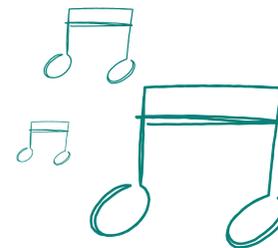


jebbit

THE

# Consumer Engagement PLAYLIST



THE COMPLETE COLLECTION

# Prelude

jebbit

It's never been harder for brands to capture and sustain user attention. And it's never been more important.

That's because the average consumer sees



## 6K-10K

Brand Messages / Day

The good news is we've spent years developing industry-leading best practices to help brands overcome these challenges. And it all comes down to one common theme:

## GENUINE VALUE EXCHANGE

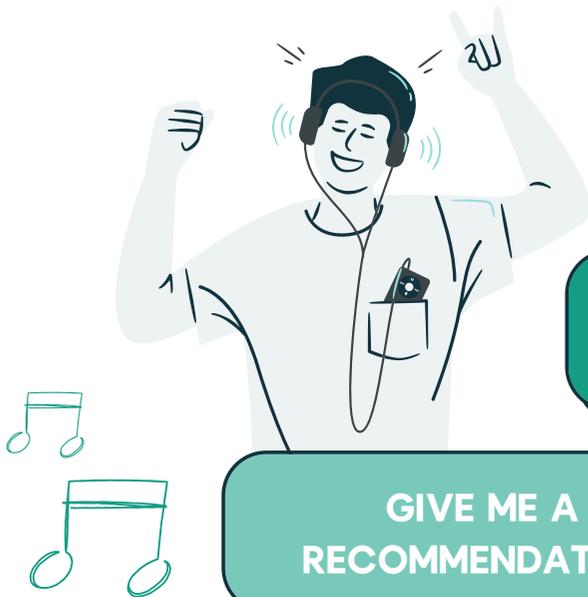


# Prelude *(continued)*

jebbit

## GENUINE VALUE

Consumers want genuine value in exchange for their data. And no, that does not always mean discounts or sweepstakes. Genuine value comes in many forms and when done right, our clients are able to increase engagement, drive more sales, capture more qualified leads, and more.



SAVE ME TIME

TEACH ME

ENTERTAIN ME

GIVE ME A  
RECOMMENDATION

UNLOCK A  
BENEFIT FOR ME

TEST MY  
KNOWLEDGE

So if you're ready to transform your customer experience, we're talking 85%+ completion rates type of transformation, then tune-in and get ready to turn-up because we've got everything you need to capture and sustain user attention TODAY and beyond!

CHECK OUT THE CUSTOMER STORIES, CASE STUDIES AND BEST PRACTICES/TIPS PROVIDED AT THE END OF THE PLAYLIST!

