

Preenster



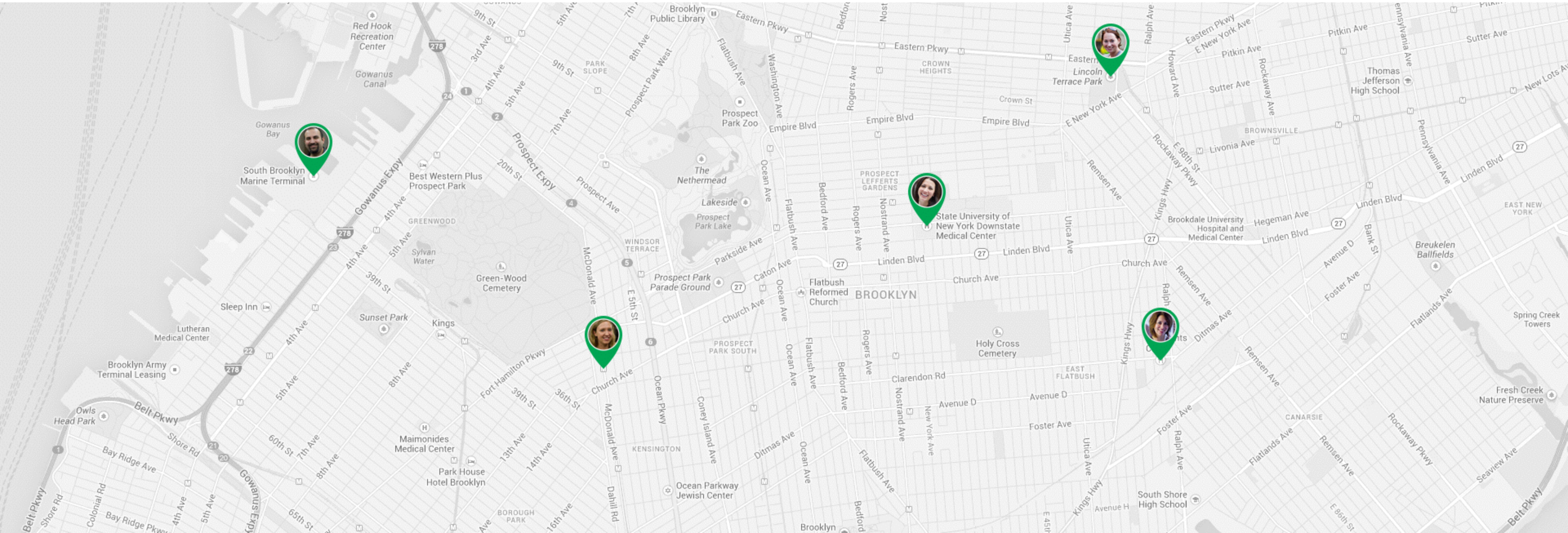
Problems we solve



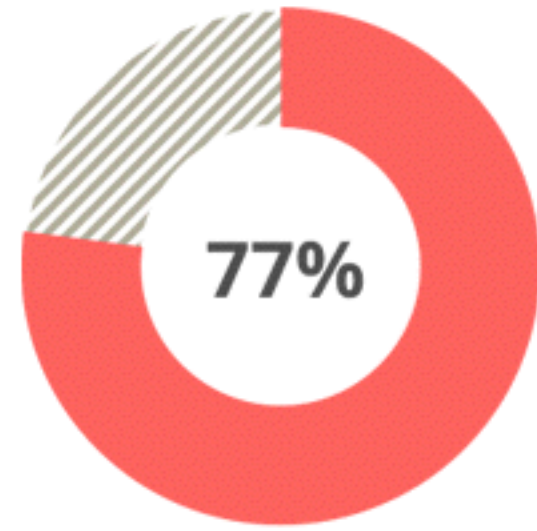
Making fashion choices is increasingly tricky
due to an abundance of alternatives

Problems we solve

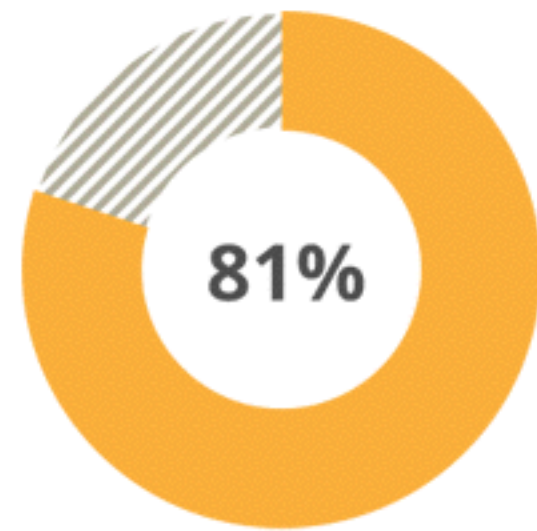
Those who usually help us make the choice, the loved ones, are not always readily available



