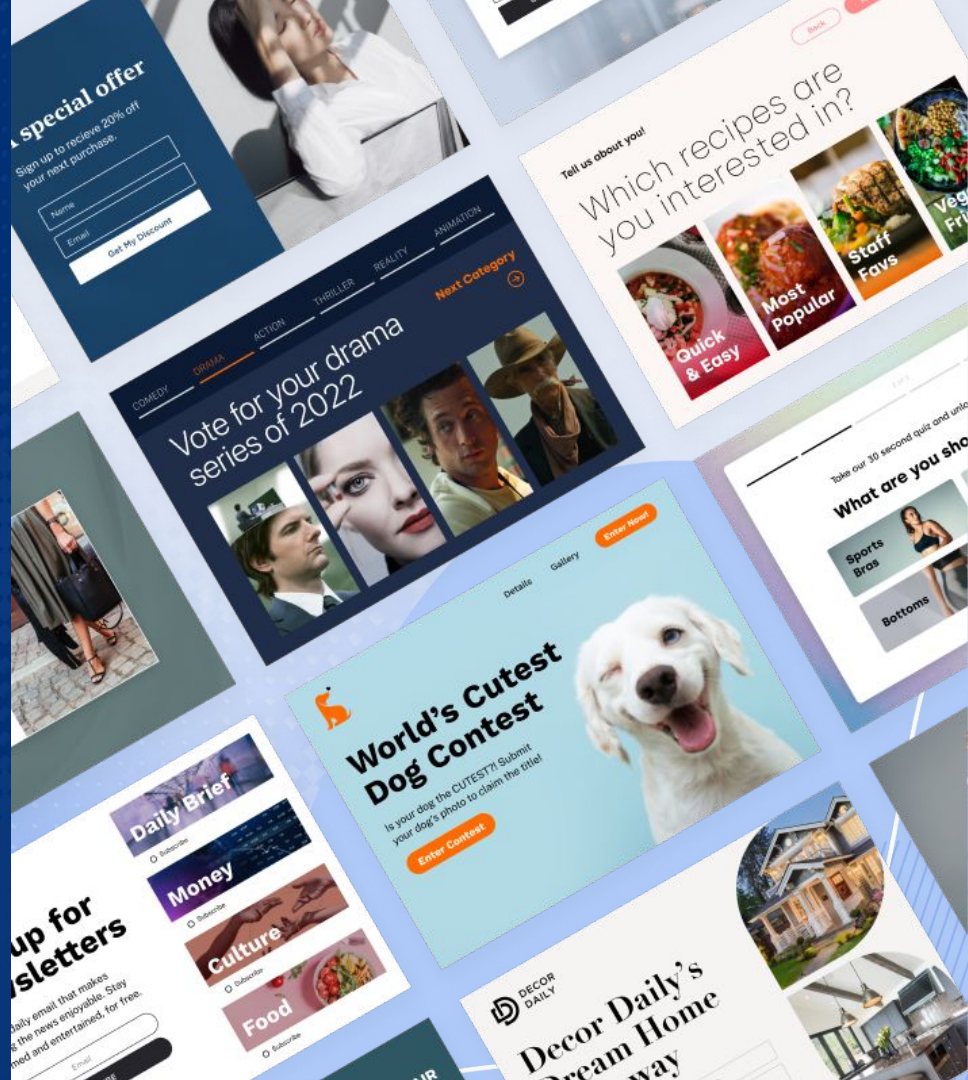


SAILTHRU

Sailthru Experiences:

Our Top Picks for Media



Collect zero and first-party data at scale with interactive experiences

Our library of over 85 pre-built, interactive experiences empowers marketers to connect with consumers while collecting owned and actionable data. Whether a questionnaire, poll, quiz, or social story, marketers can clone, customize, and deploy campaigns with ease.

