



Authenticate**it**

# Product Insights

The marketing tool set to transform  
the brand and consumer relationship.



**Authenticateit is much more than a brand protection platform. Whilst the Authenticateit smartphone app enables consumers to verify authenticity and check recall status, each time they scan a product, the Authenticateit platform also opens up a direct channel of communication between brand and consumer.**

Thanks to the Authenticateit platform, brands can now deliver product information directly to their customers via the free Authenticateit smartphone app. As more consumers become aware of the importance of product verification, this function will become an essential part of the purchasing process. In turn, this function will grow to be a key marketing tool for brands worldwide.

## Product Insights

Every person is an individual, so product descriptions that may appeal to one person may not appeal to another. It is for this reason that tailored marketing for different consumers is essential.



The Authenticateit platform's unique Product Insights feature enables brands whose products are without serial numbers, to tailor additional product information such as a video, or other message specific to that product. Consumers are able to access this information when they scan products during the crucial purchase decision phase.

## Stay relevant

When a product's Global Trade Item Number (GTIN) is scanned, information can be tailored based on many factors, including the location of the scanned barcode.

Take a product such as wiper blades, as an example. When scanned in Toronto, information received by the consumer may pertain to how effectively they work in cold weather, but concentrate on other features when scanned in a location with a different climate such as Dubai.

## Add additional information about a product

Brands, who have introduced serialisation through the Serialised Global Trade Item Number (SGTIN), are now able to tailor information to a specific product that has a specific serial number. When consumers scan a product's SGTIN, additional information pertaining to that specific scanned product is made available to them.

*Take a consumer interested in purchasing a handbag; the Product Insights feature enables brands to upload additional product information such as a video (figure 1) message from the original creator of the handbag, or content that provides the consumer further details about the handbag from the brand. Product Insights effectively provides consumers with greater insight in to their purchase.*

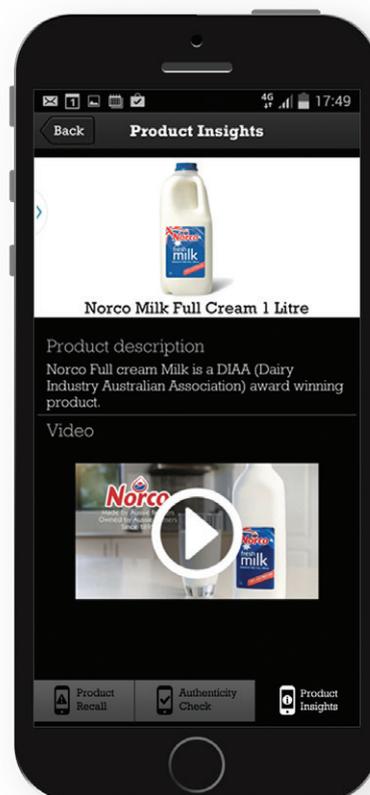


Figure 1

## Live chat feature

Product Insights also supports a live chat feature (figure 2), designed to support the consumer's purchasing process. Live chat enables consumers to ask brands questions about the products they have scanned, opening up a channel of communication that could help facilitate a sale, whilst making brands more approachable and available to their consumers at that crucial purchase decision phase.

The live chat feature provides support to consumers when retail assistants may be unavailable, or lack the knowledge to assist them, ultimately helping reduce the risk of lost sales and consumer loyalty. This feature also supports brand to consumer notifications, for those consumers who have not opted out, this feature notifies consumers of new products, specials, and events, and can be tailored to consumers who shop in a particular store, city, country or those who have scanned a particular product.

Thanks to Product Insights, the ways in which brands can communicate with their consumers are more extensive than ever before.

## Product rating and product feedback

Consumer feedback is extremely valuable for all brands, with many of them engaging third party companies to collect this data for them. Thanks to Product Insights, consumers can rate products, submit feedback and provide recommendations for brands to review (figure 3).

Whilst brands value consumer feedback, many consumers also want to communicate with brands and appreciate a convenient, effective way to share their opinion. Product Insights helps facilitate this, making it effortless for both parties to communicate with each other and work in tandem.

## Social media plugin

A unique social media plugin enables consumers to follow the social media accounts of brands from the Product Insights feature of the Authenticateit app (figure 4).

Brands are then able to link this activity to rewards and other loyalty bonuses and incentives.