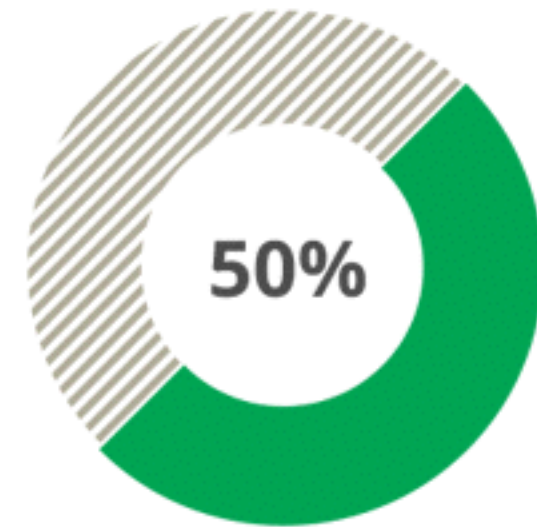
Some statistics



77% of consumers seek others' opinion, before making a choice



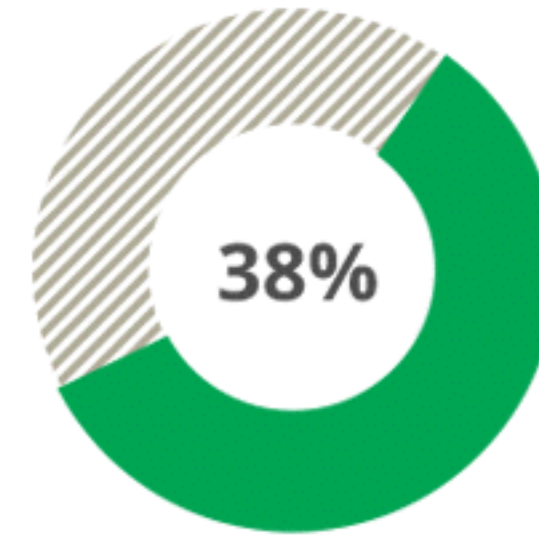
81 % shop for advice using social networking



50 % make a purchase based on recommendations of friends on social networks

ACCORDING TO GARTNER, EMARKETER

Problems we solve



38% of potential customers stop short of making a purchase because they hesitate

ACCORDING TO A LEADING GERMAN FASHION E COMMERCE WEBSITE

The old ways of getting advice



Messages and e-mails

You may ask the right people, but the time is not taken into account. The only way is a long and exhausting correspondence



Personal interaction

Shopping with friends is always fun. Yet, when they are not around or when you do late night shopping online picking a right color, a trendy print, or a flattering shape turns into a real challenge.