# TRACK LIST

~~Prelude~~

## MECOMMERCE

*Color Me Engaged*

Scan It

Bonus Track

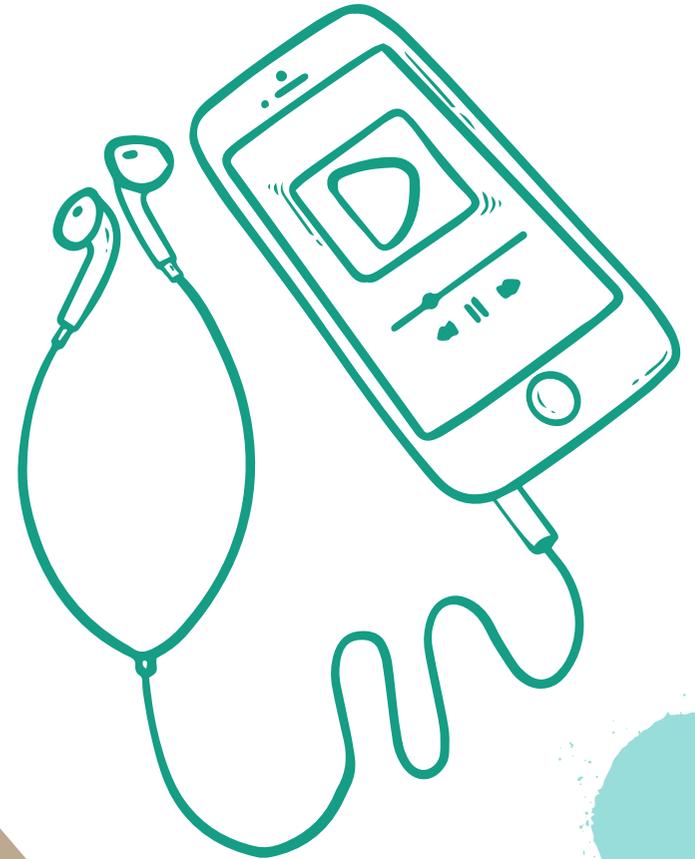
**NO COOKIES - NO PROBLEMS**

*Ain't No Bull When You Poll*

I WANNA' PIPE IN ALL MY DATA

Bonus Track

QUIZBOT, HOTSPOT, LIGHTBOX



jebbit

TRACK 1

# MECOMMERCE



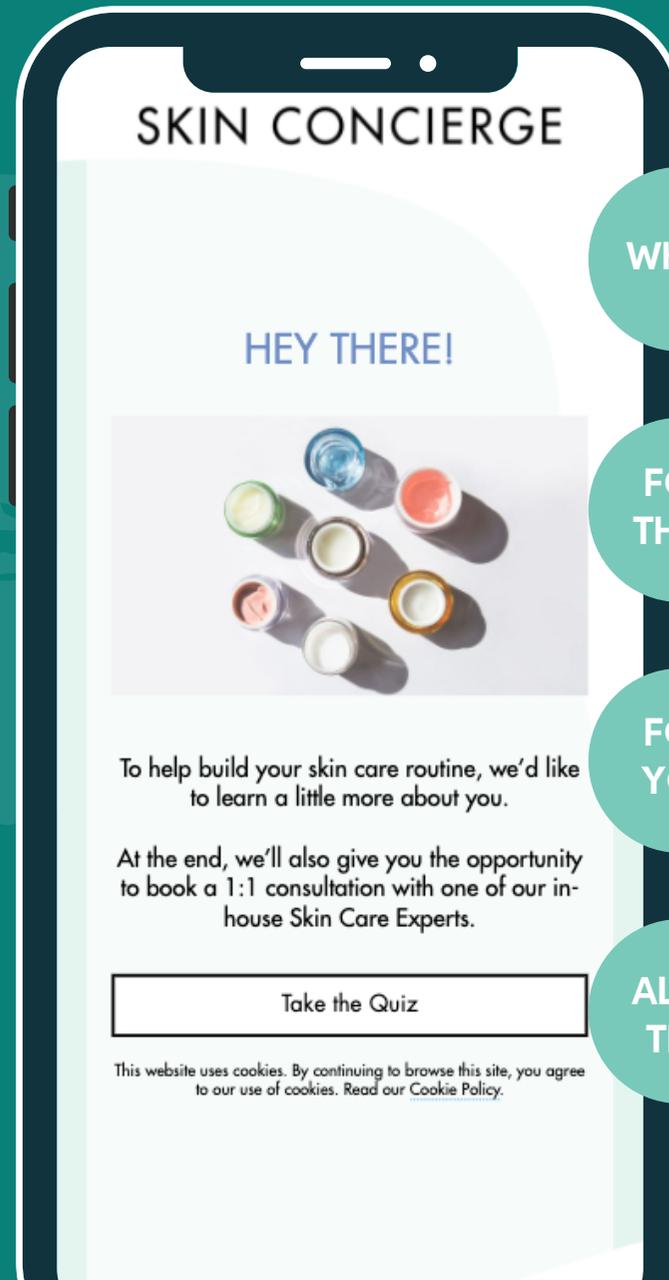
# You Want To

drive more online sales and need to personalize the consumer's path to purchase.

Play the fan favorite:

# Product Match Quiz

and embed it on your website homepage or, category pages



WHAT

a quiz that recommends the right products or services for them based on their self-declared preferences and needs

FOR THEM

save them time and give them relevant recommendations

FOR YOU

capture relevant data for future communications and deliver real time personalization

ALSO TRY

including a lead-capture screen to grow the size of your database while also driving more online sales



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TRACK 2

# *Color Me Engaged*



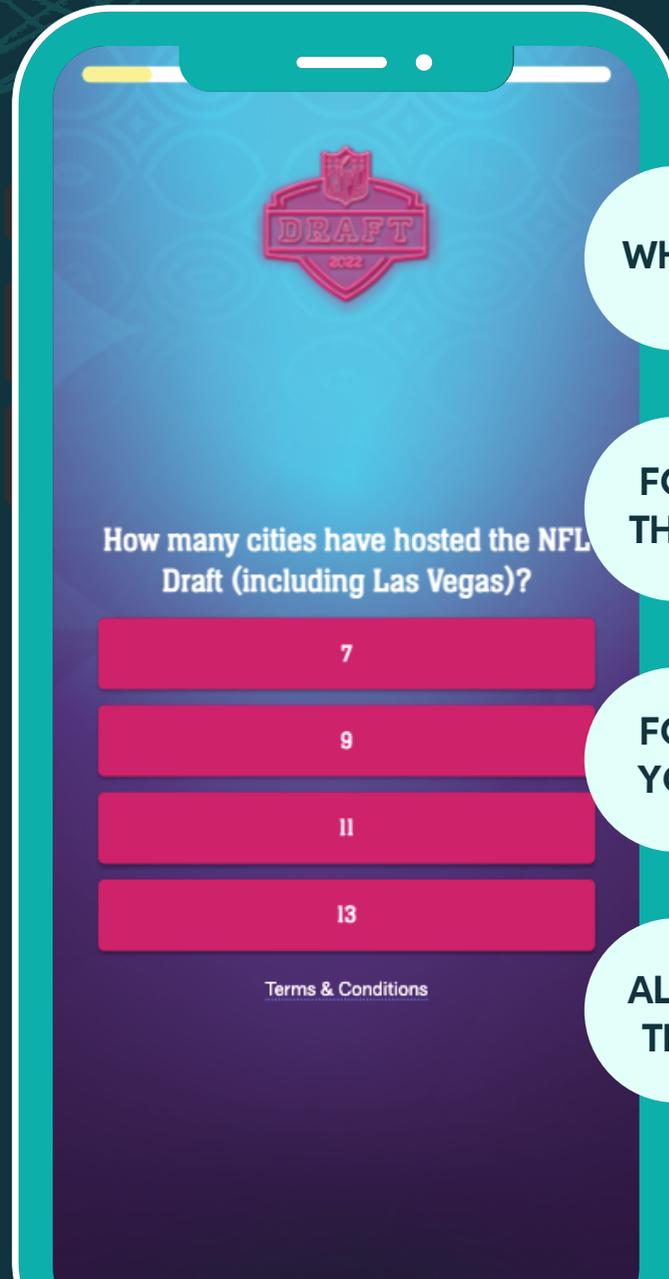
# You Want To

increase engagement with my audience but like...also learn more about them at the same time.

The jam:

# Trivia Quiz

on social media channels



## WHAT

a trivia quiz to test user's knowledge about your brand, product, service, etc.

## FOR THEM

an engaging way to spark competitive interests and see how much they know

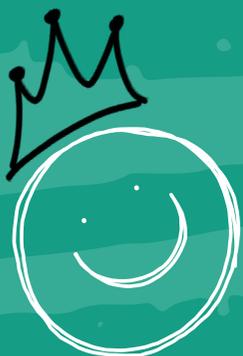
## FOR YOU

opportunity to understand how much users know about your brand + opportunity to gather zero-party data / contact info in exchange for results

## ALSO TRY

strategically asking preference-based questions in between trivia questions to learn more about consumers

