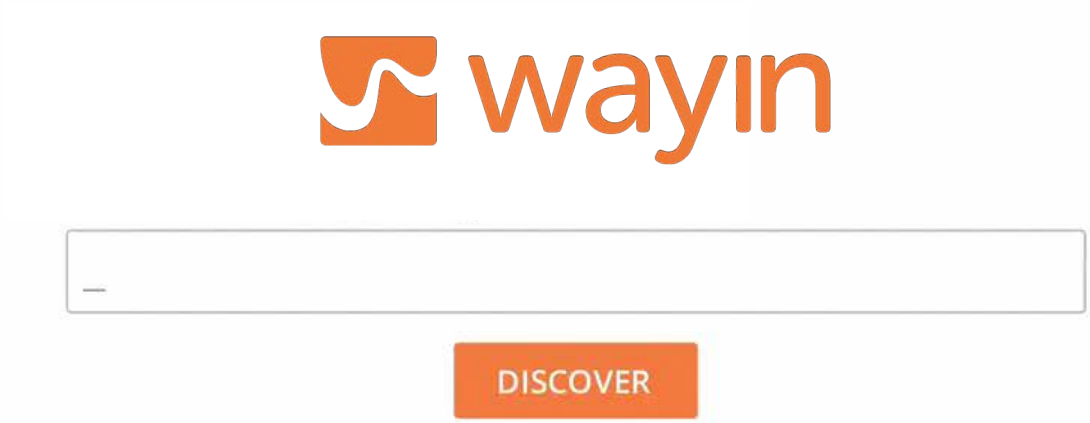
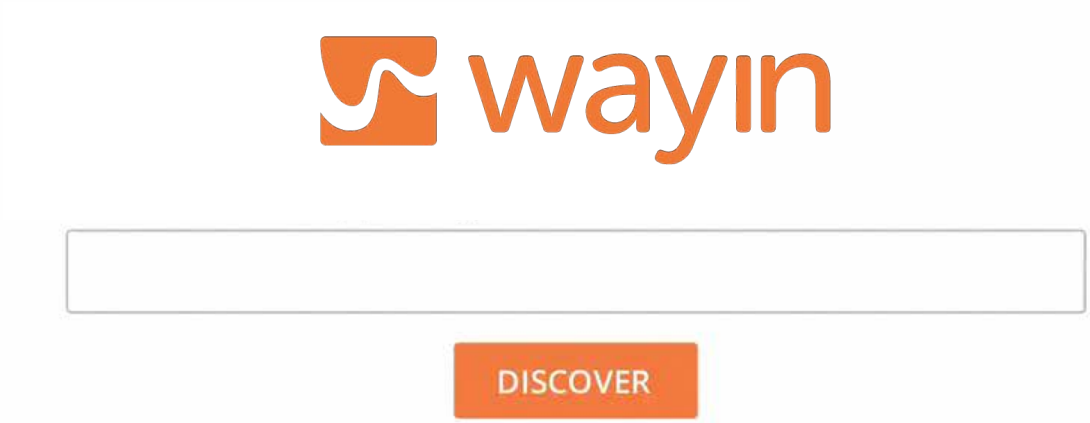

wayin
DISCOVER


wayin
DISCOVER

Social Media Influences Conversation & Action

62% of people trust a person like yourself [1]

35% of all Americans and 50% of Millennials say social media influences their purchasing decisions [2]

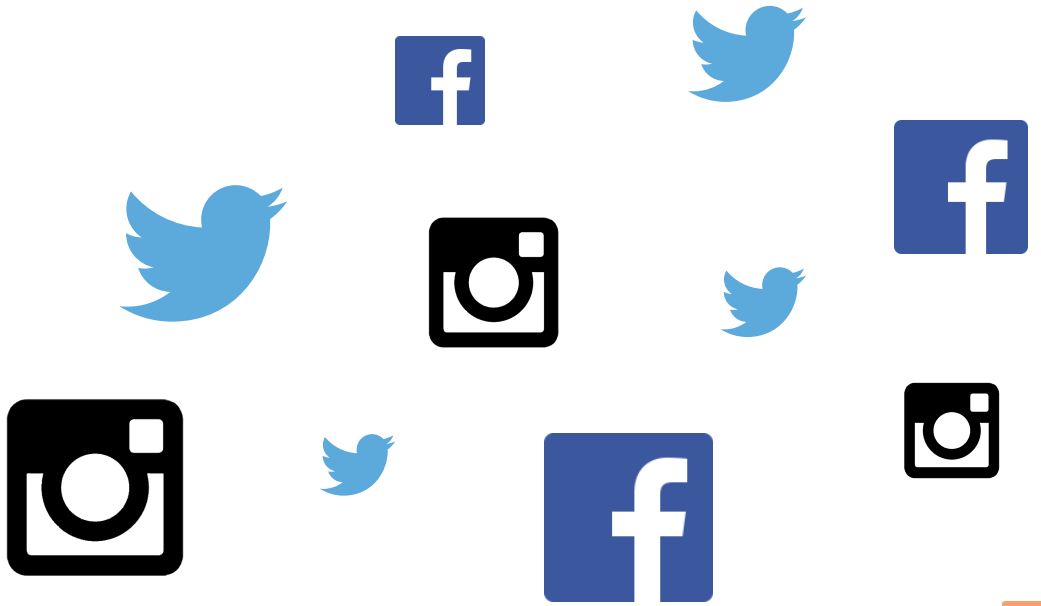


Sources:
1. Edelman Trust Barometer
2. Gallup Mobile Retail Panel Study

Social Mobile Campaigns in Real Time

Everyday Wayin processes over 600 million social posts:

- Tweets
- Public Facebook posts
- Photos shared on Instagram



How can you let others tell your story?



