

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

TRE for Social Networks & Web Platforms

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

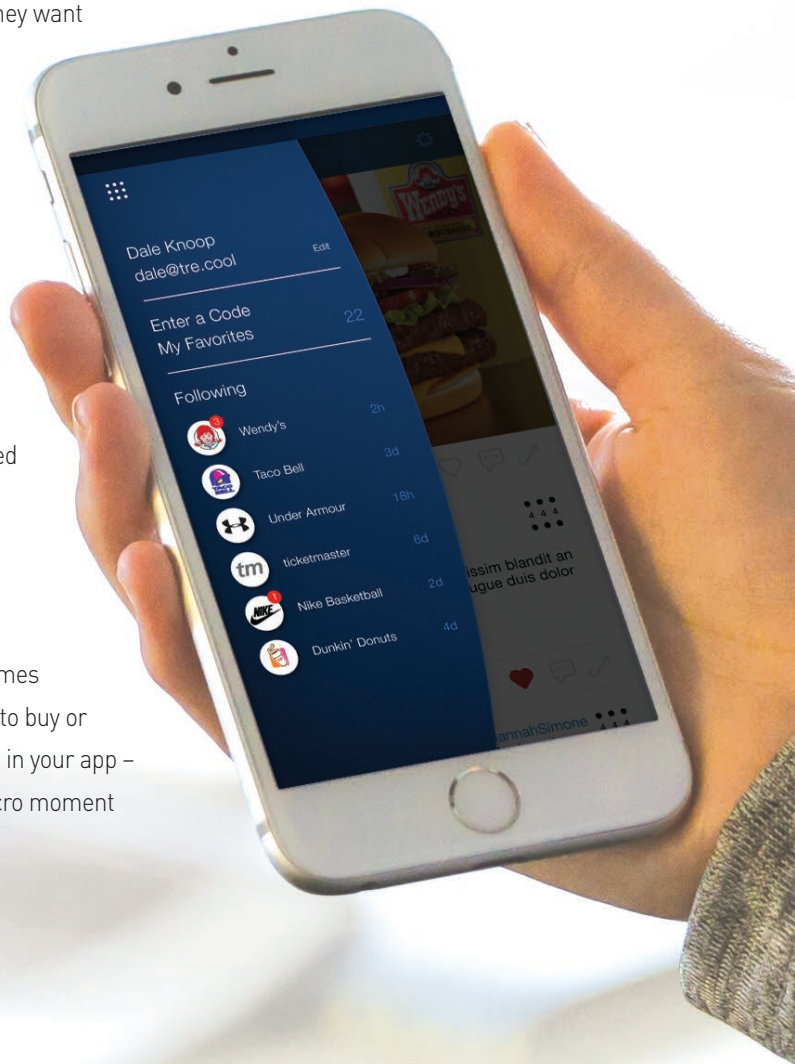
TRE is a completely new way for browsers, apps and websites to integrate with TV viewing. For example, if a consumer is on their favorite social network as they watch TV, that person can instantly get the content they see on TV by entering the TRE code into the native app. By integrating TRE as a service on mobile apps and browsers, consumers aren't interrupted and taken away from their favorite apps or sites when they want content they see on TV. They simply enter the TRE code within your app or browser, get what they want and stay in your environment.

CREATE SYNERGY FOR ADVERTISERS BETWEEN TV & MOBILE

TRE gives advertisers the ability to drive traffic to their app with a simple call-to-action in their TV ads directing them to enter a TRE code within their network or platform. This creates more users and more traffic for social platforms and connects self-selected consumers on a more immersive level with the brands they love.

MAKE YOUR SOCIAL PLATFORM A PURCHASING PLATFORM FOR BRANDS

By integrating TRE into a social network, that platform instantly becomes an eCommerce vehicle. Users don't have to leave the social platform to buy or access content from brands. Consumers stay where you want them - in your app - and brands sell more products, to more people, by leveraging the micro moment of inspiration from an ad on TV.



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

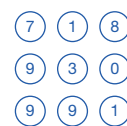
- Social Aggregation
- Branded Stories & Content
- Offers, Coupons & Deals
- Impulse Purchasing

REAL-TIME ATTRIBUTION

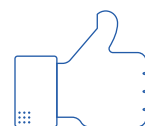
Brands can track all content interactions as they happen. When a TRE user enters a code, content providers can instantly track and measure interaction, tying TV advertising to consumer action.



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+