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TRACK 3

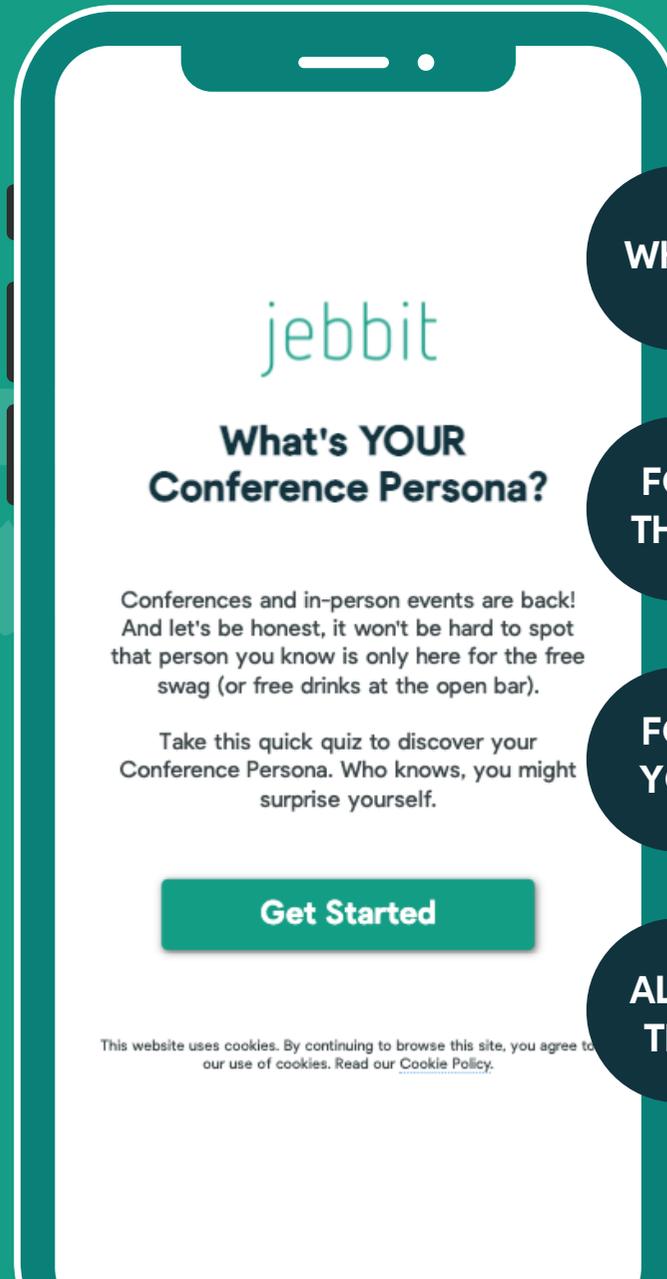
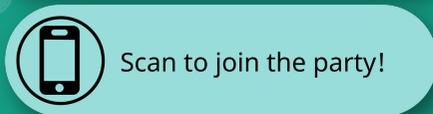
# Scan It



# You Want To

engage users outside of traditional digital mediums. For example, at an event, shopping at a retail partner's store, unboxing your product, or watching TV...to name a few.

## The Drop



### WHAT

any Jebbit quiz or experience type your heart desires...just launch it via QR Code

### FOR THEM

an "offline" and interactive way to engage with or, learn about your brand / product / service

### FOR YOU

the ability to facilitate a digital conversation and learn more about your consumers offline

### ALSO TRY

launching Jebbit via QR Code or on an iPad at events, conferences, etc.

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TRACK 4

# Bonus Track

I can use Jebbit for that?



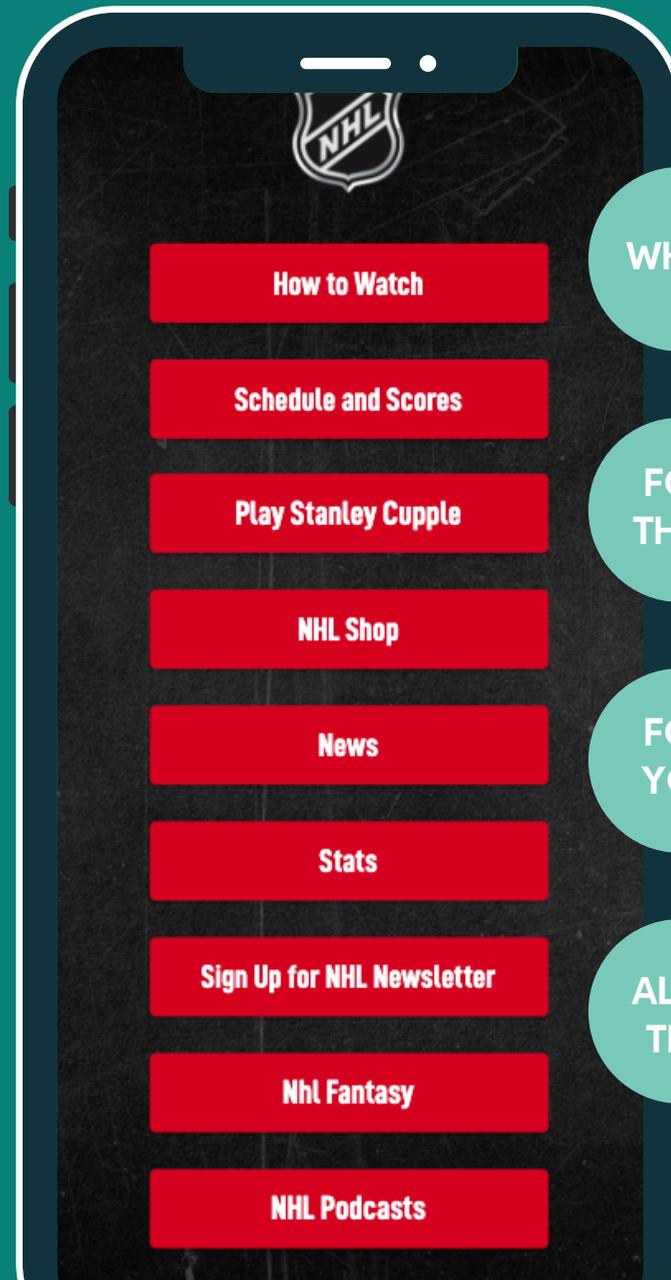
# You Want To

help your social audience efficiently find and get to all of your content, no matter where it lives. Sure, Linktr.ee is an option but you also want to make that "link in bio" page more custom and on-brand.

Drop the:

# Custom LP

and use it as your new and improved "Link in Bio"



WHAT

a custom, on-brand landing page that navigates your audience where they want to go - FAST!

FOR THEM

an efficient way to quickly find the most relevant content / channels they want to see

FOR YOU

more customization / branding features and, easy to analyze reporting to measure where users want to go most

ALSO TRY

Linking out to one of your Jebbit quizzes as an option within the navigation experience



TRACK 5

# NO COOKIES - NO PROBLEMS

## NO COOKIES - NO PROBLEMS

# You Want To

thrive in the wake of Apple & Google's privacy changes by collecting your own zero-party data and then use it to inform a more efficient audience targeting strategy

Release the:

# Personality Quiz

on paid social channels



### WHAT

a quiz that uncovers user preferences and paints a full picture of their interests

### FOR THEM

entertainment at its finest, especially when they see the persona they get matched to

### FOR YOU

no need to rely on 3rd-party data targeting because you'll capture data directly from users, and own it

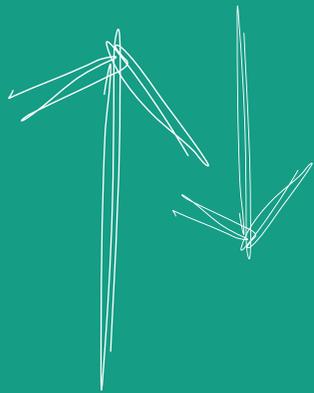
### ALSO TRY

creating custom and look-a-like audiences to improve overall campaign performance on social media channels