Our top five experiences for media

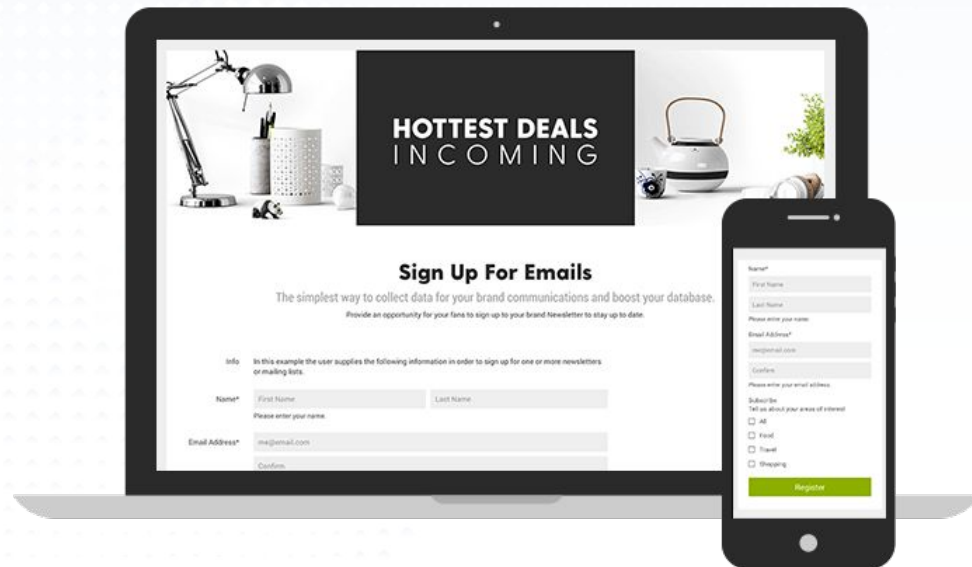
With so many experiences to choose from, we thought we'd make it easy for you by curating our top five for media brands. These have been chosen for their effectiveness in achieving your key objectives, while requiring less effort to set-up.

Newsletter Sign Up

The simplest way to boost your marketing database. Provide an opportunity for people to sign up to your brand newsletter and stay informed.

Objectives:

- Grow First/Zero Party Database
- Drive Emotional Loyalty

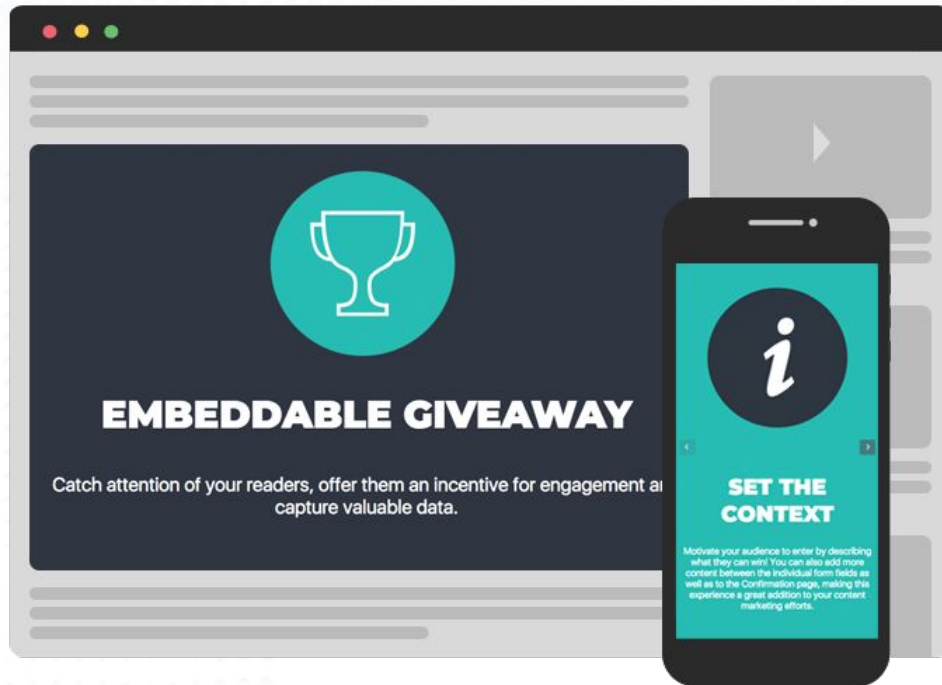


Embeddable Giveaway

A lightning-fast, slide-based experience that can be embedded in editorial articles, landing pages, ad-units and websites. With enhanced design and animation, turn your next form into an entertaining user experience.

Objectives:

- Grow First/Zero Party Database
- Customer Engagement
- Build Customer Profiles
- Re-Engage Customers
- Collect Purchase Intentions