… And Transform Your Brand into a Visual Communicator



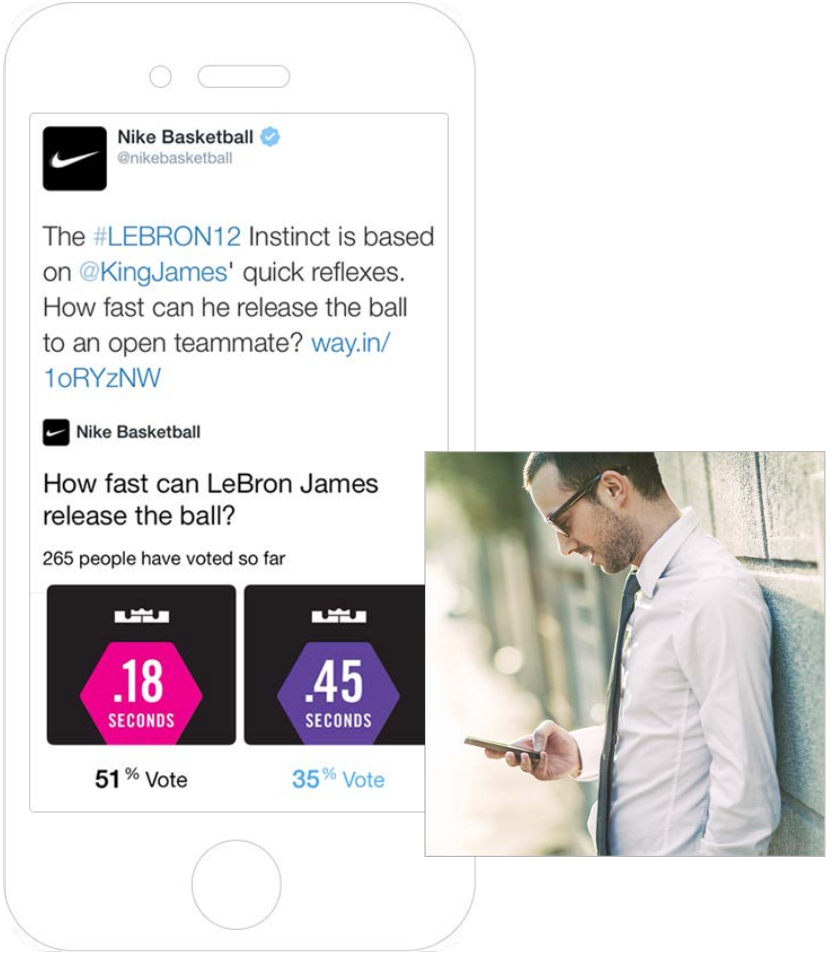
… And Become an Agile Marketer

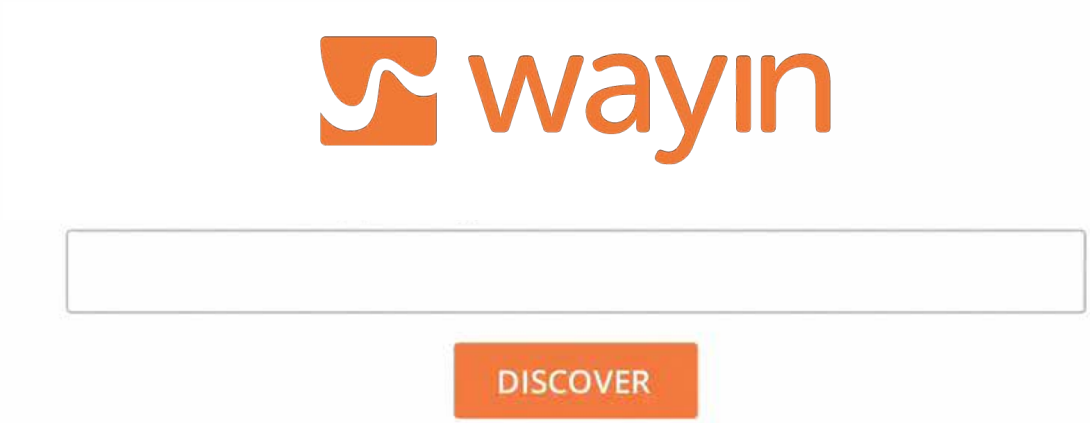
Turn social perceptions into fact.