You live for the weekend. A short getaway is so your thing – whether it's checking out a hip city the next state over or a road trip with friends. You're



jebbit



TRACK 6

# Ain't No Bull When You Poll



TRACK 6

*Ain't No Bull When  
You Poll*

# You Want To

gather opinions & insights in a simple, scalable way - empowering consumers to voice their opinions without having to take a boring survey

Crank up the:

# Live Polls

on any of your owned digital channels like email or website

**WHICH TEAM  
ARE YOU ON?**



**TEAM HOT**



**TEAM ICED**

**WHAT**

a simple, like a good folk song, experience type that generates exceptional results

**FOR  
THEM**

an effective way for consumers to 'voice their choice' - and see how other users voted, all in real time

**FOR  
YOU**

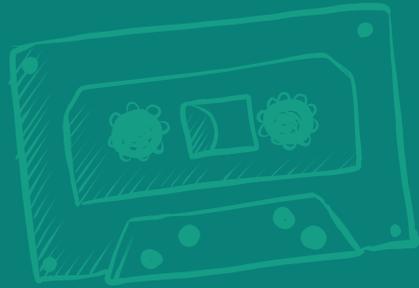
possibly the most engaging and scalable way to gather consumer insights to fuel market research

**ALSO  
TRY**

including a live polling screen in a traditional Jebbit quiz like 'Product Match' or 'Personality Quiz'



jebbit



TRACK 7

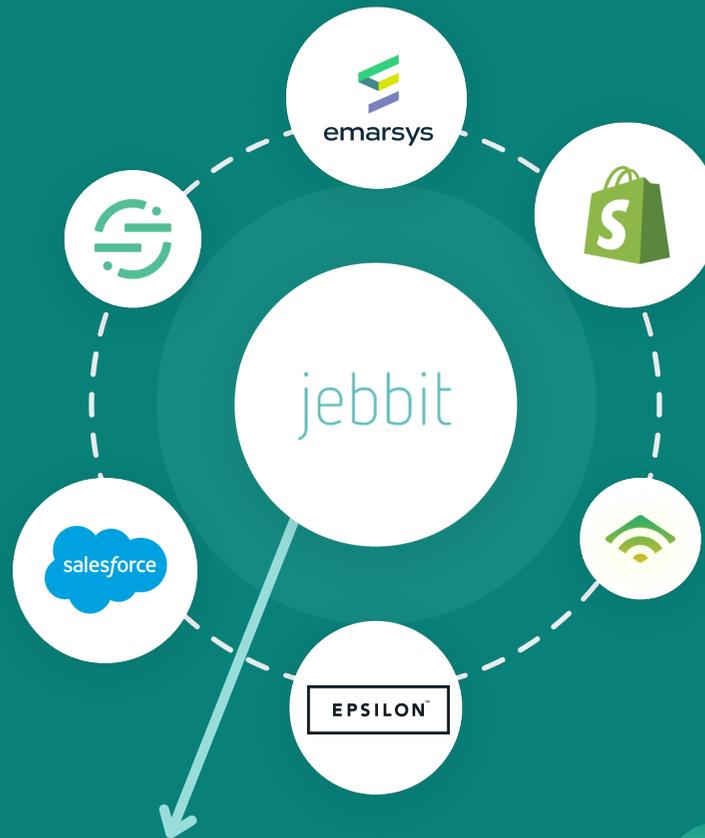
# I WANNA' PIPE IN ALL MY DATA



# I WANNA' PIPE IN ALL MY DATA

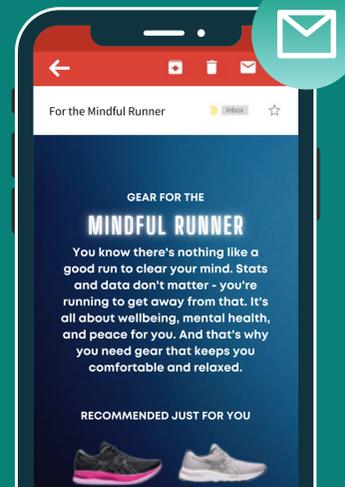
# You Want To

send all the data you collect using Jebbit into your marketing technology systems, enabling you to activate it and power cross-channel engagement / personalization



# The buttery jam: Collab with Jebbit

and we'll get you integrating & activating in no time



Jebbit offers more than 50 integrations into the most popular marketing technology software solutions and apps, enabling you to:

- Trigger personalized emails, SMS offers, journeys, and more
- Ingest net-new customer records, enriched with zero-party data
- Update existing customer records / segments
- And more...

...so that you can not only keep the engagement going, but make it personalized and relevant, resulting in higher customer lifetime value



TRACK 8

# Bonus Track

Jebwhattttttt?



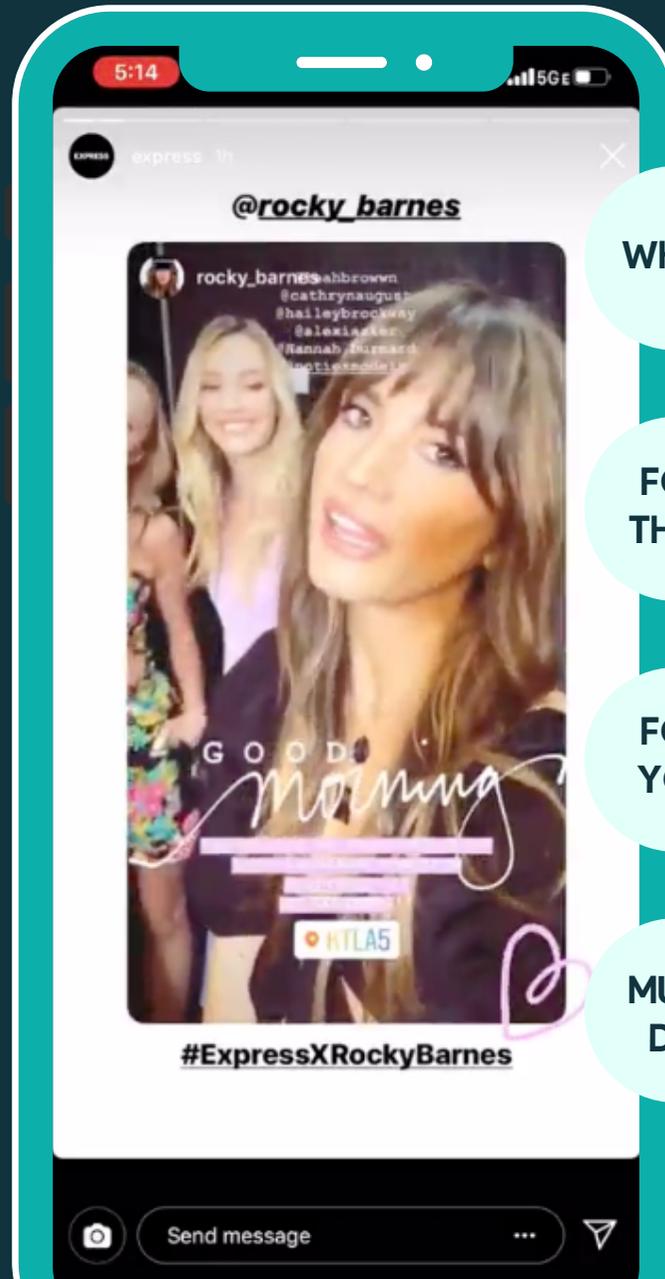
# You Want To

go beyond views, likes and basic audience demographic data and gather deeper insights from the campaigns that you rely on influencers to promote on behalf of your brand