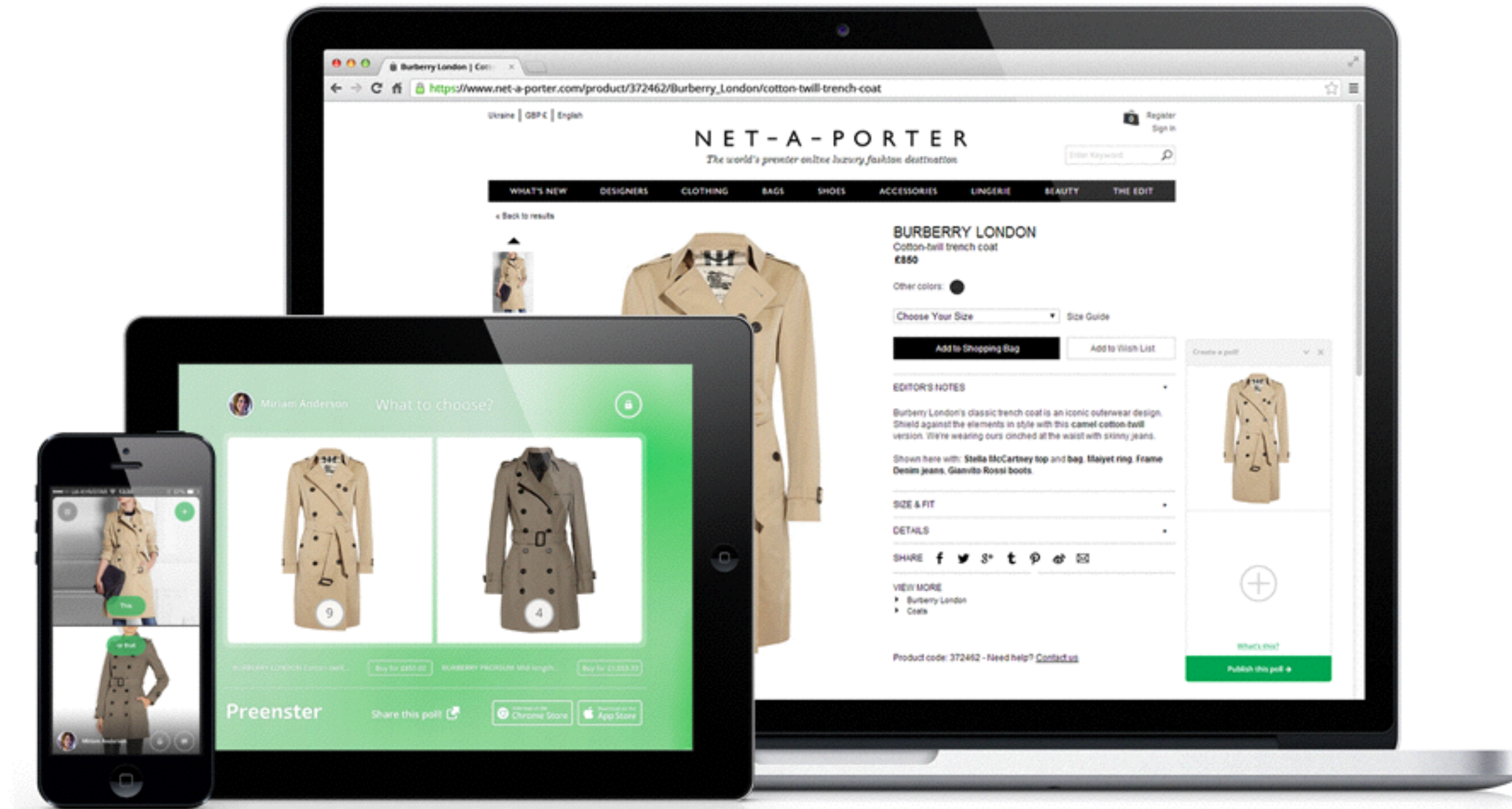


Social network based services

Lot of unfamiliar people, so eventually you have to make a decision on your own

Our solution

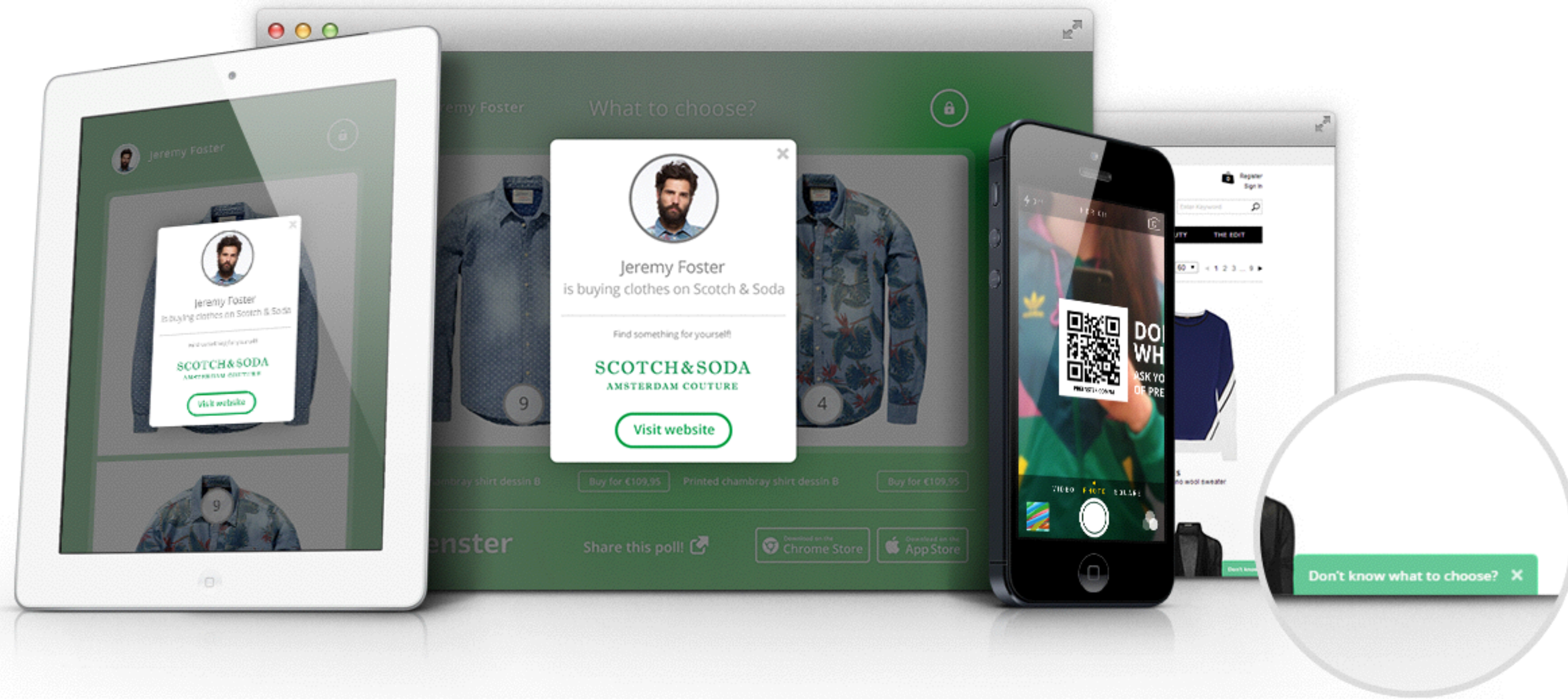
We created web plug ins and mobile applications that offer a snap generation of polls and produce instant relevant feedback to convert online shoppers' hesitation into finalized sales orders for clothing businesses



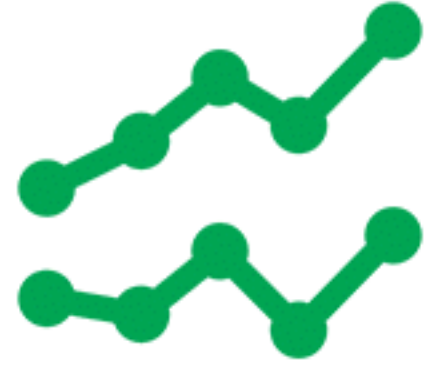
We help making up minds!

