

Voypp®



Mobile microsites in record time

What is Voypp

Functions

Projects

Reports - samples

Voypp vs. classic websites/microsites

Fees & invoicing

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Voypp®



What is Voypp*

First NFC/QR DTC/CTP
Mobile microsites platform

Multifunctional

Selected information

On products

Online campaigns

Offline smart advertising materials

* - *Video On Your Product Platform*

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What is Voypp

VOYPP® is the first NFC/QR automated DTC/CTP (Direct-To-Consumer / Communicate Through Product) platform to deliver relevant information at shelf or anywhere else the customer may be in direct contact with the product or with an advertising online campaign regarding the product.

The platform's high-versatility allows to create the mobile microsites in record time, with a wide range of functionalities. Multiple microsites can be strategically interlaced, to offer selected information to selected audience, in dynamic online campaigns or on diverse offline smart advertising materials.

The platform is fitting projects for lead generation or other CTA's.



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Functions

- Definitions
- SKU's functions
- Slot's functions



Definitions

Voypp is the versatile tool for selected information deployment, following the Client's strategy. The application offers the base for building in record time mobile microsites with the selected existing content and with multiple functions.

SKU is the name of the mobile microsite page built on Voypp platform.

Slot is the content component of the SKU. An SKU has as many as necessary slots, in order to cover the product information or the selected subject.

Both SKU and slots are offering a wide array of functions.





SKU's functions I

- ▶ **Landing page LP** - with or without header, pointing to the client's indicated email address, Privacy and GDPR disclaimer. The LP function does not allow access to the SKU if the fields are not filled with the required information.
- ▶ **Contact form function** - in the case these fields are attached to a regular SKU. Email address for the client's data collection, Privacy and GDPR disclaimer. In such case, the SKU can be visualized.
- ▶ **Google tracking code and Retargeting code** fields.
- ▶ **Facebook link** to the client's own page. Also, share to the viewer Facebook page function.
- ▶ **Email the link** function.
- ▶ Viewing in the regular mode, each slot has a **title** and **subtitle** under the header).





SKU's functions II

- ▶ **View in the compact mode** function (the titles and subtitles of slots are not visible), allowing to build a full portrait image through segments, each segment fulfilling the designated function.
- ▶ **Hidden SKU producer, brand, description fields**, allows viewing immediately the slots images.
- ▶ **Hidden SKU** rerouting function, when client needs to benefit Voypp reporting but wants the opening of its own URL link.
- ▶ **Diverse criteria reporting** (period, views total / unique, geographically (countries), maps, mobile operating systems; each SKU allows slots view report. Allows reporting for all online deployment of the SKU (Google, Facebook, organic).
- ▶ **Clone SKU** function, allowing the same page to have different URL link and QR code, for detailed materials or clients tracking.





Slot's functions

- ▶ Each slot hosts information, composed of a video or an image.
- ▶ Video can be hosted on Voypp server (with worldwide viewability, including China) or hosted on external video streaming server.
- ▶ Images have diverse functions activated at click: full screen, URL link (including toward other SKU), another image, download PDF, call function, email function, Google Map address, text.



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Projects*

Immergas

Barrier

Continental

Beijing Advertigo

Viadrus

Voypp

** - all QR codes are functional*

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SCHIMBĂTOR DE CĂLDURĂ INOX

IDEALE PENTRU ÎNLOCUIREA VECHILOR CENTRALE

CONFORT 2020*

VICTRIX TERA & OMNIA
CENTRALE TERMICE CU CONDENSARE

IMMERGAS

smart poster

SCHIMBĂTOR DE CĂLDURĂ INOX

IDEALE PENTRU ÎNLOCUIREA VECHILOR CENTRALE

CONFORT 2020*

VICTRIX TERA & OMNIA
CENTRALE TERMICE CU CONDENSARE

IMMERGAS

Facebook page header

↙

VICTRIX TERA

Centrală murală
cu condensare și preparare
instantanee de apă caldă

Scanează codul QR
pentru mai multe informații

IMMERGAS

smart sticker

↙

VICTRIX PRO

Centrală murală
cu condensare
fără preparare de apă caldă

Scanează codul QR
pentru mai multe informații

IMMERGAS

smart sticker

VICTRIX OMNIA

Centrală cu condensare
Cu preparare instantanee
de apă caldă

DESCHIDE
sau SCANEAZĂ codul QR.