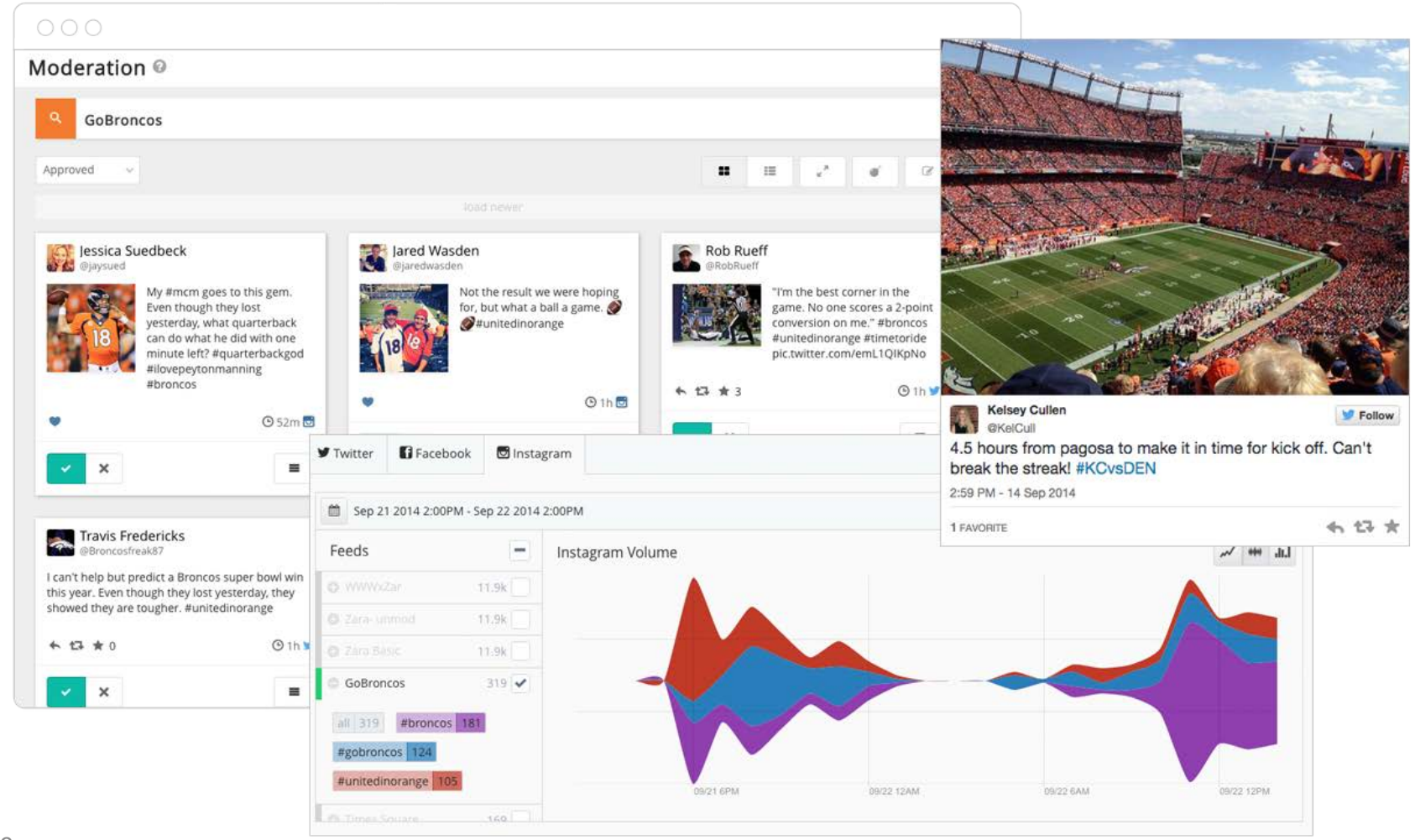
Make all marketing hyperlocal—at the point of conversation.

Construct in-the-moment campaigns.

Drive meaningful, and measurable engagement.




wayin
DISCOVER


Moderation
GoBroncos
Approved
load newer
Jessica Suedbeck
@jaysued
My #mcm goes to this gem. Even though they lost yesterday, what quarterback can do what he did with one minute left? #quarterbackgod #ilovepeytonmanning #broncos
52m
Jared Wasden
@jaredwasden
Not the result we were hoping for, but what a ball a game. #unitedinorange
1h
Rob Rueff
@RobRueff
"I'm the best corner in the game. No one scores a 2-point conversion on me." #broncos #unitedinorange #timetoride pic.twitter.com/emL1QIKpNo
3
1h
Travis Fredericks
@Broncosfreak87
I can't help but predict a Broncos super bowl win this year. Even though they lost yesterday, they showed they are tougher. #unitedinorange
0
1h
Kelsey Cullen
@KelCull
Follow
4.5 hours from pagosa to make it in time for kick off. Can't break the streak! #KCvsDEN
2:59 PM - 14 Sep 2014
1 FAVORITE
Twitter
Facebook
Instagram
Sep 21 2014 2:00PM - Sep 22 2014 2:00PM
Feeds
WWWxZar 11.9k
Zara- unmod 11.9k
Zara Basic 11.9k
GoBroncos 319
all 319
#broncos 181
#gobroncos 124
#unitedinorange 105
Times Square 169
Instagram Volume
09/21 6PM
09/22 12AM
09/22 6AM
09/22 12PM