Preenster for businesses

We offer a tool that works like a highly convertible lead generator



Benefits for business



Boosts
sales



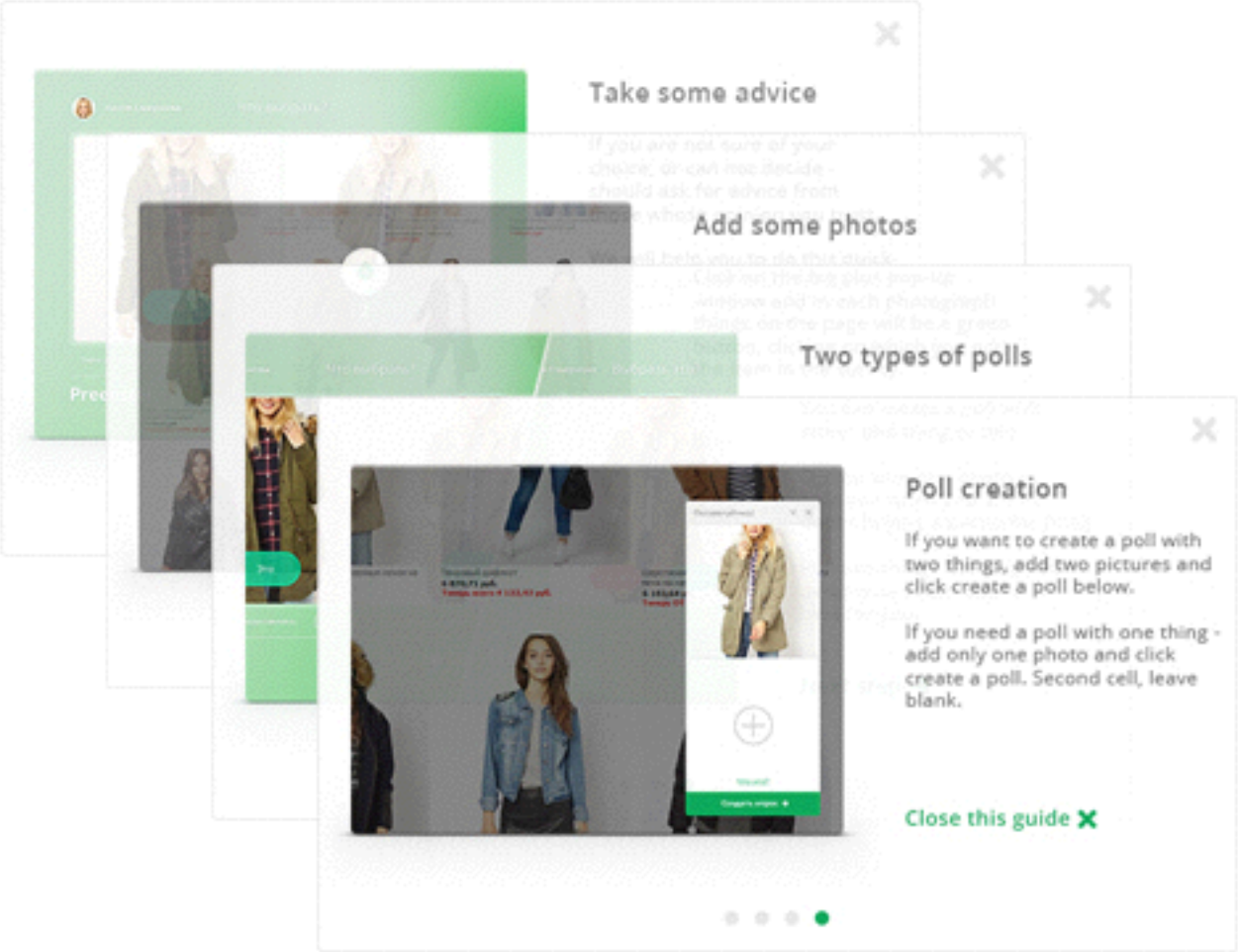
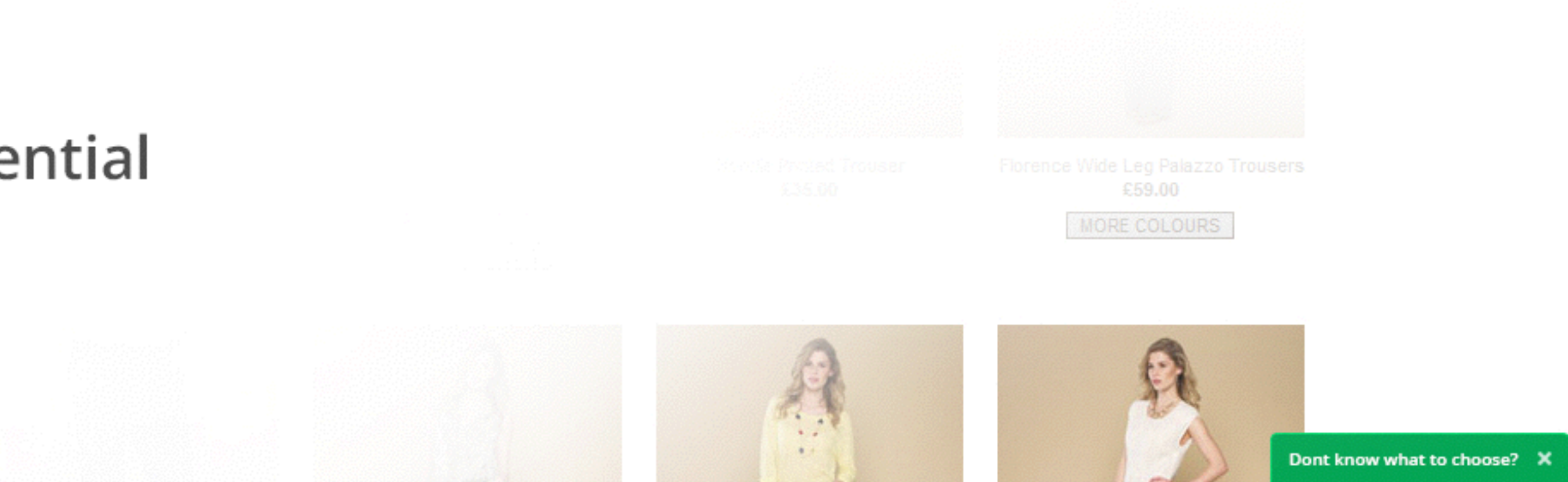
Generates
new leads



