

SOCIAL REWARD

Making Advertising Perform Again

Scalability | Cashback Incentive | Lead Retention | Guaranteed Performance

Brands are paying more to get less.



“The problem isn’t the creativity. It’s the model.”

To combat efficiency drops, brands resort to discounts that erode margins.

Your Agency and your CFO are speaking different languages.

AGENCY (Vanity)

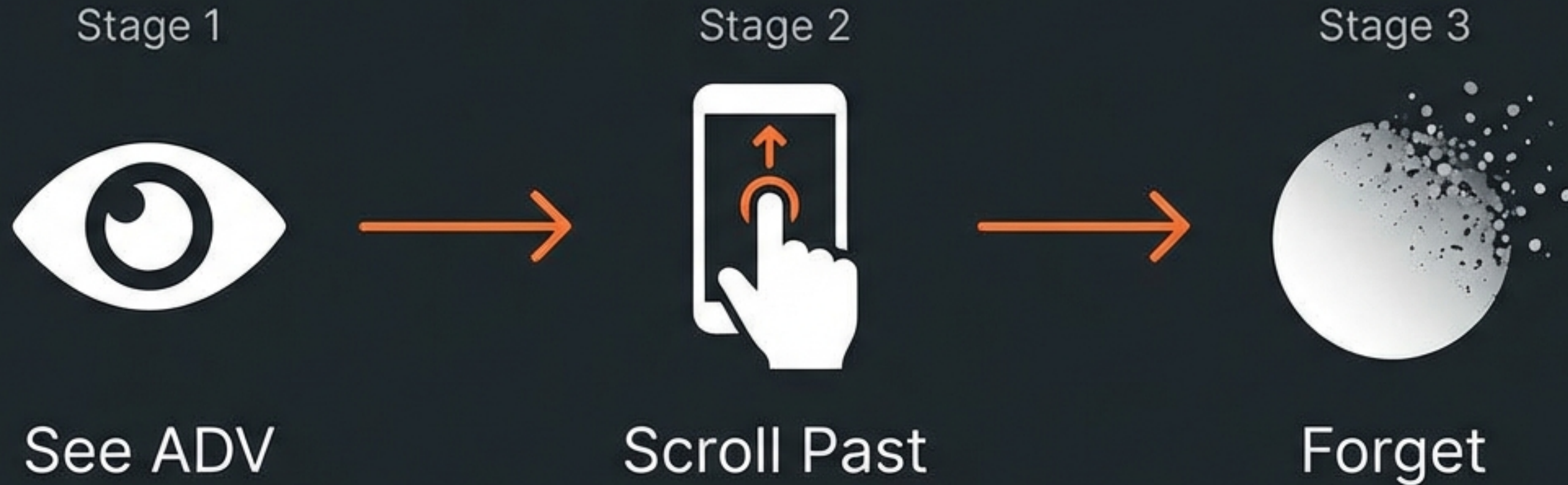
Impression
Engagement
Reach
Awareness

CFO (Sanity)

CPA
Margin
Incrementality
Real ROAS

Vanity vs. Sanity.

The user has no economic reason to buy *now*.



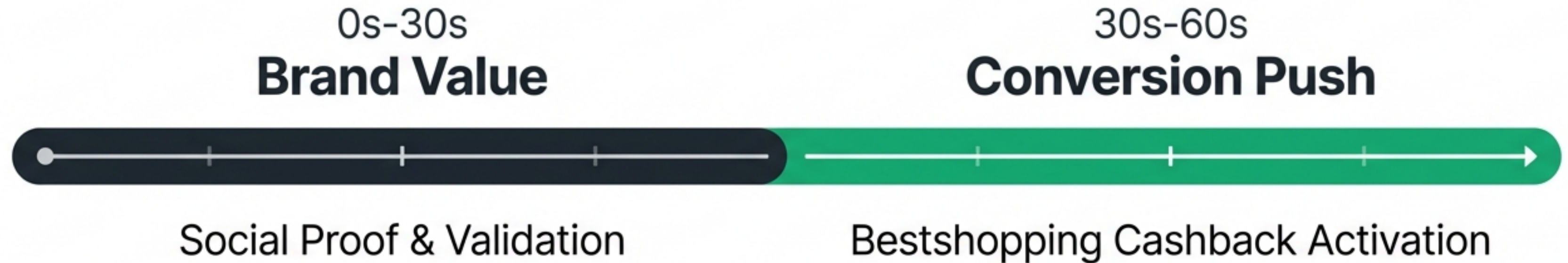
Without an incentive, advertising is just noise.

Cashback: The Incentive That Converts



- ✓ **The Invisible Discount:** It is not a public markdown.
- ✓ **Full Price Purchase:** The customer buys at full price; the brand maintains value.
- ✓ **Brand Integrity:** Does not communicate 'cheap' or 'distressed inventory'.
- ✓ **Perceived Value:** Pricing integrity remains intact.
- ✓ **Universal:** Works on all products and services.