## The Fresh Funk

# Jeb•Fluence

your influencers / influencer network



### WHAT

an interactive, 1:1 conversation with a large, captive audience - facilitated by the influencers you collab with

### FOR THEM

a personalized experience that makes their interaction feel unique and authentic...because it is!

### FOR YOU

the ability to not only better understand an influencer's audience, but to learn about each individual user while you drive toward your key business objectives

### MUST DO

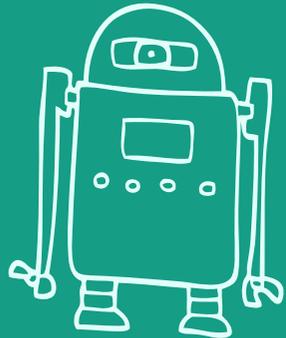
if you team up with multiple influencers, generate unique Jebbit launch URLs for each, giving you insight into whose audience is most engaged / driving the best ROI



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TRACK 9



# QUIZBOT. LIGHTBOX. HOTSPOTS. *THE ANTHOLOGY*



# You Want To

engage your audience with a quiz that feels conversational and acts as a mechanism to facilitate a direct, 1:1 interaction with your consumers



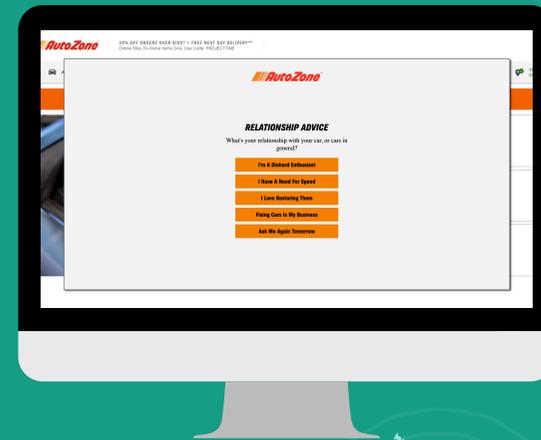
QUIZBOT

re-imagine the traditional (and annoying) lead-capture modal - you actually want to learn more about your website visitors so that you can offer even more value than a "XX%" discount offer in exchange for their email address

enhance your personalized product offers and do so by offering relevant product collections (like a living room set, for example) that showcase multiple, shop-able products in a single screen



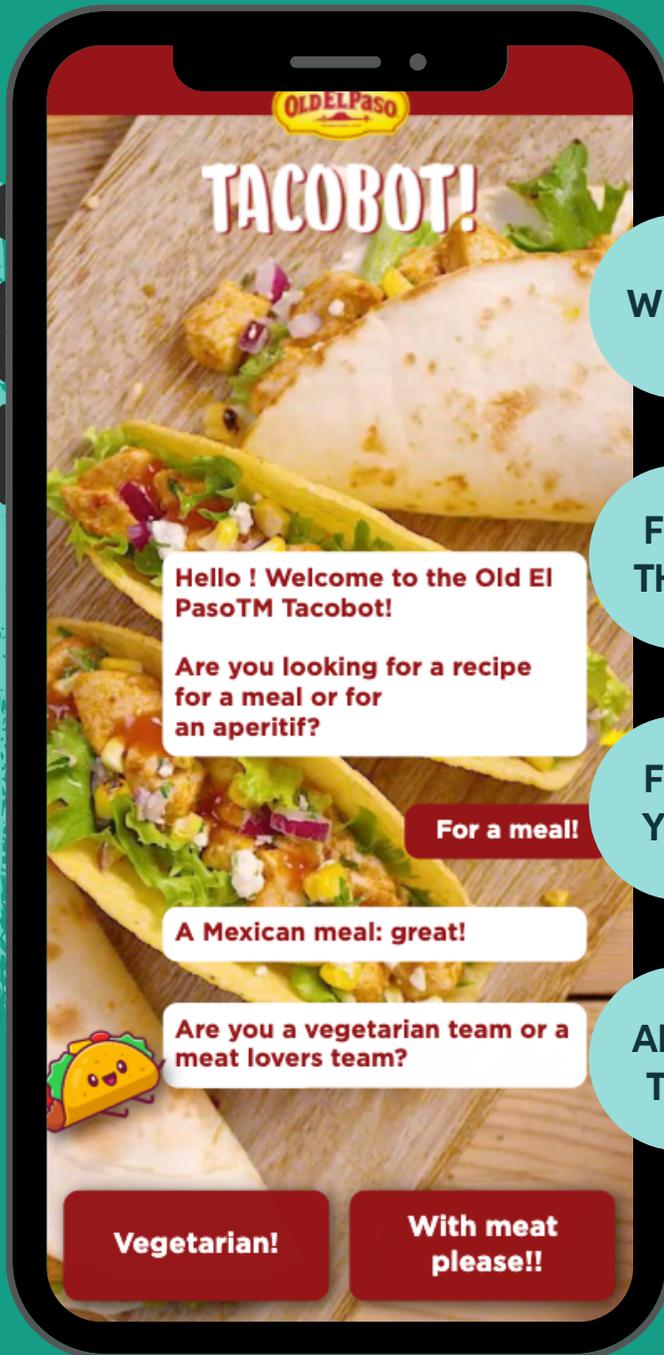
HOTSPOTS



LIGHTBOX

QUIZBOT. LIGHTBOX. HOTSPOTS.

QUIZBOT



WHAT

a product to create more advanced (and more fun) quizzes that facilitate a real time, on-brand conversation with consumers

FOR THEM

a meaningful, personalized conversation that feels as though they're talking to a real person

FOR YOU

an engaging way to replicate your in-store retail experience online, helping users find exactly what they're looking for so that you can learn more about them and increase online conversions and AOV

ALSO TRY

replacing your current chatbot solution with a Jebbit 'Quizbot' quiz, embedded in a Jebbit Companion Unit on your website homepage - and if you don't already have a chatbot...voila, you do now!