Improves
customer experience

Preenster at work

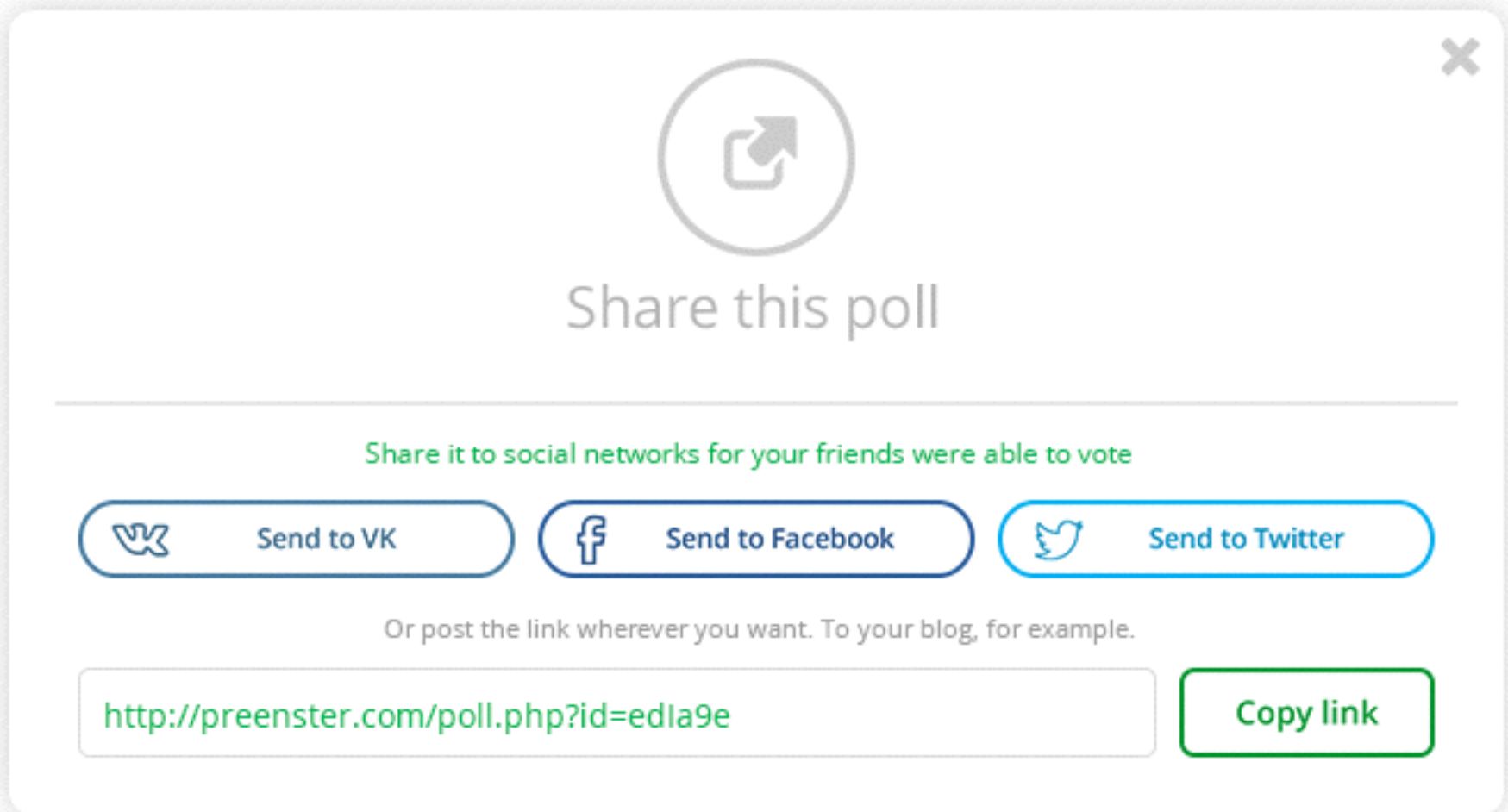
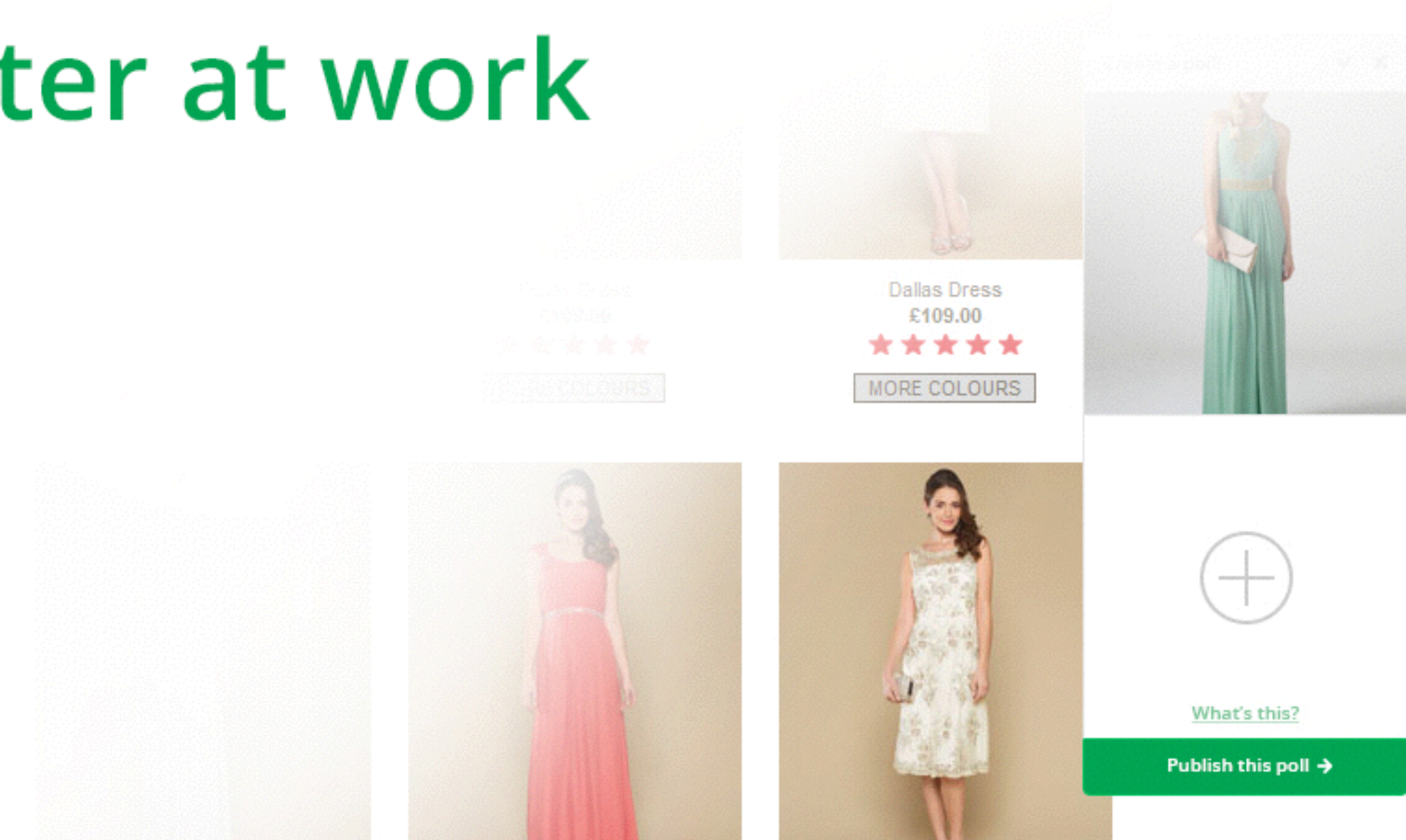
Preenster knows when your potential customers hesitate



