egta.bites

get inspired by
... innovative ideas!

Spott by Appiness: unlocking the potential of video commerce

This week's egtabite showcases one of the innovations that will be presented at egta's DigitalNext conference: *Spott* by Appiness.

Spott delivers a unique user experience that allows TV viewers to buy a huge range of items they see in their favourite programmes, from presenters' outfits to equipment on sets.
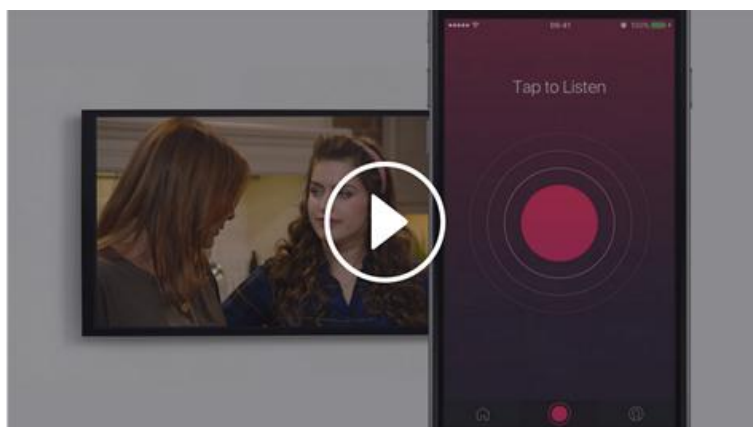
Furthermore, it offers advertisers a platform for interactive marketing.

Welcome to the world of v-commerce!
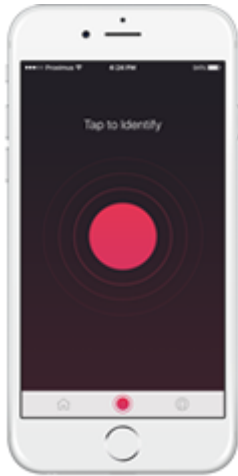
Bringing viewers close to the point of sale

The online industry has grown rapidly to become a major destination for ad investments at least in part thanks to two factors: its ability to provide marketers with large amounts of rich data and the proximity between digital advertising and the ecommerce point of sale. Television broadcasters face a challenge to bring these capabilities into their own advertising portfolios.

This is where Appiness comes in. The company's technology, which can be used in the standalone *Spott* app or integrated as a white label solution, offers a second-screen shopping experience that brings a limitless variety of purchasable goods within tapping distance. Appiness allows broadcasters to combine the reach of TV with the targeting power of online media and the revenue generation power of e-commerce.

Let's take a cooking show, for example. Recognition technology identifies the clothes & accessories worn by the presenters, as well as the equipment used in the kitchen. Users are then presented with e-commerce opportunities to buy those products, or in some cases similar alternatives.

What's in it for broadcasters and content producers?

Firstly, increase in the value of product placement, as items can be bought while viewers are watching their favourite show. Secondly, the value of the advertising will also increase, as it is easier for brands to integrate a call to action linked to their TV campaign. As an example, Appiness tested a Mercedes ad in combination with a call to action to book a test ride, with very good results on lead generation.

Last, but not least, data and insights. Appiness's solution offers broadcasters a rich layer of information about their viewers' interests and purchase intentions, which allows them to offer better targeting options to advertisers.

A user insight study with the Belgian broadcaster Medialaan

Appiness teamed up with Medialaan, BBDO (advertising agency) and iMinds Living Labs (research company) to test the technology on the cookery show *De Keuken van Sofie* and the soap opera *Familie*.

The results demonstrate the technology's potential value to broadcasters. During the three-months testing period:

- 89% of the viewers indicated that the technology was fun to use
- 96% indicated that the technology was functional to use
- 7% of the viewers had actually bought something, and the buying activity extends beyond the immediate show

The female target audience saw the application as a Pinterest linked to their favourite content, while the male target audience approached it as Shazam for images.

Why this matters for egta members

Data and customer insights are at the centre of the emerging battleground for advertising spend. TV is already among the best measured media, and the addition of further layers of data on viewer behaviours and preferences allows television to compete even more effectively for digital budgets.

Appiness is offering egta members a free test to make any episode interactive. Furthermore, the company's technology can be integrated into existing owned applications to increase engagement and enrich the user experience.

You can catch up with the Appiness presentation on the **events section** of egta's new online platform after the DigitalNext conference!

Background info

Please click on the links below to access the relevant documents:

» **Appiness website** (please click here)

» **Spott website & video** (please click here)