"Make Moments Rewarding"

Taganize Centisites

"Taganize Centisites allow users to share meaningful content, reward mobile moment engagement and strengthen the performance bond"

John P. Tengström, Founder
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We connect physical and virtual objects to the Internet giving users total control and accessibility over the 'things' they share.

Taganized objects are represented on connecting devices as centisites and render in-context mobile moments specific to individual users.
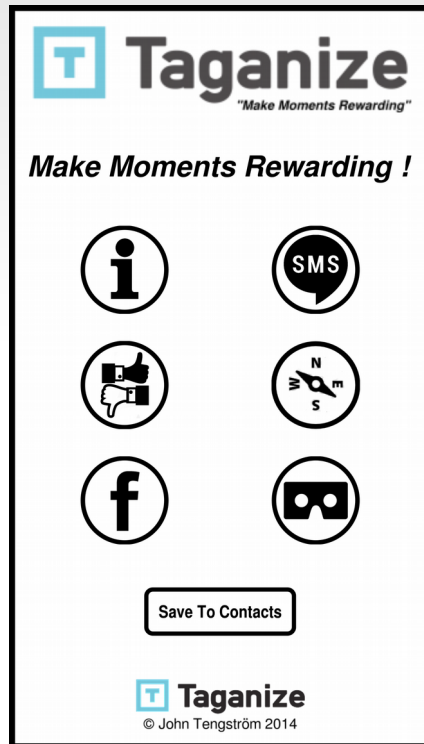
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Taganize Centisite

A Taganize powered Centisite delights dozens of ways

- Link to optimized mobile content
- Capture mobile moment customers
- Provide informational content
- E-mail or SMS with embedded messages
- Intelligence gathering through polls & surveys
- Turn-by-turn driving instructions
- Enable social media sharing
- Reward customers who share
- Present a new dimension of enjoyment with VR
- Offer participation in contests & events
- Provide a business card
- Powered by Taganize brand confidence

NOTE: **Embedded email/sms messages, turn-by-turn driving directions and virtual reality require a mobile device! All features supported on Android and iPhone. Smart phone users can access a Taganize powered microsites in more than 12 ways !**

Why Businesses Need Taganize

- Influence behavior through personalization

- Re-purpose otherwise under-appreciated content

- Share analytical insight across departments, brands or licensees

- Exploit moment marketing with rewarding content

- Establish a performance bond customers will keep returning to

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Problem # 1

◙ **Building and distributing 'mobile moment' content** that's rewarding and in-context is hard/impossible for most people.

◙ It requires:
☑ Coding skills
☑ Sensor activation
☑ Device agnosticism
☑ Analytical insight
☑ Digital marketing expertise

◙ There's **no one tool that gives users the ability to create, edit & host responsive mobile content, activate sensors and maintain touchpoints** with 0% coding skills.

◙ Establishing a **performance bond** with rewarding content **takes a lot of effort**. Things can easily go wrong.

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Problem # 2

- Professional coding firms charge anywhere from €800 to €1280 for the exact same microsite. Many such companies state that a single microsite consumes an entire days labor. This equates to an hourly billable rate of €100-€160!

- Hourly rates for any changes/adjustments made to the microsite throughout the year could easily add €1100 to €1760 in additional yearly charges if only 1 hour of adjustments are made to the microsite each month.

- 12 brand new microsites using coding companies would cost a customer €9600 up to €15360 during the year!

Lot's of Uses

- Business Cards
- Advertising
- Asset Management
- Lost & Found
- Product Information
- Touchpoints & D.I.Y.
- Events
- Advisory Information
- Industrial Labeling
- First Aid
- Real Estate
- Smart City

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