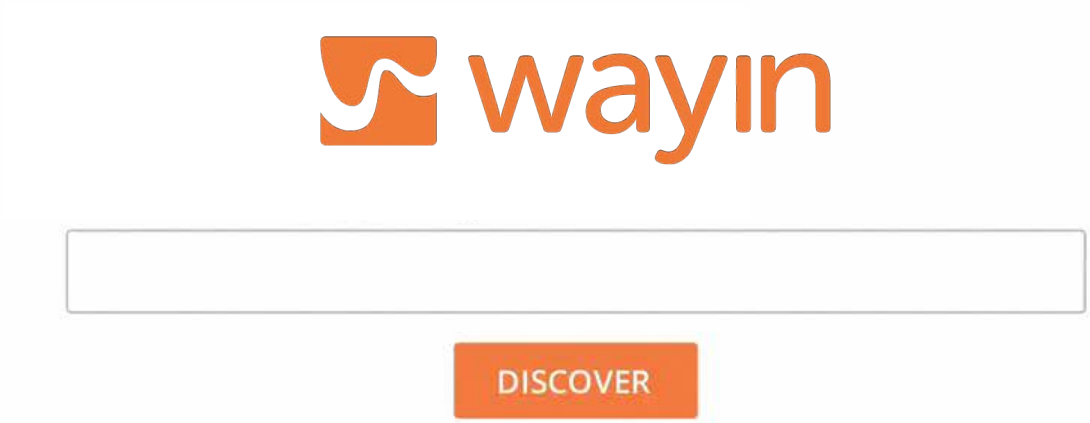
Rethink Fan Engagement

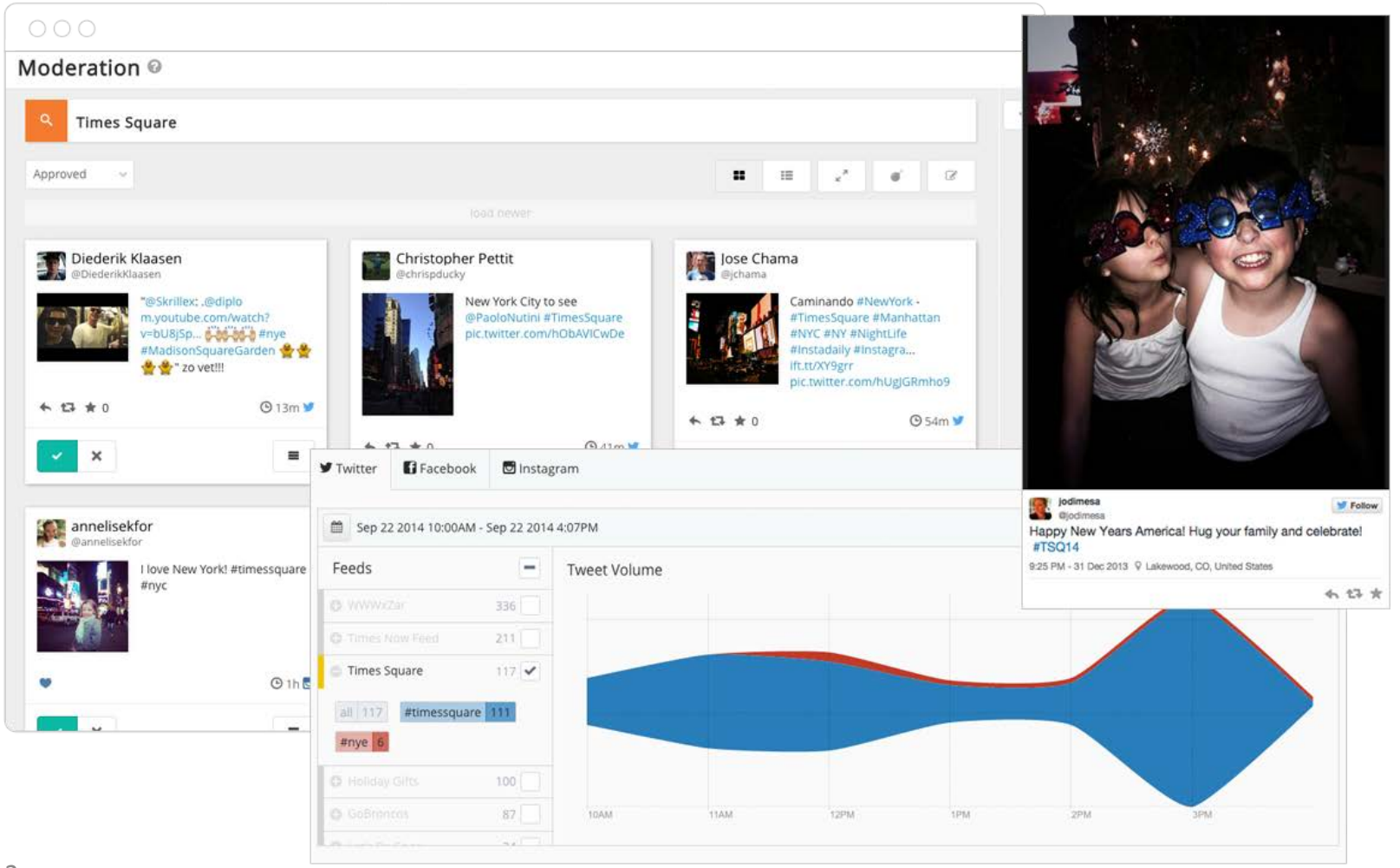
Denver Broncos

Wayin helped the Denver Broncos achieve deeper engagement with fans, both in-venue and online at home during the game. Using Wayin's collage widget, the Broncos were able to display fan photos, sponsor ads, and their best marketing materials to fans both in-venue and online.

Results:

- Generated over 87,000 tweets
- Over 100,000 advertising impressions
- 7 unique experiences
- Over 555,000 game time page views


wayin
DISCOVER


Moderation
Times Square
Approved
load newer
Diederik Klaasen
@DiederikKlaasen
"@Skrillex: .@diplo m.youtube.com/watch?v=bU8jSp... #nye #MadisonSquareGarden "zo vet!!!
13m
Christopher Pettit
@chrispducky
New York City to see @PaoloNutini #TimesSquare pic.twitter.com/hObAVICwDe
Jose Chama
@jchama
Caminando #NewYork - #TimesSquare #Manhattan #NYC #NY #NightLife #Instadaily #Instagra... ift.tt/XY9grr pic.twitter.com/hUgjGRmho9
54m
annelisekfor
@annelisekfor
I love New York! #timessquare #nyc
1h
Twitter
Facebook
Instagram
Sep 22 2014 10:00AM - Sep 22 2014 4:07PM
Feeds
Tweet Volume
WWWxZar 336
Times Now Feed 211
Times Square 117
all 117
#timessquare 111
#nye 6
Holiday Gifts 100
GoBroncos 87
10AM
11AM
12PM
1PM
2PM
3PM
jodimesa
@jodimesa
Follow
Happy New Years America! Hug your family and celebrate! #TSQ14
9:25 PM - 31 Dec 2013 Lakewood, CO, United States

#TSQ14

HAPPY NEW YEAR! YOU'VE BEEN SPOTTED IN TIMES SQUARE. SHARE WITH FRIENDS.

