

# Reimu Commerce



Monetizing your content

# Value proposition



**Reimu** brings content and commerce together to monetize your content anywhere on the web by providing seamless and appealing 'engagement to checkout' experience

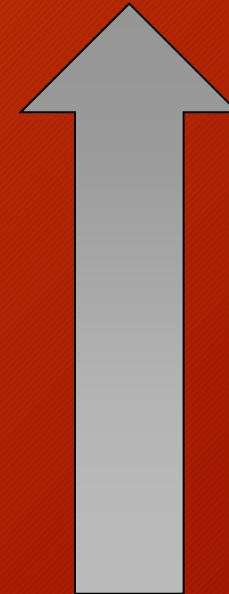


# Why is Video Important



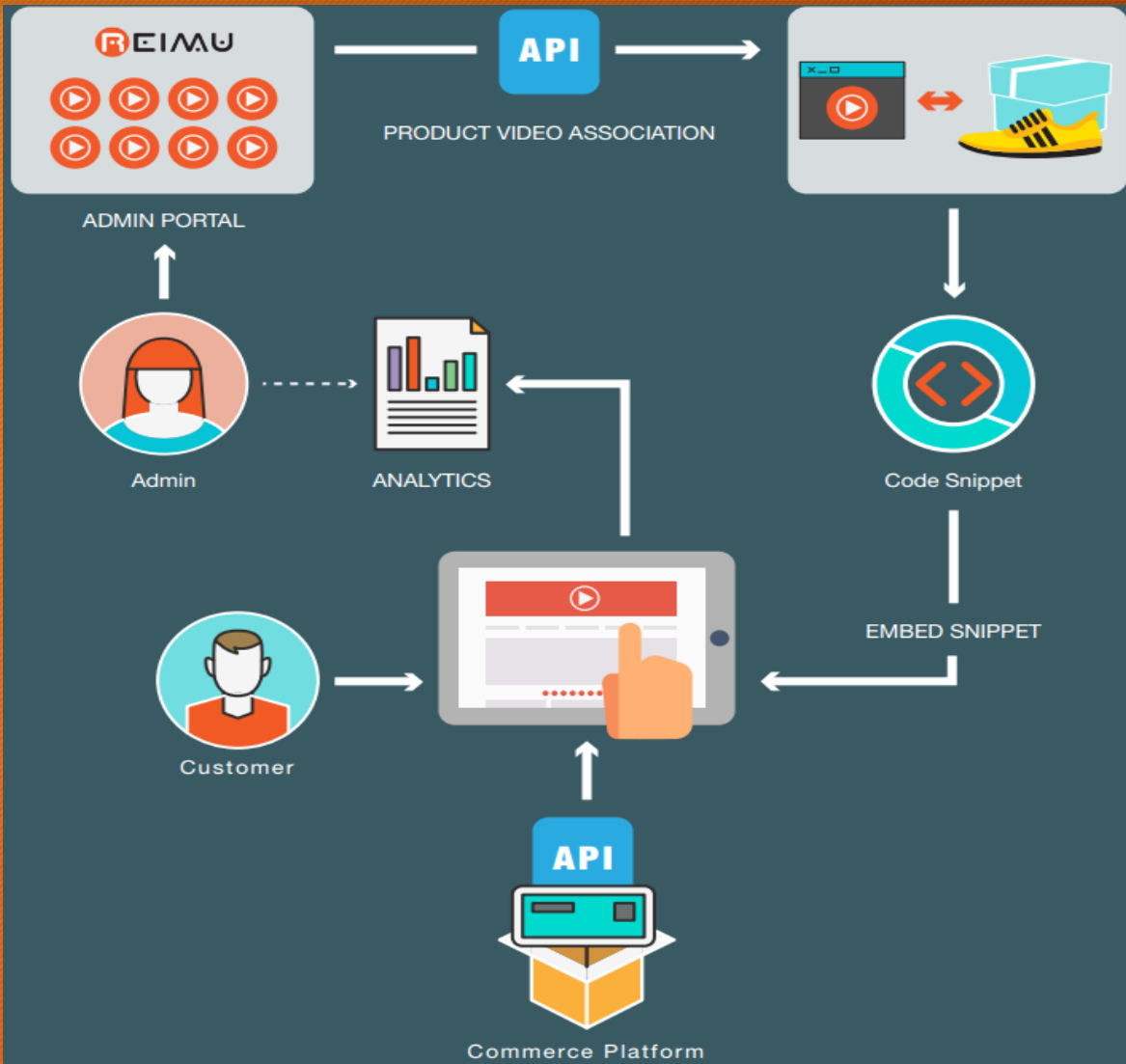
**78%** of  
online traffic  
watches videos  
monthly

