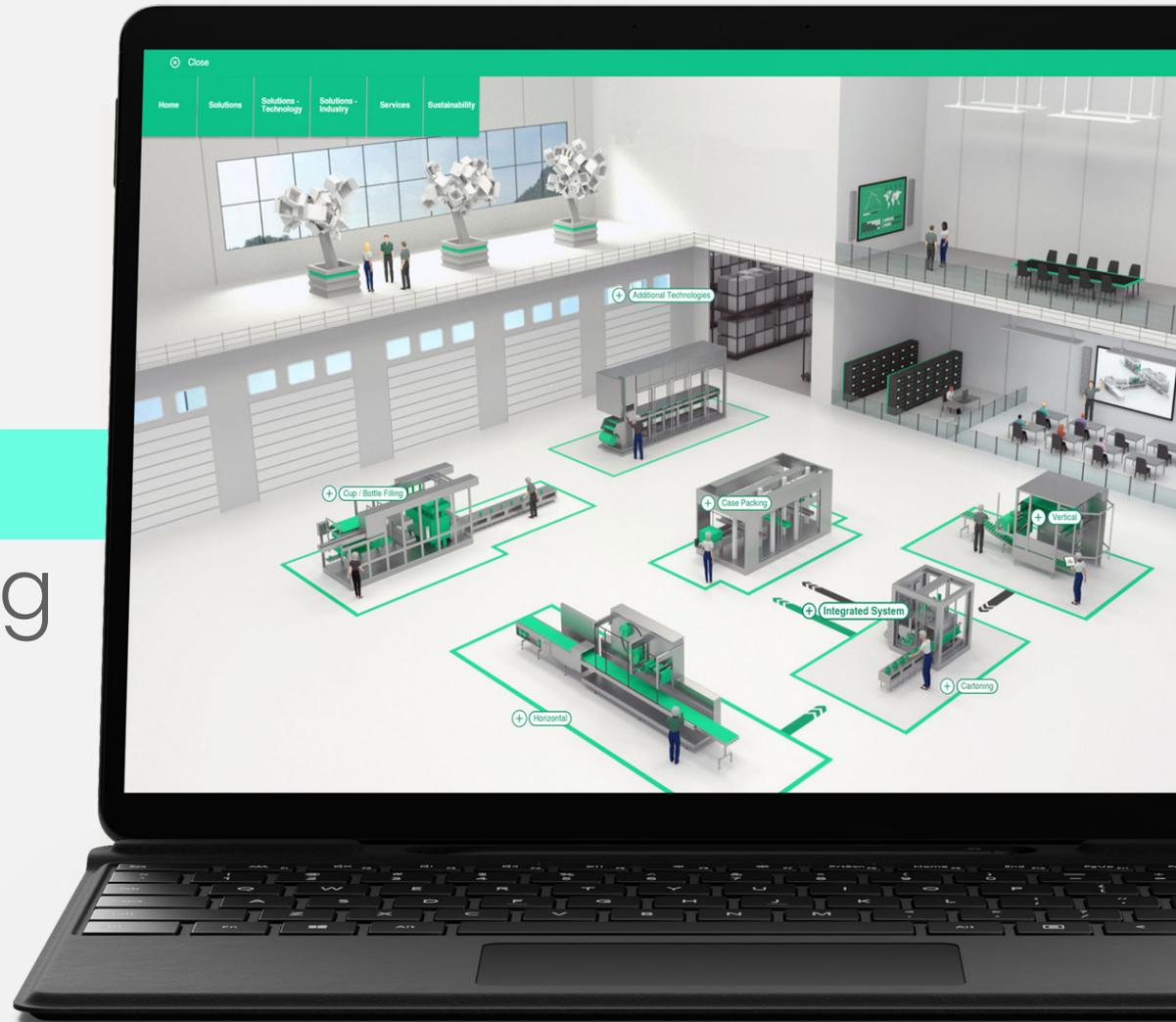




The interactive content platform for unstoppable product, marketing & sales teams.



POP Business at the speed of thought

Get an edge on the competition. Help your buyers make faster more informed buying decisions through a buying experience that helps them make sense of who you are and the value you deliver.

Designed for busy marketing and sales teams to rapidly create and manage personalised buyer-centric interactive presentations and packed with the following benefits.

Content management

Eliminate the frustration and time wasted on handling and finding scattered presentations across your entire organization.

POP's user-friendly Content Management System and presentation creator centralises everything for you.

Personalisation at scale

Finding it challenging to customize presentations for individual customers?

With POP you can personalize presentations for specific customers at scale, including ABM campaigns.

Analytics & reporting

No analytics on how presentations are being used leaves you in the dark and less-than-ideal reports to your Board.

With POP's analytics you'll always have the insights you need, ensuring that you are never left in the dark again.

Cross-selling

This can be difficult for reps to address all the different areas your business can help with.

With an interactive overview or your entire business customers can easily see and explore areas that they didn't think you covered.

Faster sales-cycles

Not being able to give customers information immediately slows down the sales-cycle and increases risk which adds to stress levels.

With POP, sales teams can instantly share tailored content and customised information.

Omni-channel

Creating presentations for different screen sizes and devices is a serious technical headache!