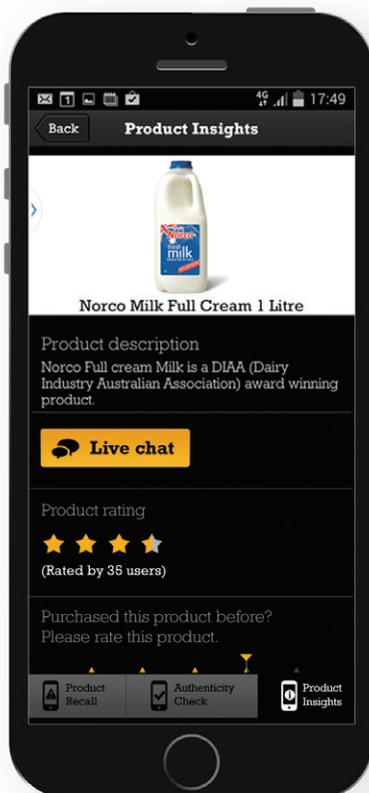


Figure 2

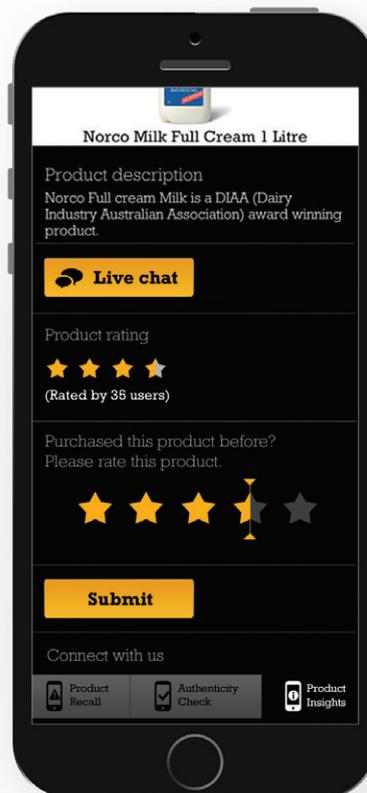


Figure 3

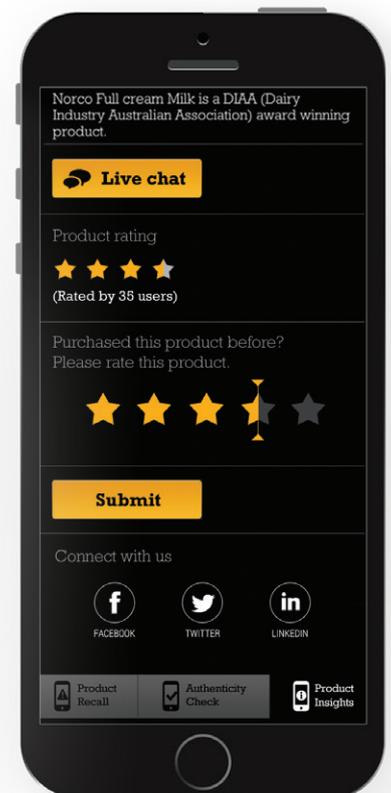


Figure 4

## Product information displayed in 34 languages

Product Insights is able to display product information in 34 languages. Detecting the language selected on the consumer's smartphone, the Authenticateit app can provide consumers with product information in their selected language, or any other language of their choosing.

*Take an Italian tourist who scans a product imported from Japan whilst they shop in Australia. He or she will be able to view the product information they have gathered by scanning the product's barcode, in Italian.*

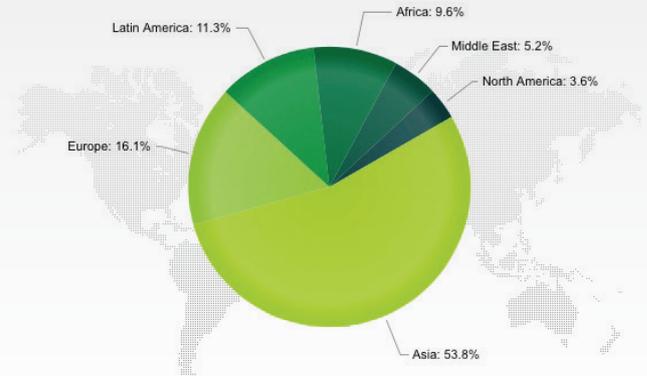


Figure 5: The barcode 9377779000011 scanning by regions

## Product insight analytics

Every time consumers scan a product, they gain access to additional information, tailored to that specific product. Understanding how consumers utilise this information empowers brands and provides them with the necessary tools to refine how and what information they provide their consumers about their products.

Product insight analytics help brands form a profile of their consumers, enabling them to track what product information has been accessed, for example, if a consumer has viewed a video added as part of the additional information provided for a specific product. Graphs and reports relay this data to brands, also providing them with information pertaining to the origin (figure 7), language and the location of where consumers have scanned their products (figure 5).

Product insight analytics can provide brands with information that would help them to monitor changes in product ratings (figure 6). It helps brands gather information about their consumers such as their gender, interests and age, helps to identify who their loyal consumers are, if they have followed them on social media platforms such as Facebook, and also provides them with information about consumers who have come across their products overseas.

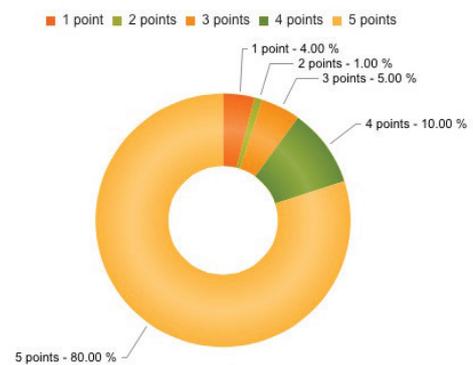


Figure 6: The barcode 9377779000011 rating

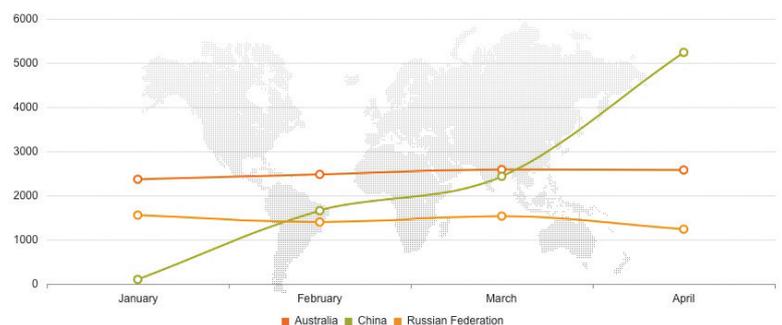


Figure 7: The barcode 9377779000011 scanning by countries