IMMERGAS

internet banners for SKU
Google Ads / Facebook campaigns

IMMERGAS

↙

DE UNDE CUMPĂR?

Găsește cel mai apropiat distribuitor
de centrale cu condensare **IMMERGAS**.

Apelează Tel. Verde 0800 410 140
sau scanează codul QR și alege
locația preferată.

Continental
The Future in Motion

Γρήγορη εύρεση ελαστικών

EcoContact™ 6
ContiCrossContact™ LX Sport
PremiumContact™ 6
ContiCrossContact™ LX 2
SportContact™ 6

Τα σπουδαία ελαστικά μας

NFC INFO

Για περισσότερες πληροφορίες, επικοινωνήστε με NFC στη συσκευή σας για να ανακτήσετε την οδήγηση, η διάρκεια ελάστων QR.

Continental
The Future in Motion

NEO

Μία αληθινή κορυφαία εμπειρία.

PremiumContact™ 6

Βέλτιο φρενάρισμα στο βρεγμένο και αύξηση της χιλιμετρικής απόδοσης χάρη στα Μειγμένα Ασφαλείας Πυριτίου.

Σάρωση κωδικού QR

Μεγαλύτερη ευκολία στην οδήγηση χάρη στο βελτιστοποιημένο για την άνεση αποτύπωμα.

Επάρ οδήγηση σε κάθε αυτοκίνητο χάρη στο σχεδία προφίλ με βελτιστοποίηση για τους χειρισμούς.

VIADRUS

VIADRUS U22 Economy
Noua centrală ecologică, cu randament înalt

130 ani de experiență în producția de încălzire centrală

Încălzire VIADRUS cu lemne **A+**

vezi cât poți economisi!

10 ani Garanție pentru tot
5 ani Clasa de emisii
Design ecologic

descarcă broșura .pdf

Sistem patentat de cameră de ardere

VIABURN™

Putere (în funcție de numărul de elemente)
16-21-25-30-34-38-41 kW

ALIMENTARE MANUALĂ CASE FAMILIALE LEMNE DE FOC

ROMANIA 罗马尼亚

DOMENILE PANCIU
Pădurea Dominiilor

白葡萄酒 桃红葡萄酒 起泡酒
白葡萄酒 霞多丽 长相思 萨尔巴 奥拓奈斯香 白公主
桃红葡萄酒 赤霞珠 黑皮诺 白公主

起泡酒 香檳級 霞多丽 黑皮诺 白姑娘 阿丽高特 白公主

Enjoy the best sparkling wines from ROMANIA!

享受最顶级的 罗马尼亚 起泡酒!

起泡酒 赤霞珠 黑皮诺 白公主 奥拓奈斯香

传统法起泡酒
罗马尼亚原瓶进口 潘秋酒庄
扫描二维码

Ferestre și uși BARRIER®
Suntem aproape de tine.

Barrier Constanța

VOYPP

NFC/QR DTC Platform

Quick, easy & flexible
Mobile microsites & Content management

Video On Your Product Platform

VOYPP

Un microsite pentru mobile, pe net, în câteva ore?*

Da, este posibil!

* Proiect realizat în mod standard, cu toate materialele și informațiile pregătite conform detaliilor.

Let's Voypp.com!

#6 functionalitate aplicatie VOYPP

VOYPP

Se pot realiza campanii Google sau Facebook cu un link VOYPP?*

Da, este posibil!

* Link-urile URL VOYPP pot fi integrate în Google Ads sau în Facebook Sponsored.

Let's Voypp.com!

#11 functionalitate aplicatie VOYPP

VOYPP

Un Landing page gratuit, 60 de zile, pentru o campanie online?*

Da, este posibil!

* - Completează formularul, creează un cont Voypp și utilizează gratuit 60 de zile funcțiunea Landing page.

Let's Voypp.com!