Video Viewers  
**1.6x**  
More likely to buy



- Mobile traffic to grow **14x** by 2018
- By 2019, **72%** of mobile traffic will be online video content

# Reimu - The magic



## Simple - Easy - Effective

- Upload content and catalog
  - Create cue points or hotspots
  - Associate products

Uses APIs to get live catalog data and provide secure checkout

## Features:

- Multiple UI templates
- Similar experience across devices
- Provides JS to be embedded anywhere
- Feedback loop using deep analytics
- Works with blogs, videos, images, banners and looks

# Reimu - Target Market



- E-Commercer Retailers
- Affiliate Marketers
- Original content generators

# Reimu - Advantages



## Team

- Reimu is coming out of incubator with huge ecommerce experience and expertise
- Large installation base of existing clientele
- Team has worked on multiple ecommerce platform implementations and ecommerce success stories
- Signed up early adopters

# Reimu - Advantages



## Product

- Reimu integrates with recommendation engines, banner-image platform and other tools being developed in sync with Reimu to give it competitive edge
- Compatible with different content types - Videos, Blogs, Images, Looks, Banners
- Comes with social media integrations to create deeper social footprint
- Deep analytic feedback using data gathered over content and commerce to help you tune your strategy

# Vast Growing Horizons





# Thank You



Visit us at -

[www.reimucommerce.com](http://www.reimucommerce.com)

[www.objectedge.com](http://www.objectedge.com)

Contact -

[anubhav.sharma@objectedge.com](mailto:anubhav.sharma@objectedge.com)

References-

<http://blog.goodvid.io/40-video-stats-you-must-know-if-you-work-in-ecommerce/>

<http://www.invodo.com/resources/statistics/>

<http://www.invodo.com/wp-content/uploads/2015/02/Invodo-Video-Commerce-Benchmarks-Report-2014-Year-In-Review.pdf>




# Some Examples




MLM with Coaches and Consultants to provide their info. with content they generate and product they sell

Industries like apparel, fashion, beauty, healthcare AND MANY MORE








### Tony Horton

One of the world's most respected (and motivational) fitness experts, Tony gets people in incredible shape fast. He's most famous for creating such programs as the efficient 10-Minute Trainer, the extreme P90X, the effective P90X3, and the all-new P90.




© Object Edge 2016

	21 Day Fix USD 121.5 Qty: <input type="text" value="1"/>	<a href="#">ADD TO CART</a> <a href="#">DETAIL</a>
	INSANITY® USD 55 Qty: <input type="text" value="1"/>	<a href="#">ADD TO CART</a> <a href="#">DETAIL</a>
	FOCUS T25® USD 88.99 Qty: <input type="text" value="1"/>	<a href="#">ADD TO CART</a> <a href="#">DETAIL</a>
	INSANITY MAX:30™ USD 88 Qty: <input type="text" value="1"/>	<a href="#">ADD TO CART</a> <a href="#">DETAIL</a>







### Nike KD 8 Men's Basketball Shoe

The remarkably lightweight KD 8 Men's Basketball Shoe is like a seatbelt for your foot—flexible and comfortable, providing instant support and lockdown at critical moments. The tightly woven, single-layer FlyWeave upper offers lightweight support and lockdown. Some areas are more flexible while others are thicker and stronger, delivering stability for sharp cuts and comfort for long sprints.



YouTube

	KD 8 USD 121.5 Qty: <input type="text" value="1"/>	<a href="#">ADD TO CART</a> <a href="#">DETAIL</a>
	KD Trey 5 III -Kids USD 55 Qty: <input type="text" value="1"/>	<a href="#">ADD TO CART</a> <a href="#">DETAIL</a>
	KD 7 EXT USD 88.99 Qty: <input type="text" value="1"/>	<a href="#">ADD TO CART</a> <a href="#">DETAIL</a>
	KD Trey 5 III - Men USD 88 Qty: <input type="text" value="1"/>	<a href="#">ADD TO CART</a> <a href="#">DETAIL</a>