We don't sell views. We sell performance.



Uses social to scale sales and generate trust.
Monitors and measures the entire funnel.

A Structural Difference.

Traditional ADV

- Self-referential and often ignored.
- High competition, expensive media.
- Campaign ends = Value ends.

Alert Orange green (Inter)
The discount devalues the brand.

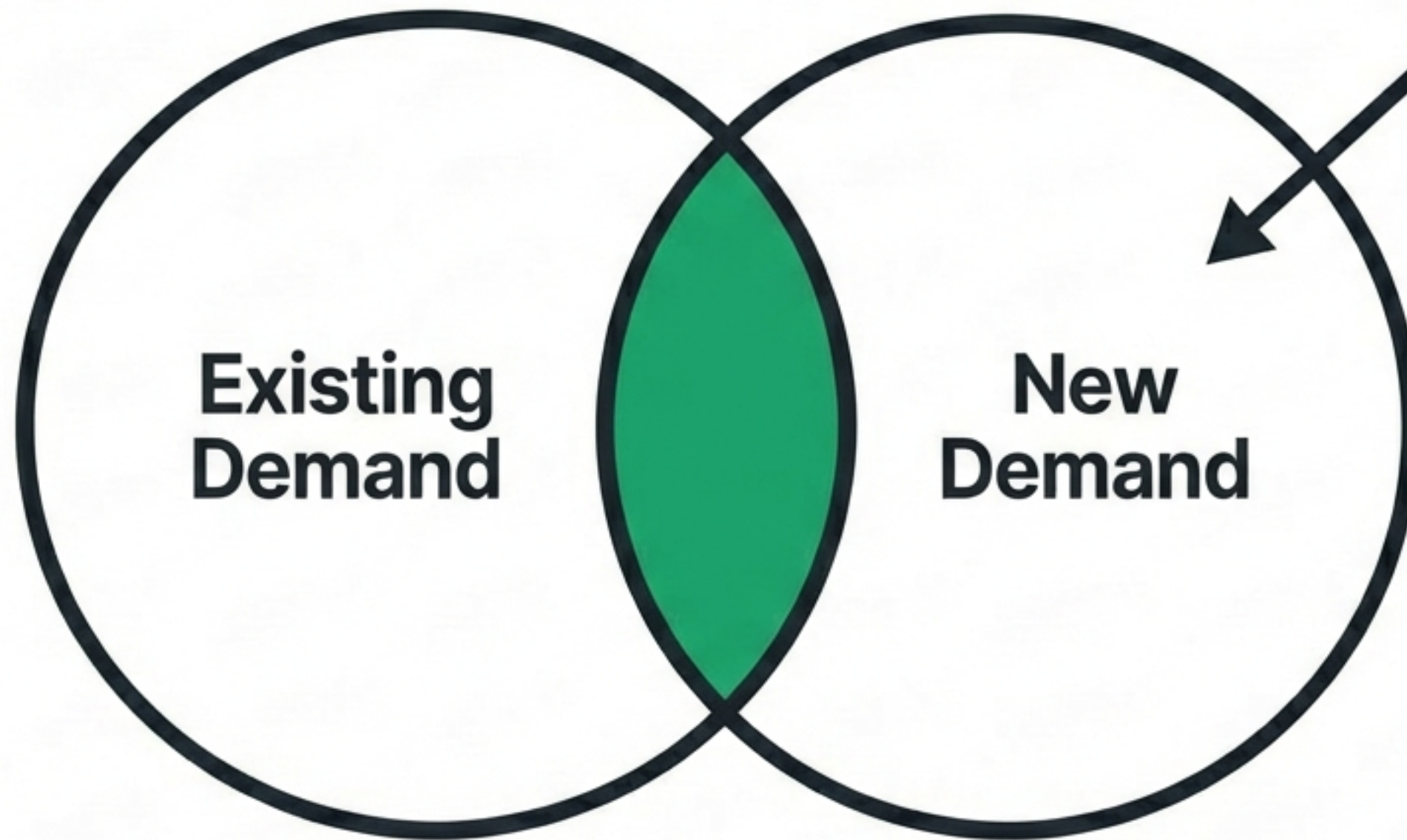
Social Reward Bestshopping

- Third-party authoritative validation.
- Strategic activation of word-of-mouth.
- Traffic becomes proprietary users.

Emerald Green Display (Inter)
Validates the brand, optimizes costs.

Unlocking True Incrementality.