#17 functionalitate aplicatie VOYPP

DOMENILE PANCIU
Pădurea Dominiilor

醉爱一生一世

传统法起泡酒
罗马尼亚原瓶进口 潘秋酒庄
扫描二维码

520特惠: 直降至1314元/箱包邮
原价2436元/箱 (图中三款各两支)

DOMENILE PANCIU
Pădurea Dominiilor

罗马尼亚原瓶进口

甄选精品葡萄酒

微享平台

扫描二维码安全简便全方位浏览葡萄酒商品信息

Voypp®



Reports - samples

Map Romania / Europe / China views different SKUs

Device viewing - Google Ads account

Slots view

SKU map campaign

Daily views





Cod	Descriere	Data creării	Tag-uri comandate	Număr de vizualizări	Numărul de sloturi			
VPP41	Publică instant colecția de materiale relevante pen...	08/11/2020	0	16	2	Editare Tag-uri Statistici Ștergere Clonează		
VPP40	Publică instant colecția de materiale relevante pen...	08/11/2020	0	60	3	Editare Tag-uri Statistici Ștergere Clonează		
VPP39	Publică instant colecția de materiale relevante pen...	08/11/2020	0	125	3	Editare Tag-uri Statistici Ștergere Clonează		
VPP38	Publică instant colecția de materiale relevante pen...	08/11/2020	0	74	3	Editare Tag-uri Statistici Ștergere Clonează		
VPP37	Publică instant colecția de materiale relevante pen...	08/11/2020	0	119	3	Editare Tag-uri Statistici Ștergere Clonează		
VPP36	Aplicația (#1 - #4), funcționalități (#5 - #17), mater...	08/09/2020	0	42	37	Editare Tag-uri Statistici Ștergere Clonează		
A								
1	31.07.2020-31.08.2020	Unique Views	Views	07/21/2020	0	6	Editare Tag-uri Statistici Ștergere Clonează	
2	11.08.2020		3	4	07/16/2020	0	8	Editare Tag-uri Statistici Ștergere Clonează
3	14.08.2020		3	6				
4	15.08.2020		1	1	07/06/2020	0	264	Editare Tag-uri Statistici Ștergere Clonează
5	16.08.2020		1	6				
6	17.08.2020		2	2	06/23/2020	0	5	Editare Tag-uri Statistici Ștergere Clonează
7	18.08.2020		2	3				
8	22.08.2020		1	1	06/23/2020	0	21	Editare Tag-uri Statistici Ștergere Clonează
9	Total slot views		13	23				
10					06/02/2020	0	7	Editare Tag-uri Statistici Ștergere Clonează
11	Slot	Slot content	Views		06/02/2020	0	2	Editare Tag-uri Statistici Ștergere Clonează
12	SKU Microsite pentru mobile VOYPP slot #3			10				
13	SKU Microsite pentru mobile VOYPP slot #2			9	06/02/2020	0	9	Editare Tag-uri Statistici Ștergere Clonează
14	SKU Microsite pentru mobile VOYPP slot #1			4				
15	Total slot views			23	06/02/2020	0	6	Editare Tag-uri Statistici Ștergere Clonează
16								

14 sku
Neschimbat față de luna precedentă
[Vedeți toate](#)

31713 total views
19441 unique views
95% creștere față de luna precedentă

125 / 125 sloturi
100% creștere față de luna precedentă

Vizualizări SKU

(9185 unique views / 0 total views)