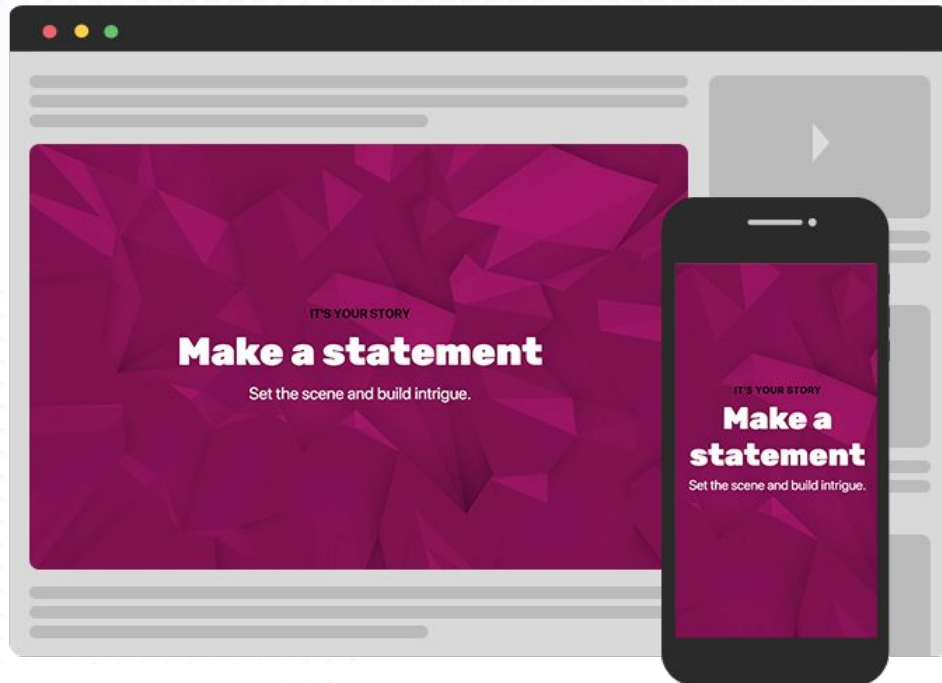
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Embeddable Story

A lightning-fast, slide-based experience that can be embedded in editorial articles, landing pages, ad-units and websites. Showcase your branded, sponsored or editorial content and increase the effectiveness of your storytelling.

Objectives:

- Enhance Editorial Content
- Customer Engagement
- Increase Awareness

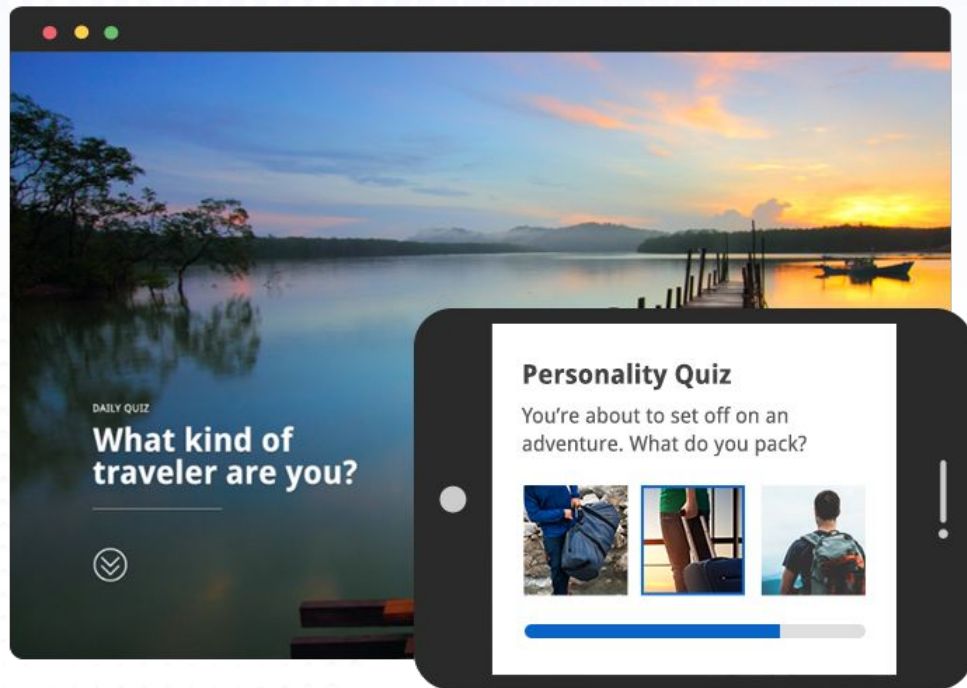


Personality Quiz

A highly engaging and entertaining way to collect valuable data while learning more about your audience's preferences. Our Personality Quiz works by asking a series of questions and assigning each potential answer a set category.

Objectives:

- Customer Engagement
- Enhance Editorial Content
- Build Customer Profiles
- Progressive Data Capture
- Drive Emotional Loyalty
- Generate Shareable Content
- Grow First/Zero Party Database