Bank of America



Rethink Consumer Engagement

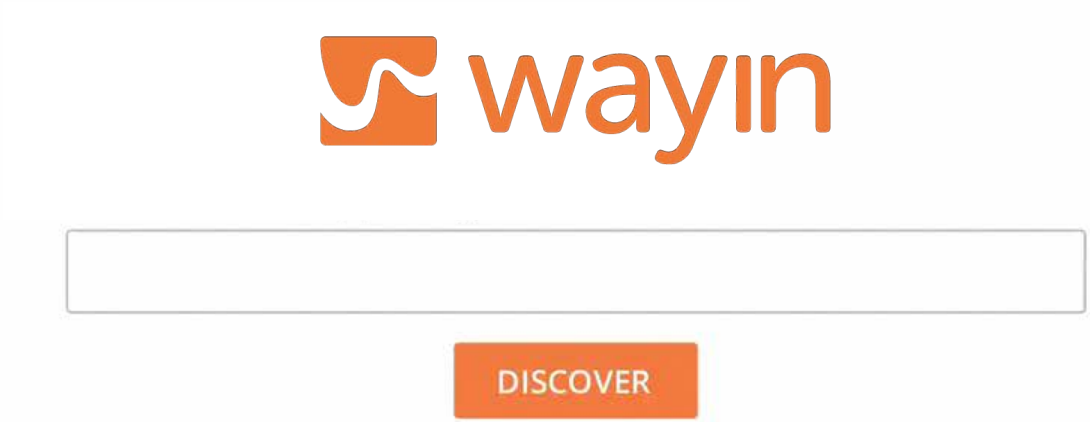
Bank of America

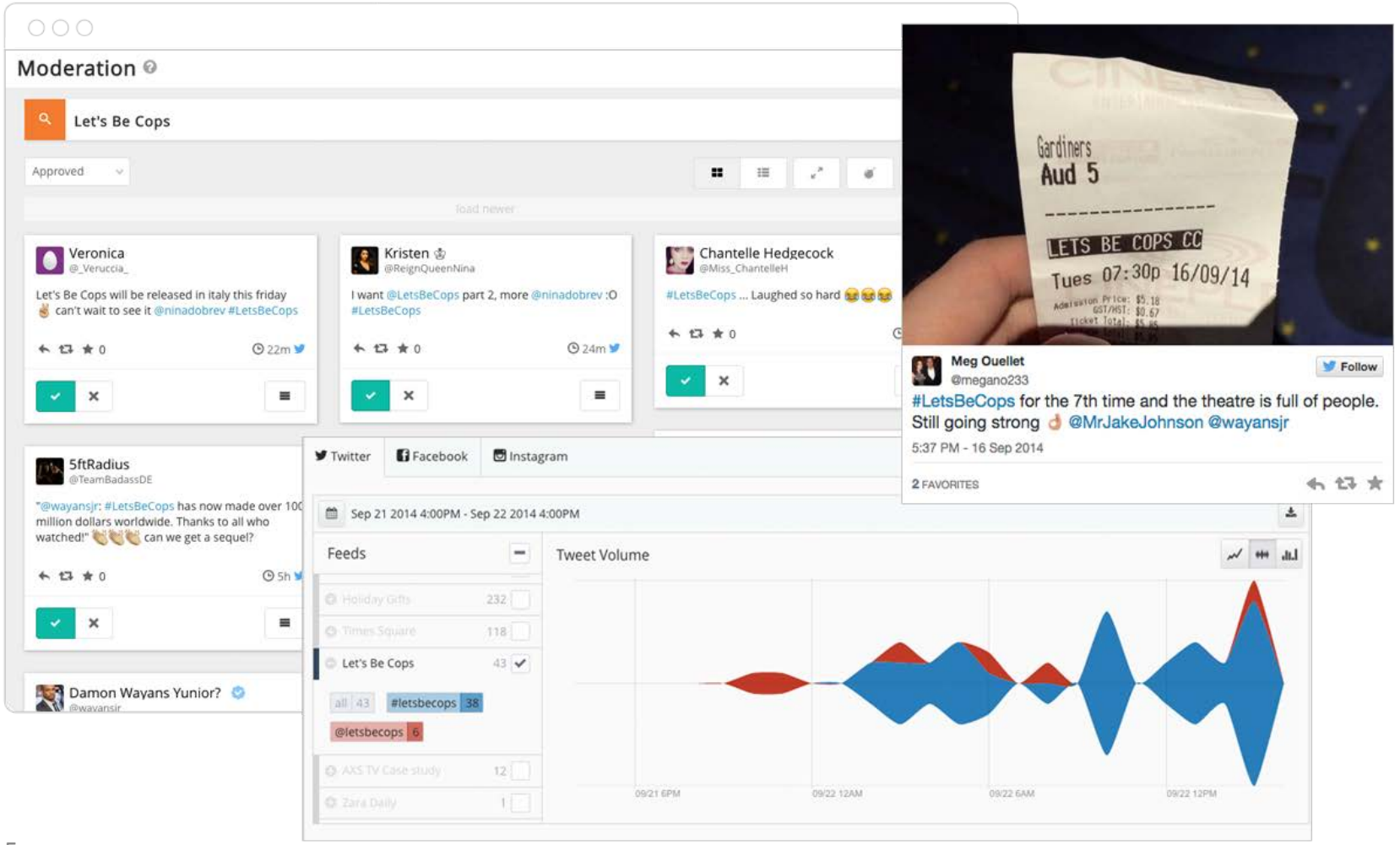
Wayin created a live experience for the Bank of America Times Square billboard. Wayin enabled Bank of America to display submitted tweets in Times Square. A back-end tool enabled Bank of America to engage with everyone who ended up on the screen.