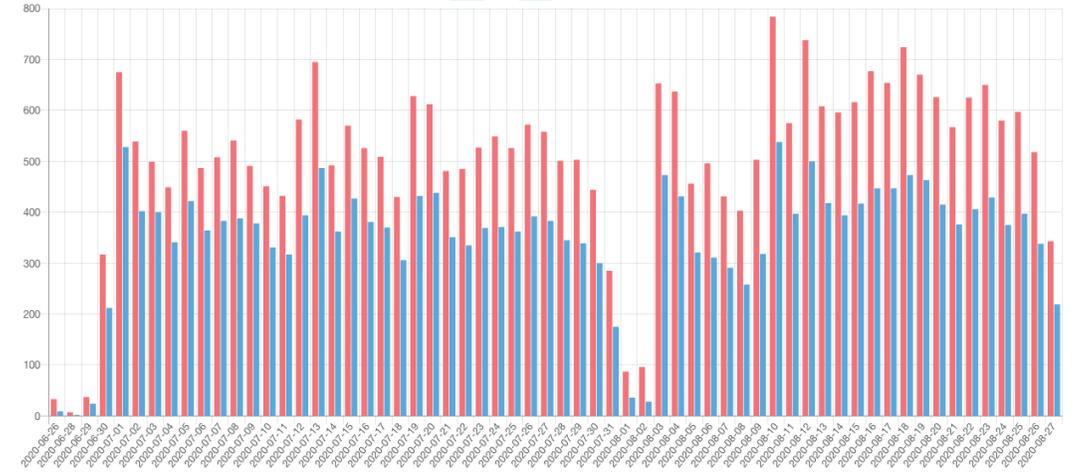
📅 06/26/2020 - 08/31/2020

[Harta](#) [Graficul vizualizărilor](#) [Vizitatori](#)

[Export](#)

Vizualizări zilnice

Nicio vizualizare
Total Vizualizări unice



Google Ads

All campaigns

Overview

Recommendations

Devices

- Mobile phones: 86.5%
- Tablets: 7.3%
- Computers: 6.1%
- TV screens: 0.0%

Demographics

GENDER & AGE

AGE

Male: 18-24, 25-34, 35-44, 45-54, 55-64, 65+

Female: 18-24, 25-34, 35-44, 45-54, 55-64, 65+

Voypp®



**Voypp
vs.
classic
websites
microsites**



Action description for new info group	Existing classic website	New classic microsite	Voypp
Mobile friendly	depends how was built	upon programming	native
URL link	yes	yes	yes
Simplified QR code generator	no	upon programming	yes
NFC tags ordering	no	no	yes
Clone content with different URL link / QR code for different distributors / showrooms	no	upon programming	yes
Personalization of cloned mobile microsites	no	upon programming	yes
Requires new programming	yes	yes	no
Average estimated time to implement	depends on programmer*	depends on programmer*	minutes*
Allows updates of content without alter the URL link / QR code	depends how backend is built	depends how backend is built	yes
Average time to update	depends how backend is built*	depends how backend is built*	minutes*
Allows selective content in one URL link	no	upon programming	yes
Standard mode: header + title + subtitle	no	upon programming	yes
Compact mode: portrait scroll image in segments with different functions	no	upon programming	yes
Landing page	requires programmer	upon programming	yes
Contact form	requires programmer	upon programming	yes
Google Analytics tracking code	requires programmer	upon programming	yes
Retargeting code	requires programmer	upon programming	yes
Link to Facebook page	requires programmer	upon programming	yes
Share to visitor Facebook page	requires programmer	upon programming	yes
Send recommendation email to a friend	requires programmer	upon programming	yes

* - *requires content to be prepared*



Voypp fees & invoicing

Advertigo, as the agency which manages Voypp, applies hourly fee tariff and differentiated commissions upon the specific service, if the project is managed by the agency. The client can produce the materials directly, upon the specifications, in such case a monthly fee of 25 euro + VAT will be applied for the months with backend activity, into the case the agency uploads the materials, manage the account, issues the reports.

Flat agency hourly fee: 50 euro. Applies for creative, adapting and any other direct activity involving the Agency.

Media commission: 3%. from any online/offline media buying.

Google Ads campaign programming/management: 14% from respective online budget.

Production commission: 8% from any production activity cost (audio-video, print or any other outsourced production activity).

Voypp fee: 5 euro / slot / month. At each 5 prepaid months, the 6th is free.

Agency fee: 10% from all activities as project management fee. Excepts the media and production commissions.

Invoices are issued monthly at end of the month, for the activities performed in that period.

Payment term 5 days from invoicing.

In the cases where suppliers are requesting prepayments, these will be invoiced consequently, at the occurring date.

Voypp services can be paid upon contract at agreed terms, also can be paid online, directly from the client's account.

VAT is applied extra, for all the activities deployed in Romania.

Voypp®

thank
you