When a customer clicks on the guide link in a script window, a short instruction guide pops up telling the customer how to proceed about receiving advice from friends using Preenster service

Preenster at work

According to our data 2 to 4% of online shoppers create an online poll of items that they hesitate about

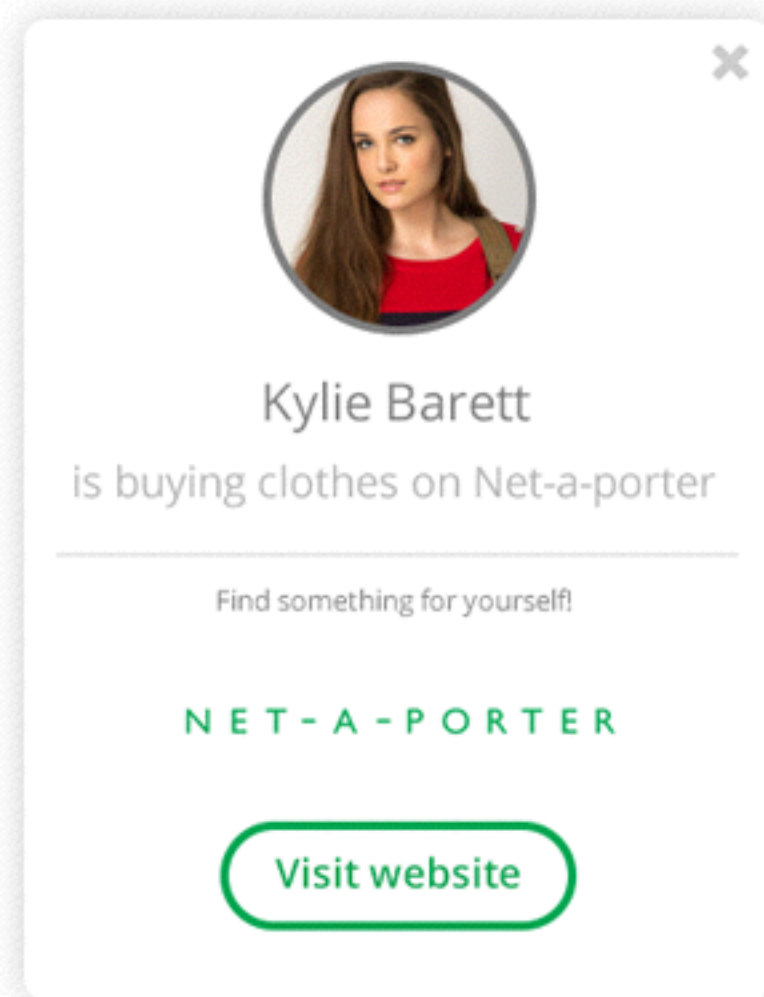
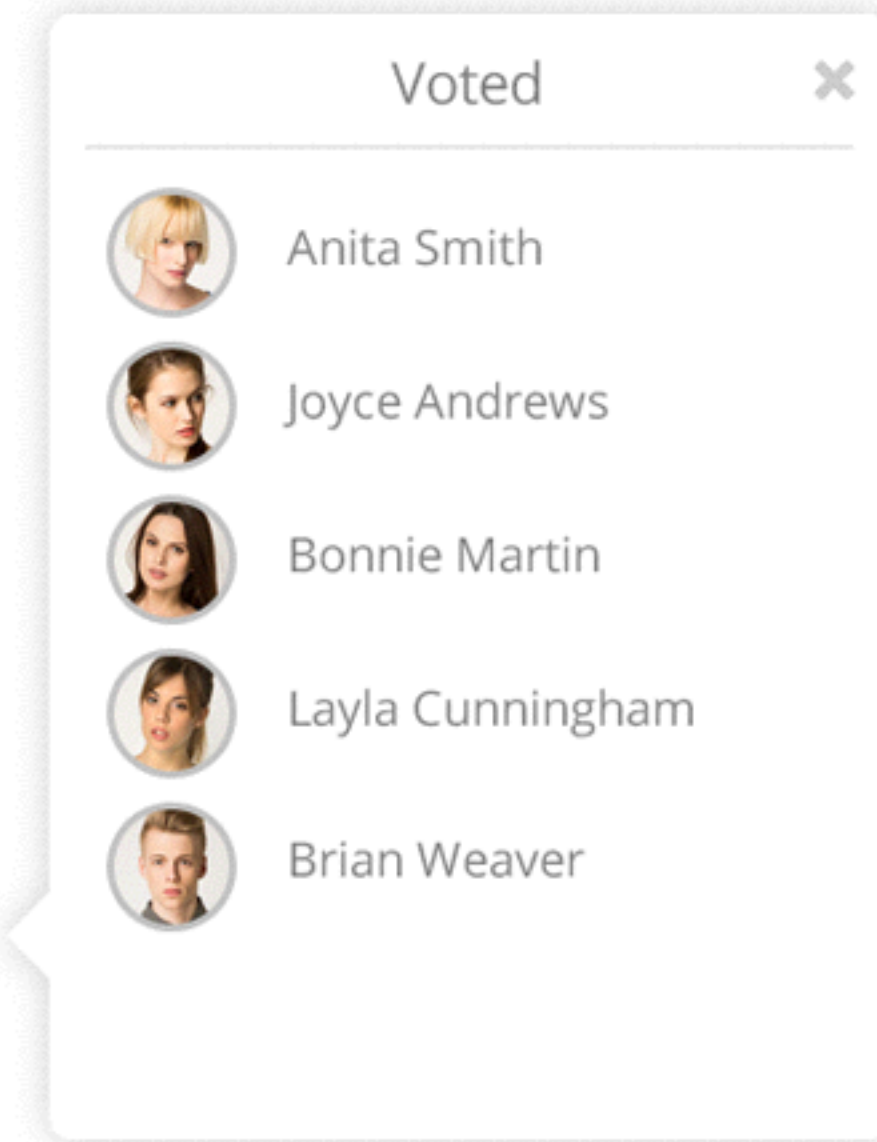