LIGHTBOX

## WHAT

a new way to launch your Jebbit quizzes and interactive experiences - and a differentiated solution that enables you to capture zero-party data, power personalization, capture leads, etc.; versus traditional (and annoying) website pop-up modals

## FOR THEM

an opportunity to engage directly with a brand and share more about their preferences, intentions, needs and more so that the subsequent messages and offers they receive can not only be personalized, but RELEVANT

## FOR YOU

the ability to go beyond just email capture, enabling you to actually build the foundations of long-lasting relationships, directly with your customers. Oh yeah, and you can drive more sales, personalize content, capture more leads, and achieve other key business objectives

## MUST TRY\*

run an A/B test and take your Jebbit Lightbox experience head-to-head versus your existing website "module" providers

\*if you already use a website module solution

AutoZone 20% OFF ORDERS OVER \$100\* • FREE NEXT DAY DELIVERY\*\*  
Online Ship-To-Home Items Only. Use Code: PROJECTIME

AutoZone

### RELATIONSHIP ADVICE

What's your relationship with your car, or cars in general?

I'm A Diehard Enthusiast

I Have A Need For Speed

I Love Restoring Them

Fixing Cars is My Business

Ask Me Again Tomorrow

# HOTSPOTS

## Zardoni Sofa and Loveseat with Coffee Table and 2 End Tables

### Zardoni Sofa

your mid-century modern nostalgia with a contemporary twist in the Zardoni sofa. Colored in an attractive gray, it's upholstered in a timeless texture. Classic tufted back and tapered peg legs are a nice revival. Linear profile with two toss pillows adds plenty of fresh style, perfect for small spaces.



Shop Now

### WHAT

Feature that enables you to place 'Hotspots' (dot-icons) on specific elements to provide additional information and click-thru actions - all within a single screen / image.

### FOR THEM

An epic, one-stop-shop UX that enables users to easily access more detailed product information (product name, description, price, etc.) and efficiently click-thru to make a purchase (or multiple purchases).

### FOR YOU

In addition to showcasing multiple products / product details in a single screen, you'll gather more data and insights about the products your audience is most interested in, while simultaneously increasing online conversion rates and average order value.

### ALSO TRY

A collection-based 'Product Match Quiz' that enables users to purchase both individual products from a collection or, the entire collection itself. For example: "Find the perfect living room set for you!"



# The Platinum Hits

A SOUNDTRACK ALBUM COMPRISING OF CHAPTERS THAT FEATURE HIT CASE-STUDIES & CUSTOMER STORIES, TOP TIPS TO MAXIMIZE ENGAGEMENT, AND MORE!



# Evenflo drives more sales & increases website engagement

## CHALLENGE

Provide a more convenient, valuable, and trustworthy experience to customers by better understanding their needs

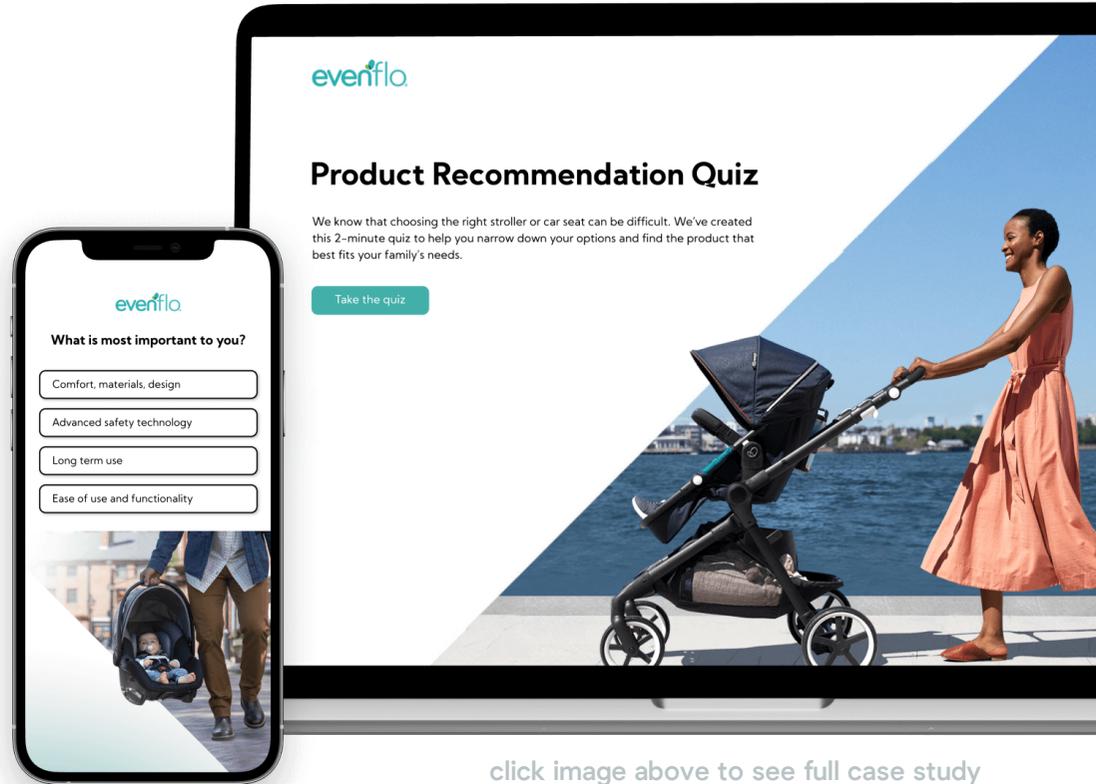
## SOLUTION

Use Jebbit to create a 'Stroller & Car Seat 'Product Match Quiz'

## DISTRIBUTION CHANNEL

Evenflo Website

## RESULTS



[click image above to see full case study](#)

**+46%**

more online conversions versus BAU website metrics

**-19%**

decrease in website bounce-rate

**1m 48s**

time-spent engaging with the Jebbit quiz

**+1.1**

more pages per session from users who took the quiz

**4.8**

avg. ZPD attributes captured per quiz user engagement



Our Jebbit quiz is increasing sales and decreasing bounce rates by guiding consumers to the right product for them. Not only that but the Zero Party Data we are collecting from each experience is driving our re-marketing and LTV efforts as well as more refined insights on our shoppers and purchasers."



**JOSH REED**

Director, Consumer Demand Generation



URBAN DECAY



## Urban Decay embodies "consumer-first" & captures more zero-party data

### CHALLENGE

Strategically capture more key preference attributes from customers to improve CX and over time, customer LTV

### SOLUTION

Use Jebbit to create multiple 'Product Match Quizzes' around key categories and events

### DISTRIBUTION CHANNEL

Multi-channel (social, website, etc.)

