

SEE THE CODE ON TV. ENTER THE CODE IN THE APP. GET YOUR CONTENT IMMEDIATELY.

TRE Connects Consumers & Brands at the Moment of Inspiration

TRE solves the problem of connecting consumers to brands at the moment of inspiration - what Google calls connecting in the "Micro-moment."

The biggest problem facing brands is that their content is spread across numerous websites, social platforms, even brick & mortar stores. This dispersed content forces brands to advertise across countless channels and hope that consumers visit at least one of their properties. In the end, they never know exactly what ad drove a specific consumer action.

TRE solves this problem.

COMPLETE & INSTANT ATTRIBUTION TO CONSUMER BEHAVIOR

A typical TV ad asks consumers to visit a store, go to a website, call a number, download an app, and follow on social media. All in the same ad!

So how do brands know which ads are working and which ones are wasted? They don't. Until now.

CREATING IMMERSIVE BRAND EXPERIENCES

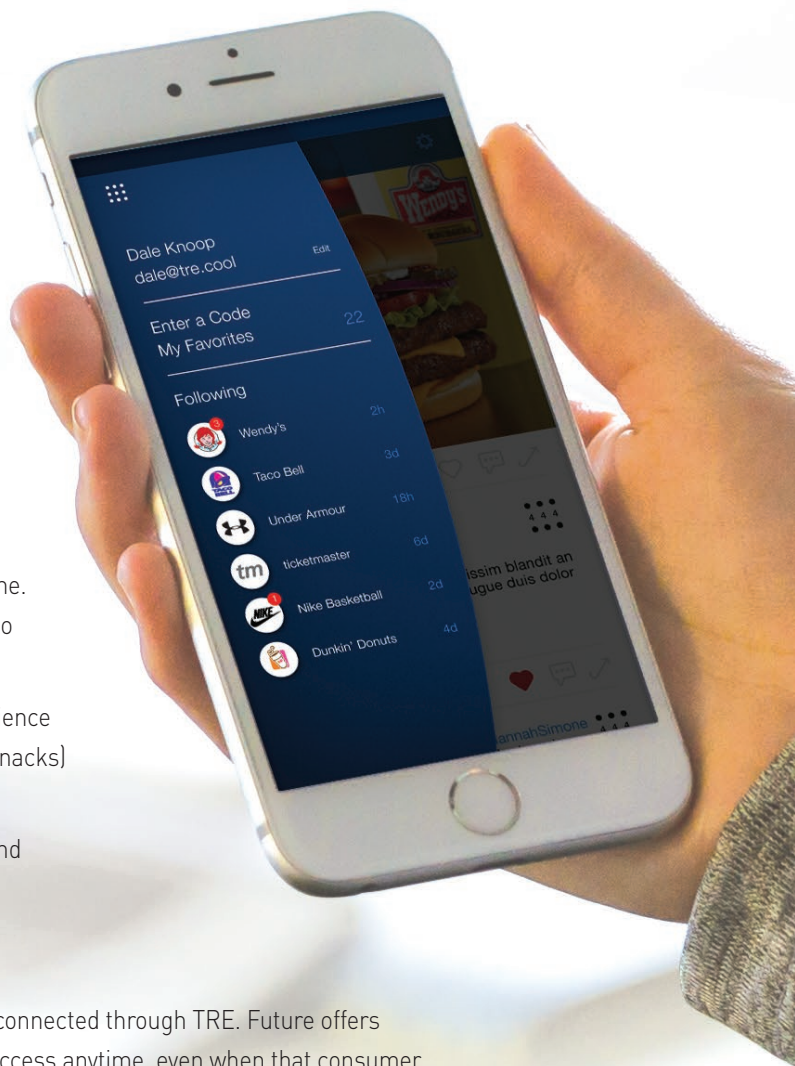
Right now, consumers have to bookmark pages, sign up for emails and access several different social apps to track a single brand online. It's exhausting. The experience becomes a constant hunt and peck to find the latest offers and content.

TRE solves this by creating a single-source, immersive brand experience by aggregating all your social feeds and any other unique content (snacks) created for your TRE page into a single feed.

Now everything a consumer wants to access - and everything a brand wants them to see - is in one place.

ONCE CONNECTED, ALWAYS CONNECTED

When a consumer enters a code for a brand, they are permanently connected through TRE. Future offers and content are automatically delivered to the TRE brand page for access anytime, even when that consumer isn't in front of the TV. Brands connect with consumers once, TRE allows them to be connected forever.



Call 844.987.3277 or visit TRE.cool



What is TRE?

TRE is a mobile advertising solution and branded content aggregator that does what no other service can – directly tie consumer interaction to content presented on TV, in real-time.

CLOSING THE LOOP BETWEEN TV & MOBILE

TRE allows consumers to access content or purchase products at the moment of inspiration. They see a code on TV and enter the code into the TRE app. The user is then taken directly to the content without fumbling through browsers, search engines, or multiple 3rd party apps.

SEE THE LATEST CONTENT FROM YOUR FAVORITE BRANDS IN ONE PLACE

TRE allows brands to aggregate their social feeds from popular social networks like Facebook, Twitter, Instagram, YouTube and more.

BREAKING DOWN BARRIERS TO CONSUMERS

Today, TV advertising presents consumers with too many 'off ramps' between seeing offers and getting offers. With TRE, consumers can see an offer, enter a simple code, and get their content without the frustrations of entering URLs, dialing phone numbers, recording a screen or sound, or getting lost by filtering through millions of search results.

A recent study indicated that 65% of smartphone users agree that when conducting a search on their smartphones, they look for the most relevant information regardless of the company providing the information.¹

ALIGN ALL OF YOUR BRANDED CONTENT TO CREATE AN IMMERSIVE BRAND EXPERIENCE

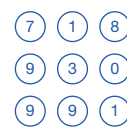
- Social Aggregation
- Branded Stories & Content
- Offers, Coupons & Deals
- Impulse Purchasing

REAL-TIME ATTRIBUTION

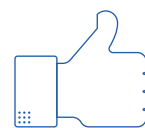
Brands can track all content interactions as they happen. When a TRE user enters a code, content providers can instantly track and measure interaction, tying TV advertising to consumer action.



SEE THE CODE



ENTER THE CODE



GET YOUR CONTENT

CONNECT WITH SELF-SELECTED BRAND ADVOCATES

Once a consumer enters any code from a brand, they are connected forever within TRE. This allows brands to deliver content directly to their fans at any point in the future. Consumers can receive new content through app notifications even if they aren't watching TV.

WHY A NUMERICAL CODE?

Why not a URL, a short-code address or something else? It's a very simple answer, actually. Numbers are universal, and the keypad is a familiar input device. Also, with a global audience, a numerical pattern allows the TRE interface to be utilized independently of language or translation requirements.

PATENT PENDING TECHNOLOGY, USER TESTED & HIGHLY RATED

TRE code entry is a patent pending user interface and technology. It has been thoroughly consumer tested and approved. Bottom line - it's proprietary and users get it.

IF YOU'RE INTERESTED IN INTEGRATING TRE INTO YOUR BUSINESS, LET'S TALK

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Call 844.987.3277 or visit TRE.cool



¹Google/psos, U.S., Consumers in the Micro-Moment, Wave 3, August 2015, n=1,291 online smartphone users 18+