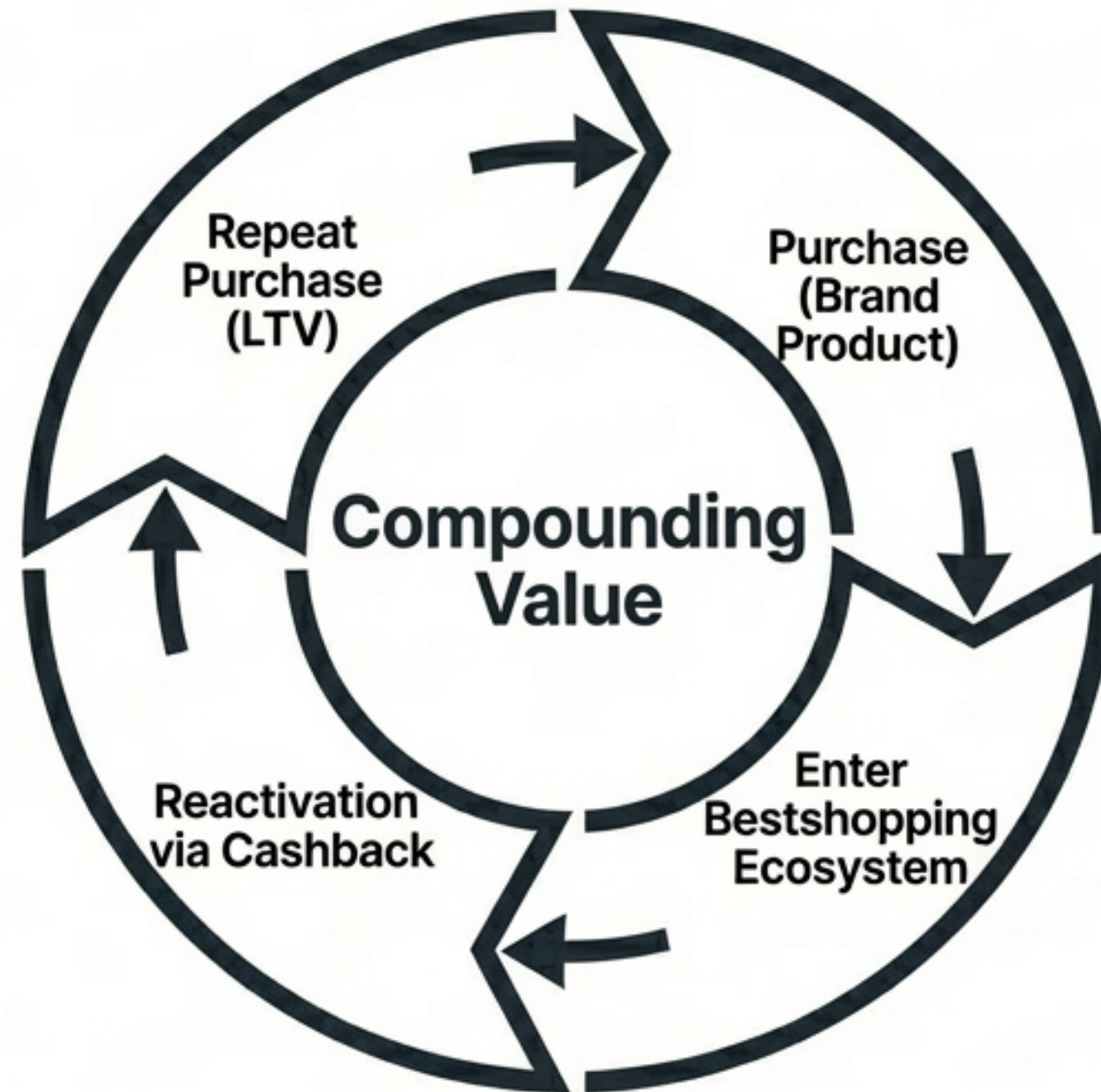
How many of your ADV sales are truly incremental?



Unlocking the Undecided.

- Accelerate purchasing decisions.
- Intercept new users, not just retargeting.
- Analyze sentiment during the campaign.

The ROI doesn't stop at the first transaction.



Traditional ADV stops at the transaction. We build a database.

Hard Numbers. No Storytelling.

€22,000 2.3x

Budget Invested

ROAS

€59,840 220

GMV Generated

NEW Buyer Clients

Not just clicks. Actual new customers in the ecosystem.

A Hybrid Engine.

$$\begin{array}{ccccc} \text{Psychology} & & \text{Social} & & \\ \text{of Incentive} & + & \text{Reconmmendation} & & \\ & + & & + & \\ + \text{Performance} & & \text{Proprietary} & = & \text{Scalable} \\ + \text{Marketing} & + & \text{Database} & & \text{ROI} \end{array}$$

It is NOT just Influencer, Affiliate, or Standard ADV. It is a hybrid model.

Zero Risk. All Leverage.



If you invest €5,000, then €5,000 works for you. Not €4,200 after fees.

We aren't asking you to change your strategy.

We are proposing you make your current budget more efficient.

- Generate more conversions
- Acquire new clients
- Increase LTV

The question isn't 'Does it work?'
The question is: Why not test it?