

VIVOOM

OVERVIEW

Vivoom is a technical solution that makes products and experiences inherently sharable and helps brands build 1:1 relationships with consumers. We do this through powering in-product sharing for any physical or digital product so consumers can share authentic content right from brand-owned products and channels. The benefit is that - versus pushing consumers to social platforms and handing over the relationship, control and data to social media companies - sharing initiated from brand-owned properties makes the product experience itself better and allows brands to maintain the relationship with their own users and to authentically reach their peers.

What products are a fit for in-product sharing and Vivoom's solution?

Almost all products are a fit for in-product sharing. Today, most brands are already encouraging consumers to share, but what they're not doing is building sharing seamlessly into the product experience in order to: (1) improve the product itself; (2) collect data on users sharing so the brand can sell direct to their current consumers; (3) drive new direct sales through consumer sharing - e.g., friends who view then click and purchase; and (4) gain perpetual rights to use the authentic user content.

Clients are using Vivoom's solution to accomplish key goals

Improve the product experience. Products that are inherently sharable are better experiences for consumers, and in particular for the 13-35 year old demographic.

Build 1:1 relationships between the brand and their consumers so brands can go direct to consumer (vs. through retailers like Amazon) and drive direct sales.

Cost effectively generate authentic, brand-safe user content at scale and republish that content on brand-owned channels. See how Vivoom clients Johnson & Johnson and Crayola used our solution for content generation [here](#) (J&J) and [here](#) (Crayola).

VIVOOM CLIENTS



PROPRIETARY TECHNOLOGY & MODEL

Vivoom's solution is driven by a highly proprietary business model and deep intellectual property for brand safety, content management and branded filters.

Vivoom's platform agnostic business model is a unique competitive advantage. Vivoom-enabled sharing is dropped into the brand's own digital and physical products (and channels) and consumers can then share to any social and messaging platform.

Vivoom's patented solution gives clients complete control in a brand safe way. Consumer content can be moderated and removed instantly from wherever it was shared if the brand determines it is problematic for any given reason (competitive product, IP, off-brand, inappropriate).

Vivoom holds an exclusive perpetual license to the world's leading visual effects engine. This engine drives the company's branded filter capabilities for brands and consumers.

RECENT PRESS & CASE STUDIES [\(click below\)](#)

[Vivoom's solution is being used to revolutionize products like Crayola Crayons, Maroon 5 albums and the Lilly Pulitzer in-store experience.](#)

[Marketing Dive: Kingsford Charcoal celebrates MLB's Opening Day's return with interactive digital experience](#)

[Adweek: On Facebook's Nuclear Bomb](#)

[AdExchanger: Crayola Gets Crafty with User-Generated Content](#)

[Forbes: How the Band Maroon 5 Broke Through the Walled Gardens of Facebook and Twitter](#)

[Business Insider: What Dunkin' Donuts and Starbucks can learn from Venmo and the Boston Celtics](#)

[Maroon 5 Case Study](#)

[Celtics Case Study](#)

[Lilly Pulitzer Case Study](#)

VIVOOM LEADERSHIP TEAM

Katherine Hays Co-Founder & CEO

CEO of GenArts, Inc. (acquired by Boris FX); co-founder and COO of in-game advertising company Massive, Inc. (acquired by Microsoft) and author of over a dozen technical patents.

Clay Webster Co-Founder & CTO

Industry veteran leading development of large-scale web and video platforms; 15+ years at CBS and CNET. Clay manages Vivoom's innovative development of consumer-facing branded filters and client-facing moderation, republishing, analytic and reporting systems.

Jeff Walker CMO/EVP Business Dev.

Senior Marketing & Business Development executive in entertainment and tech industries. Jeff is building the Consumer Sharing ecosystem and Vivoom's leadership position.

Matt Snyder EVP, Sales

Founder of NetCelera Networks (sold to F5 Networks in 2005) and an early pioneer in the Mobile Advertising industry since 2008, Matt is leading Sales efforts for Vivoom.