Then customers share a link with their friends on social media or any other Internet tool of their choice to get a second opinion

Preenster at work

When friends receive a poll notification, they start casting their votes. The time frame for voting is very limited. 5 votes at a minimum are received within the first couple of minutes

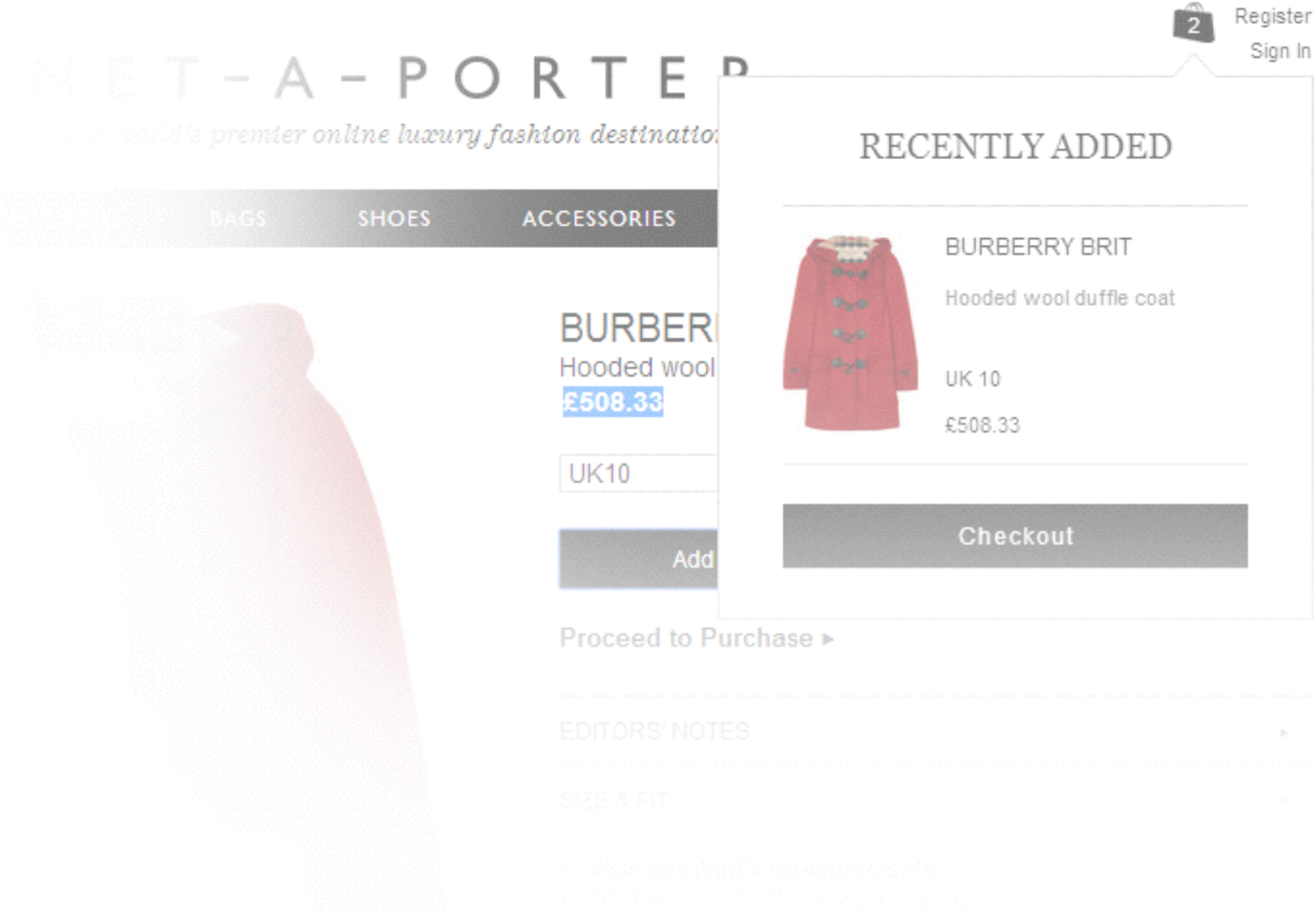
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This process feeds into the user's confidence and informs his or her choice. When our user's friends see that their friends are shopping on your website, 21% of them follow to your website

Preenster at work

After collecting opinion of their friends, 44% of Preenster users return to the web store to make a purchase



By clicking the «Buy» button, the item automatically placed into the customer's 'shopping bag'

Technically speaking...