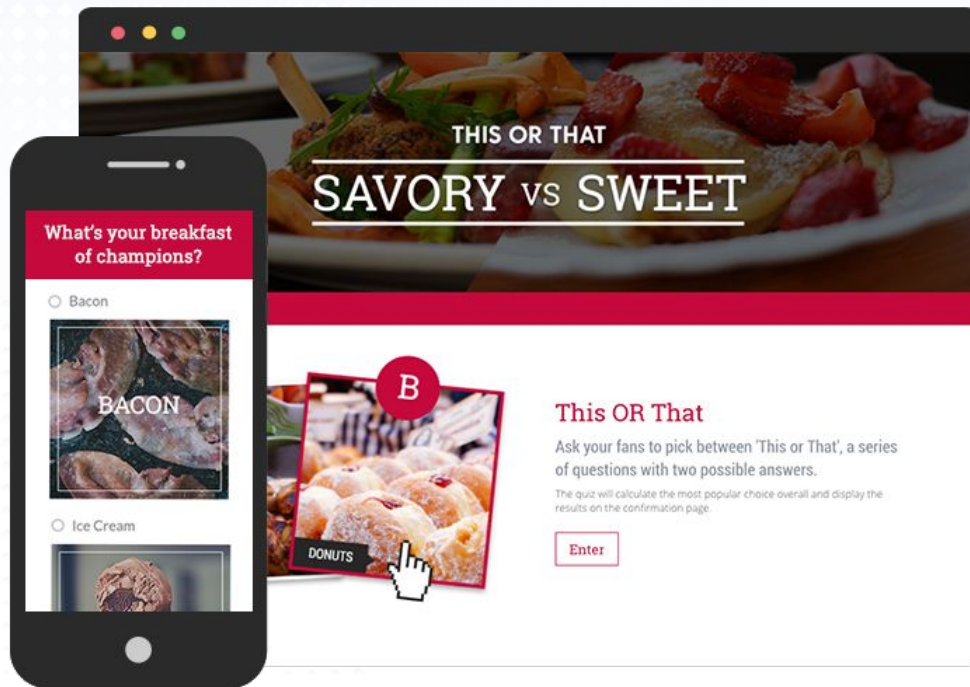
Poll

Ask your fans to pick between 'this or that?' in a series of questions with two possible answers. The poll will calculate the most popular choices overall.

Polls are a natural way to learn about customer preferences and use the data to personalize your marketing programs.

Objectives:

- Enhance Editorial Content
- Customer Engagement
- Build Customer Profiles
- Progressive Data Capture

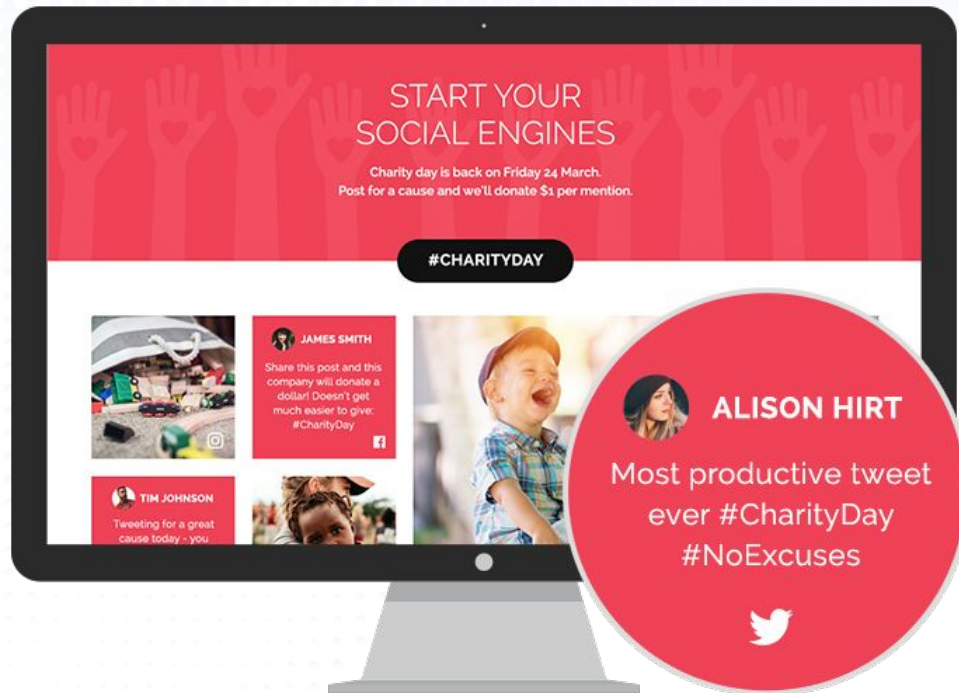


Hashtag Wall

Collect, curate and publish the best user-generated content from Twitter, Instagram, and beyond. Display selected items as a continuous stream of content.

Objectives:

- Collect Authentic Content
- Enhance Editorial Content
- Build Brand Advocacy
- Drive Emotional Loyalty
- Real-Time Engagement



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Explore the entire library of experiences, visit The Lookbook

Interested in learning more?

Find out how Sailthru Experiences can help you collect zero-and first-party data, and future-proof your brand?

Talk to us today