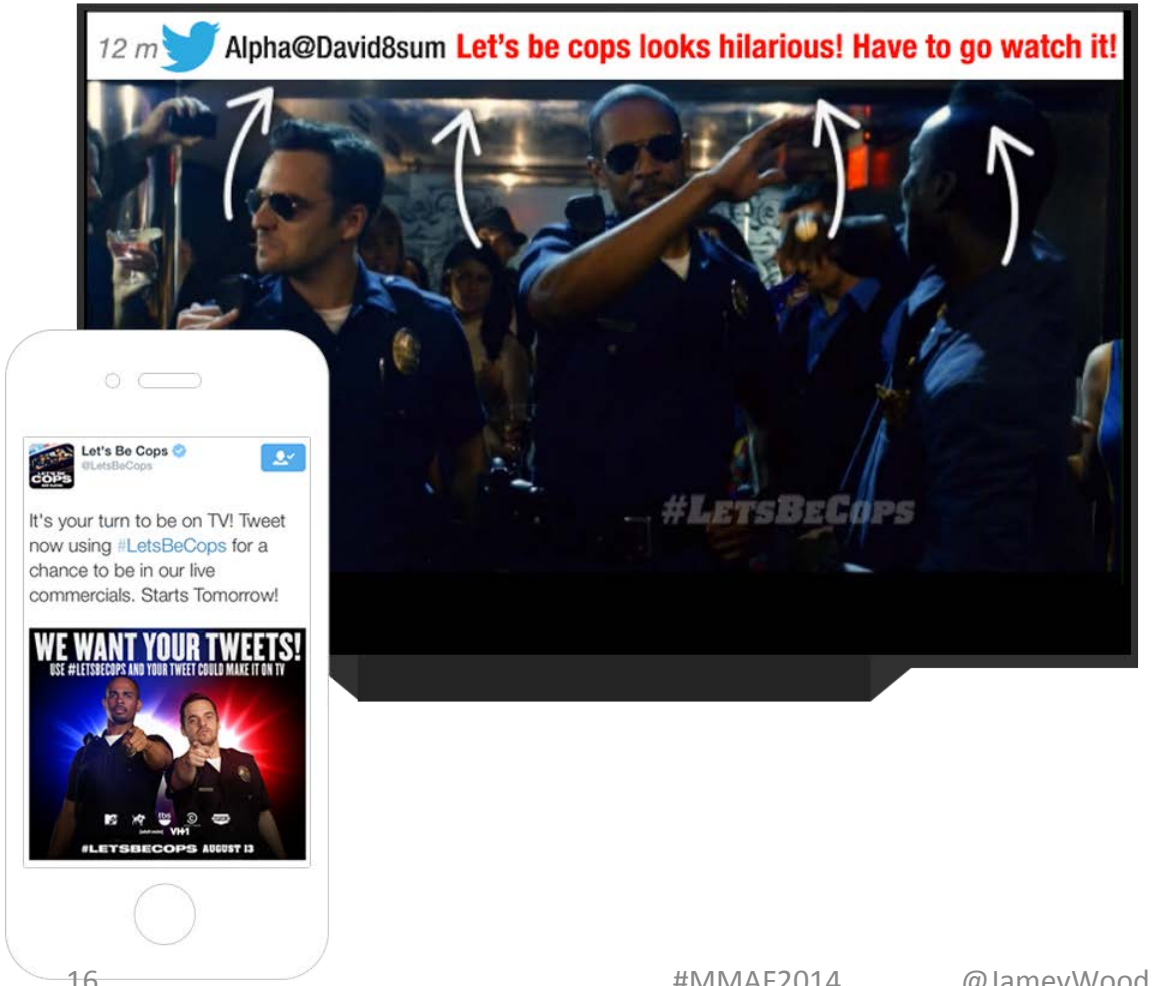
Results:

- 600+ submissions
- 1.5k page views
- Highly-visible in NYE broadcast




wayin
DISCOVER


Moderation
Let's Be Cops
Approved
load newer
Veronica
@_Veruccia_
Let's Be Cops will be released in italy this friday can't wait to see it @ninadobrev #LetsBeCops
22m
Kristen
@ReignQueenNina
I want @LetsBeCops part 2, more @ninadobrev :O #LetsBeCops
24m
Chantelle Hedgecock
@Miss_ChantelleH
#LetsBeCops ... Laughed so hard
5ftRadius
@TeamBadassDE
"@wayansjr: #LetsBeCops has now made over 100 million dollars worldwide. Thanks to all who watched!" can we get a sequel?
5h
Damon Wayans Yunior?
@wayansjr
Twitter
Facebook
Instagram
Sep 21 2014 4:00PM - Sep 22 2014 4:00PM
Feeds
Holiday Gifts 232
Times Square 118
Let's Be Cops 43
all 43
#letsbecops 38
@letsbecops 6
AXS TV Case study 12
Zara Daily 1
Tweet Volume
09/21 6PM
09/22 12AM
09/22 6AM
09/22 12PM
Gardiners
Aud 5
LETS BE COPS CC
Tues 07:30p 16/09/14
Meg Ouellet
@megano233
Follow
#LetsBeCops for the 7th time and the theatre is full of people. Still going strong @MrJakeJohnson @wayansjr
5:37 PM - 16 Sep 2014
2 FAVORITES