# Important Dates



July, 31

Live at 2  
customers

September, 30

Live at 4  
customers

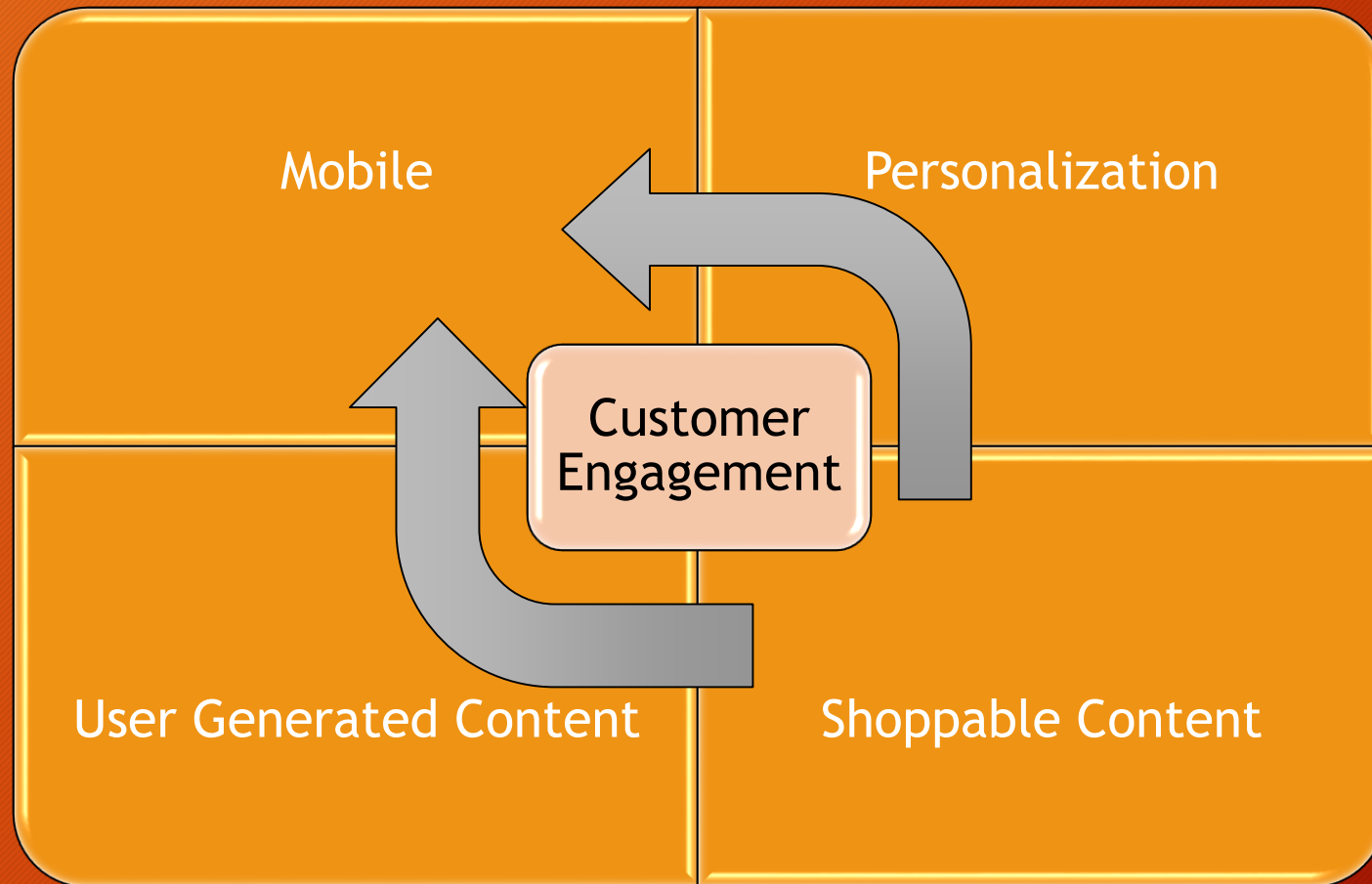
October, 31

5  
Customers

November

Internet  
Retail  
Conference

# Ecommerce - Success Factors



# REIMU - The name



Supposed to be 'Riemu' - Finnish word for Delight, Glee and Joy!

As we were making shopping easy and fun



Riding on some innocent human errors 'Riemu' became 'Reimu' - Main Character in a Japanese action video game she manages the Hakurei Border of Gensokyo and exterminates troublesome youkai.