### RESULTS

**+17%**

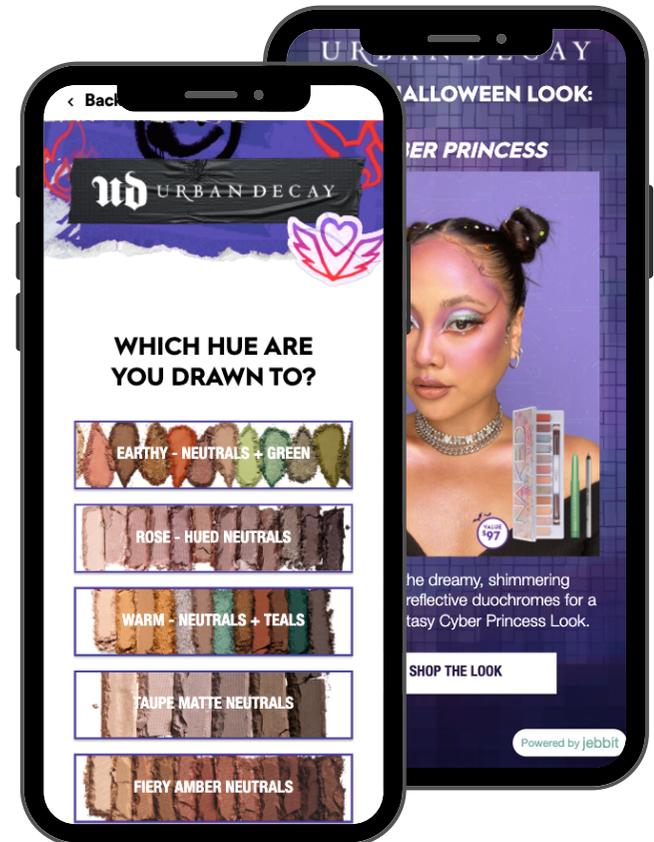
lift in zero-party data captured versus traditional methods

**85%**

avg. quiz completion rates

**1m 4s**

avg. time of quiz engagement



[click image above to see full case study](#)



"Jebbit is a key partner for acquiring first-party data that allows us to improve both the consumer experience of the brand and lifetime value of our customers."



**BENJAMIN LORD**

VP, Global Digital & eBusiness

URBAN DECAY



BEST PRACTICES & TIPS



# Key Considerations for Collecting Zero-Party Data from Consumers



Reward the customer with some value. Whether it's immediate value like a badge or points or a value delivered later, like a great product recommendation with a free sample, make sure you provide value. Consumers who don't see results from the information they share will stop responding and may even drop you.



Collect only the data that you will use. You are wasting your time and that of your customers if you ask for more.



Use the data to deliver relevance. When you use information you've collected, make the best use of it. Send the personalized offer or measure that customer's sentiment and track the results. Stop sending generic offers — you want to keep your customers' attention.



# NFL scores big with fan engagement

## CHALLENGE

Create and deploy a high volume of engaging content in an effort to grow the size of domestic and international fan databases, and increase fan avidity

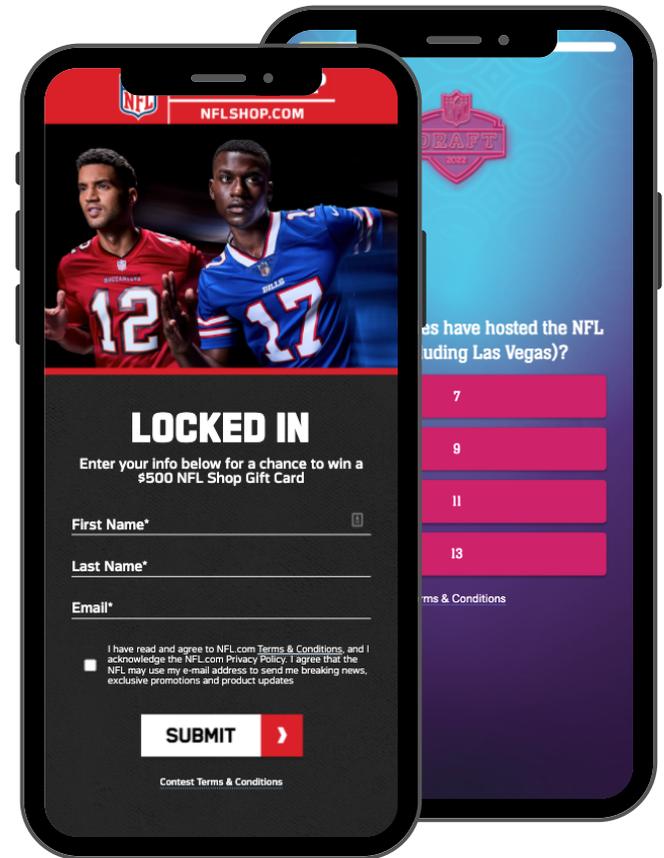
## SOLUTION

Use Jebbit to deliver experiential content to fans to better understand them and by doing so, to then deliver relevant transactional messaging

## DISTRIBUTION CHANNEL

Multi-channel (email, social, website, etc.)

## RESULTS



click image above to see more from the NFL

**4X**

ROI for every 100K fans that engaged with Jebbit quizzes / experiences

**+25%**

increase in overall fan avidity from Jebbit-engaged cohorts VS control

**+200%**

increase in email CTR from emails that included Jebbit versus control

**+8%**

more revenue-per-fan who engaged with Jebbit versus fans who have not



# Personalizes the customer journey, one mile at a time

## CHALLENGE

Capture more lifestyle and psychographic data to inform ongoing segmentation and then recommend the most relevant products/content

## SOLUTION

Engage consumers with a 'What Type of Runner Are You?' - Personality Quiz' to map users to specific runner personas and associated products/content