Preenster's ecosystem consists of

Now



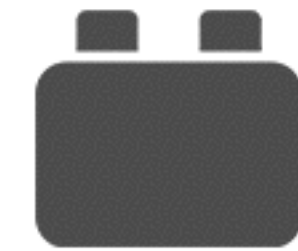
iOS application



Chrome extension

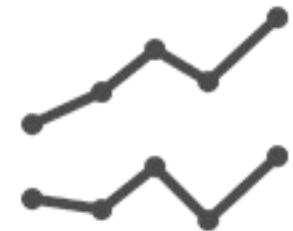


Mobile version



Web widget & plug-in

Soon



Extended analytics



Android application



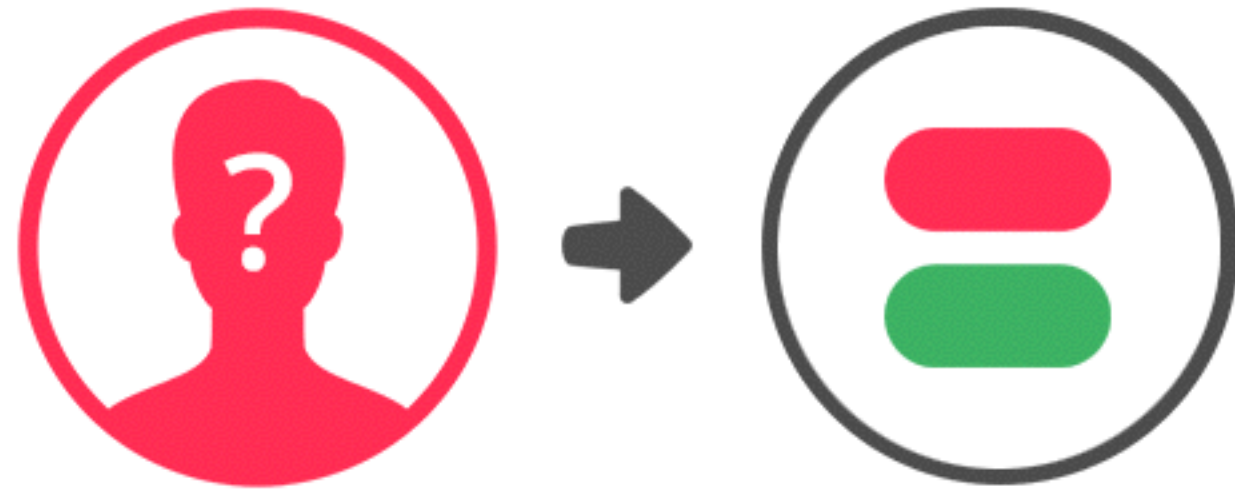
WinPhone application



Extension for other browsers

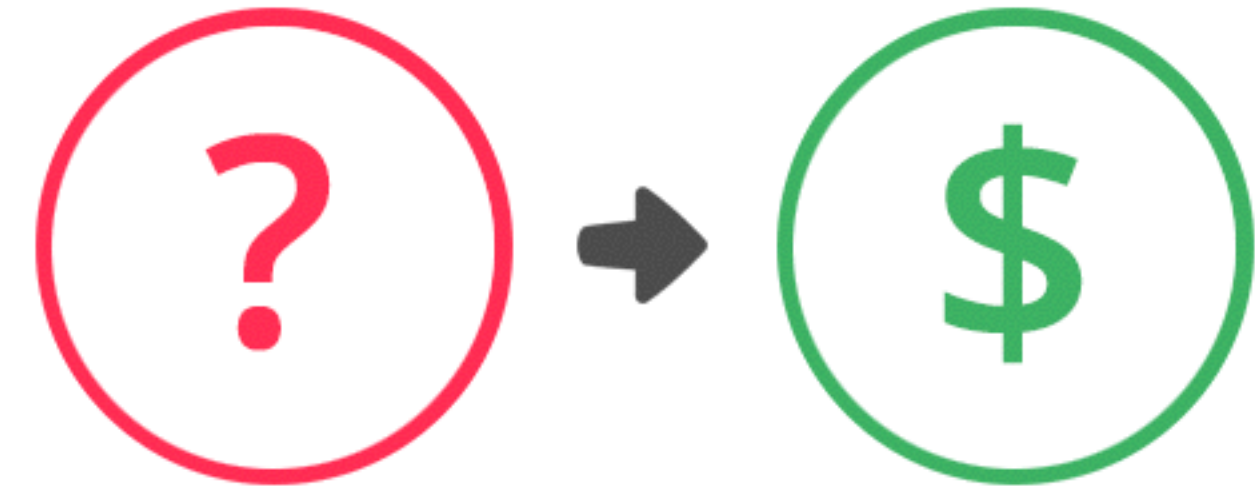
Your wins

We connect



to your hesitant customers and provide them with a tool, which gives them a confidence about making a **purchase at your store**

We transform



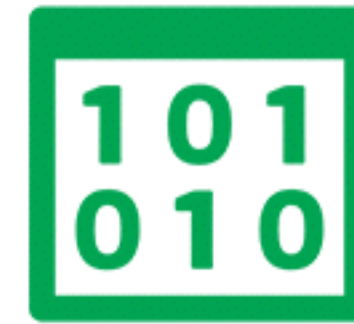
hesitation into real sales and **generate new leads**

How to integrate

Get started with pasting just 5 lines of code



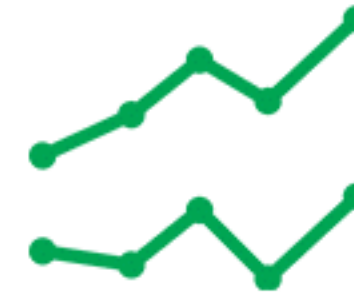
Optimized for mobile



Asynchronous code



Advanced look &
feel customization



Simple and
comfortable analytics



No set up fees



5 min set up

Monthly pricing

XS stores Up to 500 purchases	S stores Up to 1 000 purchases	M stores Up to 10 000 purchases	L stores Up to 15 000 purchases	XL stores Up to 40 000 purchases	XXXL stores 40 000+ purchases
\$39	\$99	\$199	\$499	\$999	\$1500+
«Add to bag» button Cards for friends	«Add to bag» button Analytics Unlimited cards for friends	«Add to bag» button Analytics ++ Cards for friends Triggers CSV data	«Add to bag» button Analytics +++ Unlimited cards for friends Triggers CSV data ++ Customized design	«Add to bag» button Analytics +++ Unlimited cards for friends Triggers +++ CSV data ++ Customized design ++	«Add to bag» button Analytics +++ Unlimited cards for friends Triggers +++ CSV data +++ Customized design ++

Contact us

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Together we turn hesitation into sales!