Not so with POP, it's device, operating system and screen agnostic. That means it works anywhere and on anything.

Get rid of tedious tasks

Do sales waste time trying to update your CRM after meetings, or worse, just not bothering?

No need to worry, POP integrates with your CRM automating this process. That's accurate data and one less task for sales so they can concentrate on selling.

Making you standout

No one wants to be generic and vanilla! Crafting presentations that exude a "wow" factor is challenging.

With POP the interactive features and layouts are designed to make the process of creating impactful presentations effortless.

POP One platform. Endless opportunities



Touchscreens & video walls



Product demos



Tradeshow touchscreen experiences



Customer experience centers



Sales meetings – In-person, virtual & self-serve

POP One platform. Endless opportunities

Customer admins

Admins & editors have full access to create, manage and update any presentation

Create role-based access for other teams to manage their own presentations

View realtime analytics

ANALYTICS

Integrate with your CRM for auto syncing

CRM

Integrate with your DAM, PIM, CMS, SharePoint etc.



End uses

Sales presentations for reps

Tradeshow touchscreens

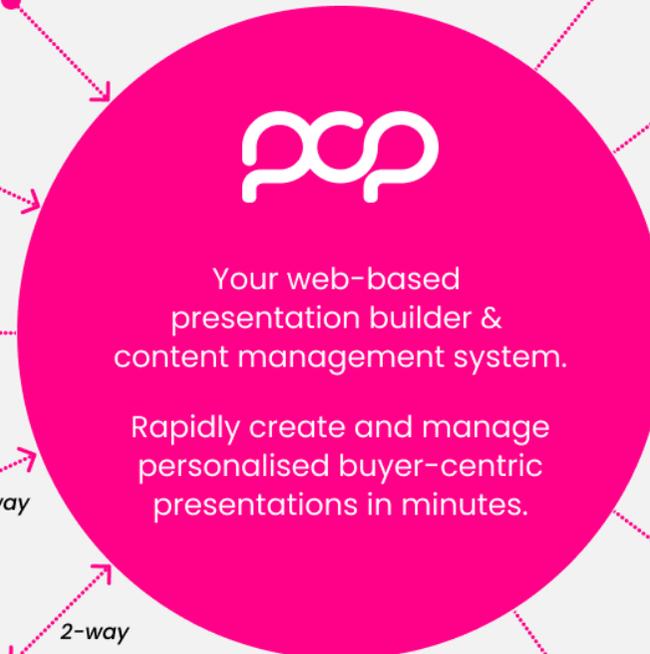
Web accessible interactive experiences

Innovation / demo centre interactives

Trade / retail interactive displays

Channel partners

Customer self-serve presentations bespoke to their needs



POP Driving tangible results



Increasing profit

"We made **£6m** of additional profit taken out of our competitors' pocket, in the first year"



Increasing rep productivity

"We save **€3m** a year on rep time wasted trying to find relevant content for customer meetings."



Speeding up the sales cycle

"From first contact with a customer to getting information out, would take a week, now it's **minutes.**"



Doubling pipeline

"We've delivered **1,000+ leads**, and **7-digit contribution** to the sales pipeline."



Getting started 2 easy packages

Essential £2,500 / one-off fee

For customers who have the internal resources to create their own experiences.

Who does the work?

Setup your POP instance on AWS	✓	POP
2hrs training support	✓	POP & Customer
Full access to all features and future releases	✓	
Full access to the help portal	✓	

Premium Starting at £5k / one-off fee

This is our full service where we work with you to create your experiences. This option includes everything in Essential plus:

Who does the work?

Scoping & workshop: We work with you to define your priorities and objectives, quantify what success looks like, the steps needed to get there and build internal consensus. Time required: c.2 weeks	✓	POP & Customer
Content map development: Create a graphical representation of your experience highlighting the overall narrative and structure as well as key content requirements. Time required: ½ day	✓	POP
Interactive wireframing: Test and review your experience at every stage via our review and approval system so you can ensure your experience addresses your needs exactly	✓	POP
Experience build: We will create your final experience, with approved content, branding, layout and design. Time required: c.1 week (assuming all content is available)	✓	POP
Training: We provide 4 hours training for your Admins on how to maintain and create new experiences, as well as help sales teams get up to speed with their new experience.	✓	POP & Customer



Licence pricing

In addition to getting you onboard and building your first experience there are also annual licenses depending on how you want to use your experiences, e.g., at tradeshows, for sales reps, end customer self-serve, or kiosks etc.

License type

Admin; full access to the presentation builder and content management system	£50 / month
Sales rep access to frontend presentations only	£30 / month
Tradeshow (1 month max)	£250 / per device
Tradeshow (1 year)	£1,000 / device
Innovation centre, trade counter, or kiosk	£1,000 / year / device

Enterprise licence

For those businesses where it might be complex to manage multiple licences and use cases, we can offer an Enterprise licence which gives you unlimited access at a fixed annual fee.

POA

Additional professional services

Including additional training, technical assistance, and creative services	£950 / day or £250 / hour
Annual support package (c.1 day per month)	£10,000



↘ Explore POP's live demo

↘ See what you can do video

↘ Book a demo