## DISTRIBUTION CHANNEL

Email

## RESULTS\*

90%

avg. quiz / experience completion rate

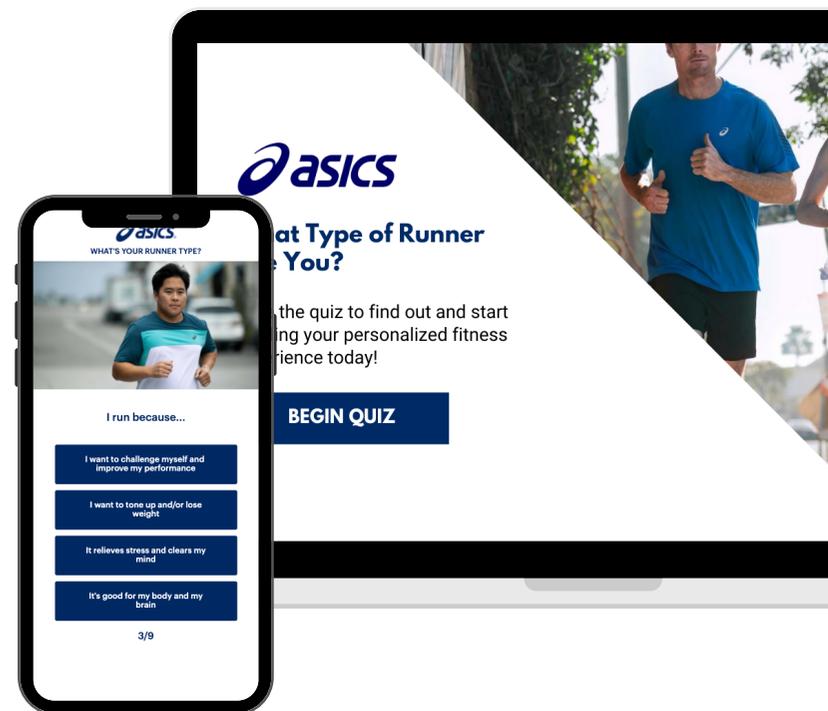
70%

avg. rate of users who click-thru to ASICS website post-quiz

21.5

avg. number of zero-party data attributes per user profile

\*since partnering with jebbit



click image above to hear more from ASICS



BEST PRACTICES & TIPS



# Mapping Jebbit Quiz & Experience Types\* to Genuine Value Categories

\*Jebbit offers numerous additional Quiz & Experience types than those listed here

	Product Match Quiz	Personality Quiz	Trivia / Knowledge Test	Voting / Live-Poll	Interactive Lookbook / Editorial
Save Me Time	✓				✓
Entertain Me	✓	✓	✓	✓	✓
Give Me a Recommendation	✓	✓	✓	✓	✓
Unlock a Benefit For Me	✓	✓		✓	
Teach Me Something		✓	✓	✓	✓
Test My Knowledge			✓		

# MECCA



## Jebbit's 'No-Code' Platform enables beauty retailer to drive nearly 4x lift in conversions from email

### CHALLENGE

Mecca Beauty needed to quickly replicate their in-store experience online (due to the pandemic) in time for one of their biggest events: Mother's Day

### SOLUTION

Mecca turned to Jebbit and was able to quickly build a 'Mother's Day Gift Finder', which they sent out to their email database in order to drive online sales

### DISTRIBUTION CHANNEL

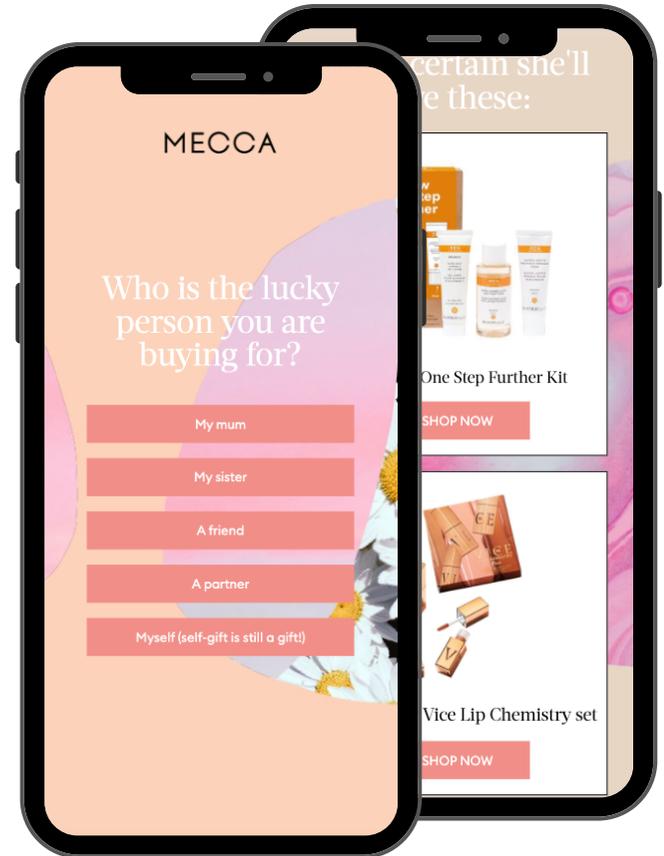
Email

### RESULTS

**+3.6X**

increase in online conversion rates using Jebbit

Mecca's 'Mother's Day Gift Finder' increased buyer confidence by recommending only the most relevant gift recommendations based on who the consumer was shopping for, their beauty product expertise, product categories, price range, and more.





## BEST PRACTICES & TIPS



# Getting Started: Developing Personas to Power Personalization\*

\*Using Jebbit, businesses can personalize content both in real time, as well as downstream by activating the data collected using Jebbit

### STEP 1



Create personas/segments (or, use existing) that will determine personalized outcomes, product recommendations, etc. Let's use a luxury goods retailer for inspiration:



TIME-KEEPERS



LEATHER-LOVERS



GIFT-GETTERS

### STEP 2



To start, identify the top 3-5 zero-party data attributes that embody each persona/segment's DNA. Here's an example for a luxury goods retailer:

- Category (Watches, Bags, Wallets, Jewelry, Gifts); using 'Watches' as selected category
- Timepiece Style Preference (Classic, Rugged, Digital, Everyday, Luxury)
- Timepiece Band Material (Stainless Steel, Silicone, Leather, Nylon, Titanium)

### STEP 3



Use Jebbit's Attributes & Audience Insights tools to create specific user personas/segments and accordingly, create the attributes to associate with each

### STEP 4



When creating any Quiz or Experience, use your segments/personas to inform personalized outcomes / product recommendations, and map the attributes you created to the questions in your Quizzes / Experiences



BEST PRACTICES & TIPS

# Driving Consumer Engagement Outside of Traditional Digital Channels



Below are a few examples of how you can drive consumers into a Jebbit Quiz / Experience using non-traditional media, such as OTT/Broadcast, QR Code, and Events

## BROADCAST • OTT



## PRODUCT QR CODE



## BROADCAST • OTT



## EVENT QR CODE



## VIRTUAL EVENT QR CODE



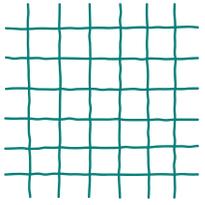


# jebbit

## Ready to drive more consumer engagement?



Simply scan the QR code above and schedule time  
with a Jebbit expert today!



# STAY TUNED FOR MORE TRACKS!