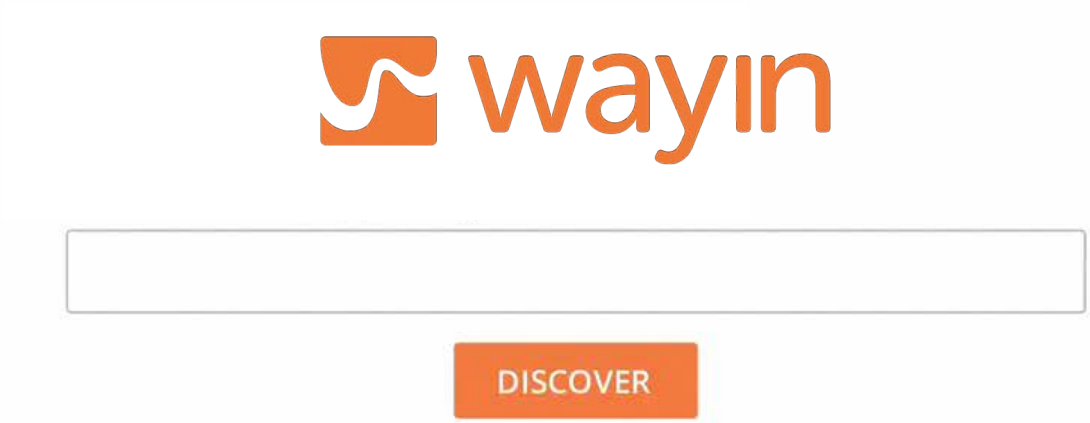
Rethink Advertising

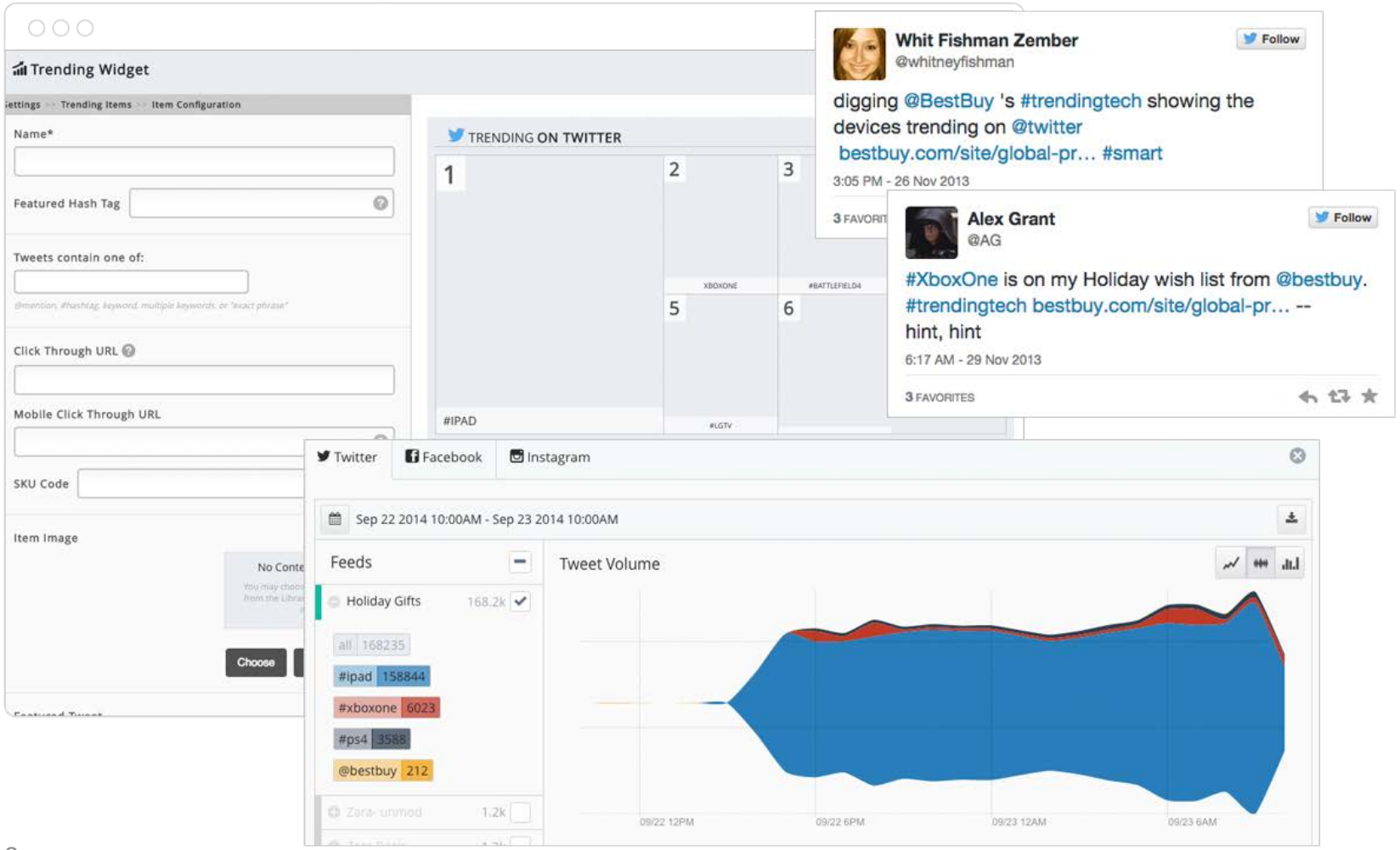
Fox- Let's Be Cops

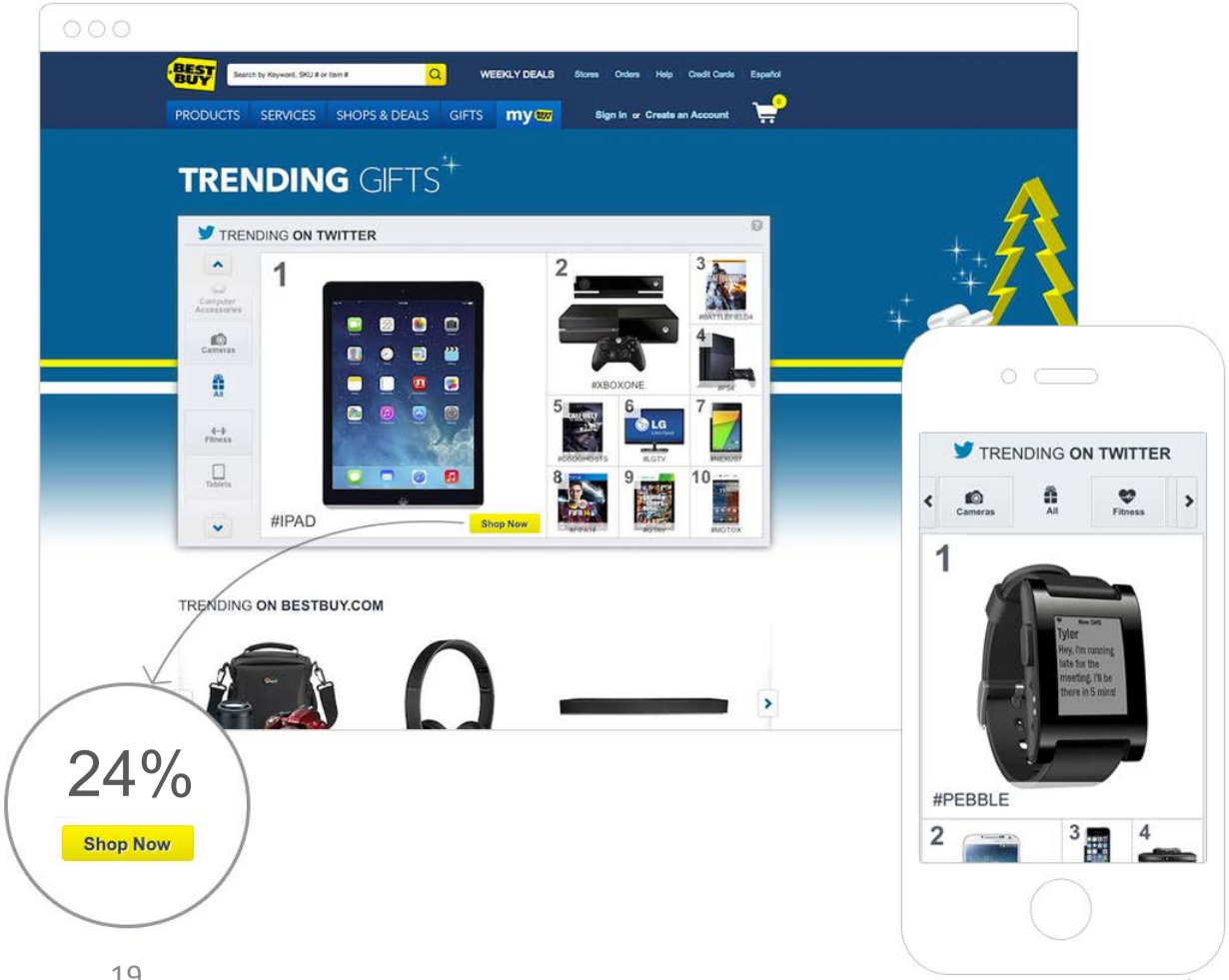
Wayin partnered with Fox to create unique creative instances to promote their new movie, Let's Be Cops. Through the Wayin Rights Granting Facilitator tool you can communicate quickly with Twitter authors and obtain rights to use their content in paid media. Keep track of your rights-granted content while giving BS&P the final approval before it's sent to your media partners for display on air.

Results:

- 188k Tweets
- 522 Million impressions
- 7 Promoted tweets related to commercial spots:
  - 1935 retweets
  - 3793 favorites


wayin
DISCOVER


Trending Widget
Settings >> Trending Items >> Item Configuration
Name*
Featured Hash Tag
Tweets contain one of:
Click Through URL
Mobile Click Through URL
SKU Code
Item Image
Choose
TRENDING ON TWITTER
1
2
3
XBOXONE
#BATTLEFIELD4
5
6
#IPAD
#LGTV
Whit Fishman Zember
@whitneyfishman
Follow
digging @BestBuy 's #trendingtech showing the devices trending on @twitter bestbuy.com/site/global-pr… #smart
3:05 PM - 26 Nov 2013
3 FAVORI
Alex Grant
@AG
Follow
#XboxOne is on my Holiday wish list from @bestbuy. #trendingtech bestbuy.com/site/global-pr… -- hint, hint
6:17 AM - 29 Nov 2013
3 FAVORITES
Twitter
Facebook
Instagram
Sep 22 2014 10:00AM - Sep 23 2014 10:00AM
Feeds
Holiday Gifts
168.2k
all 168235
#ipad 158844
#xboxone 6023
#ps4 3588
@bestbuy 212
Zara- unmod
1.2k
Tweet Volume
09/22 12PM
09/22 6PM
09/23 12AM
09/23 6AM



Rethink E-Commerce

Best Buy

Best Buy worked with Wayin to build social into their e-commerce experience during the peak holiday shopping season. Wayin enabled Best Buy to visualize product trends from Twitter conversation. Customers could easily identify what was hot and proceed directly to the purchase page through the “Shop Now” button.

Results:

- 24% conversion rate
- 419k page views
- 76% engagement
- TV display in 1,000+ stores

What's Next?

Follow @Wayin today

for a free expert evaluation of your social media marketing efforts and free trial access to Wayin's exclusive social visualization and analytics platform.

