

# Putting your social marketing on autopilot



## THE PROBLEM

# E-Commerce companies are facing a huge challenge

Recent developments in data privacy and the rise of new platforms but also things like overconsumption of social media present marketers with an unprecedented problem – getting attention from the right audience.



### Rising Acquisition Costs

The costs to acquire a single customer increase, leaving brands with shrinking margins.



### Declining Organic Reach

The big platforms (e.G. Amazon) own vast amounts of the web traffic and decrease organic traffic for paid traffic.



### Content Creation gets harder

More and more content is created every day - thus, it's getting harder to cut through the noise.



 Hootsuite®

 buffer

 TikTok



**BEST  
BUY.**



## WHY NOW

# But current solutions leave marketers stranded

In traditional E-Commerce, you could plan and distribute your campaigns far ahead. In comparison, social commerce is far more time-sensitive and unstructured.

- ✘ Brands have to prove their ROI
- ✘ Only relevant content will find an audience
- ✘ Social Commerce is hard to scale up and keep personal at the same time



## SOLUTION

# Making personalized social commerce scalable



### Understanding the product

Our multimodal algorithm analyzes listings, reviews & content on all shopping platforms to understand which specific audience uses the product for which use case.



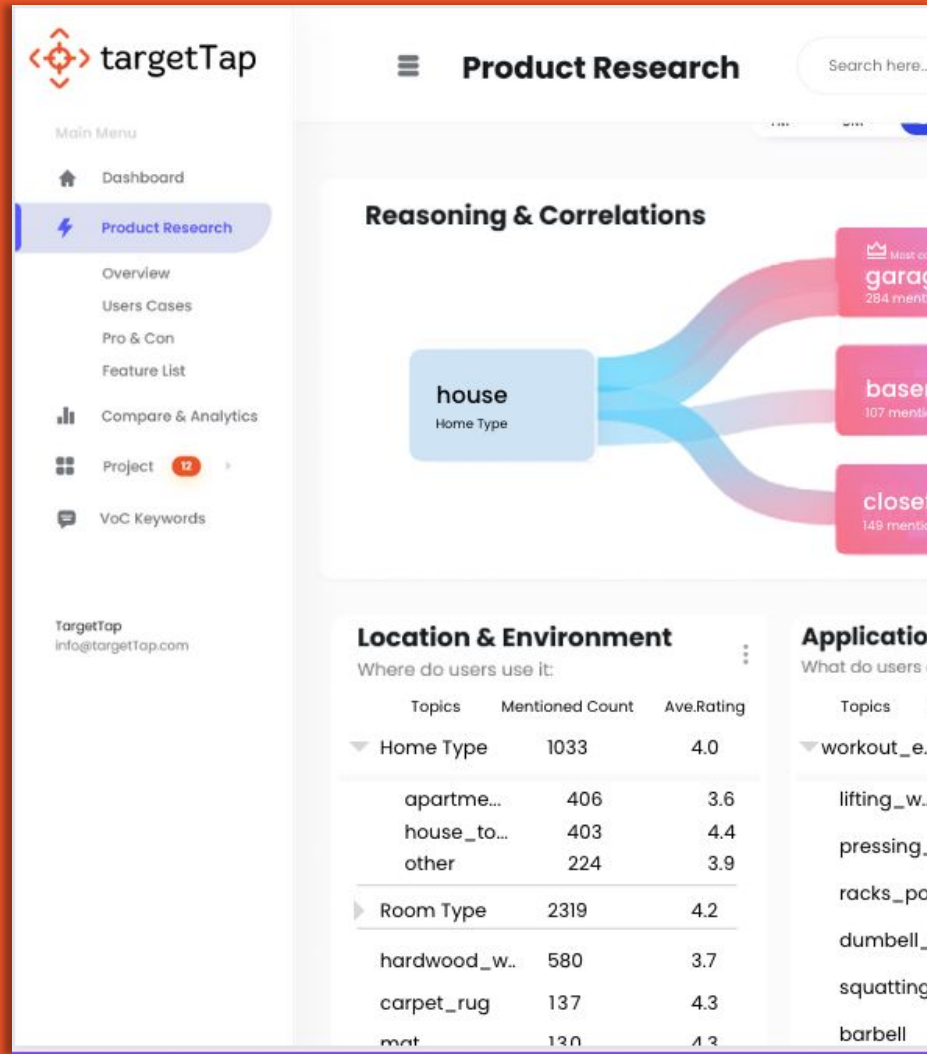
### Auto-generate Campaigns

With that knowledge, targetTap creates structured campaign proposals and winning content formulas so that marketers get back their time and can focus on the essential things.



### Personalized Content

We make social commerce people-centered and create an experience as if buyers would have a dedicated salesperson that nurtures their relationship and reacts to requests.



## PRODUCT

# Finding a winning formula for every product

targetTap helps you quickly analyze the voice of the customer from different shopping sites, enrich this information and automatically turn it into actionable insights and content formulas.

With that, you can target the right customers at the right time.

- ✓ Understand what users really want
- ✓ Launch your products at the right time
- ✓ Choose the right campaign

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= Lower CAC + New Customers



# How it works

targetTap fully automates the social market process from idea generation to creating ads, posts, and even recruiting influencers.

## Aggregating Data



Reviews and other data are automatically loaded into Target Tap and analyzed by our multimodal NLP algorithm.

## Creating keywords lists



Examples for keyword lists could be use cases, pros & cons of a product, or competitive advantages.

## Creating winning formula



With domain knowledge and other shopping data, a marketing formula is created that includes keywords, content, hashtags, and target audience.

## Creating Ads & Posts



Automatic Generation of Social Posts, ads, viral campaigns, social responses.

## Automatic Distribution



After accepting the strategy, the distribution through different channels (e.G. influencer or personalized messages) starts.

MVP Stadium

On Product Roadmap

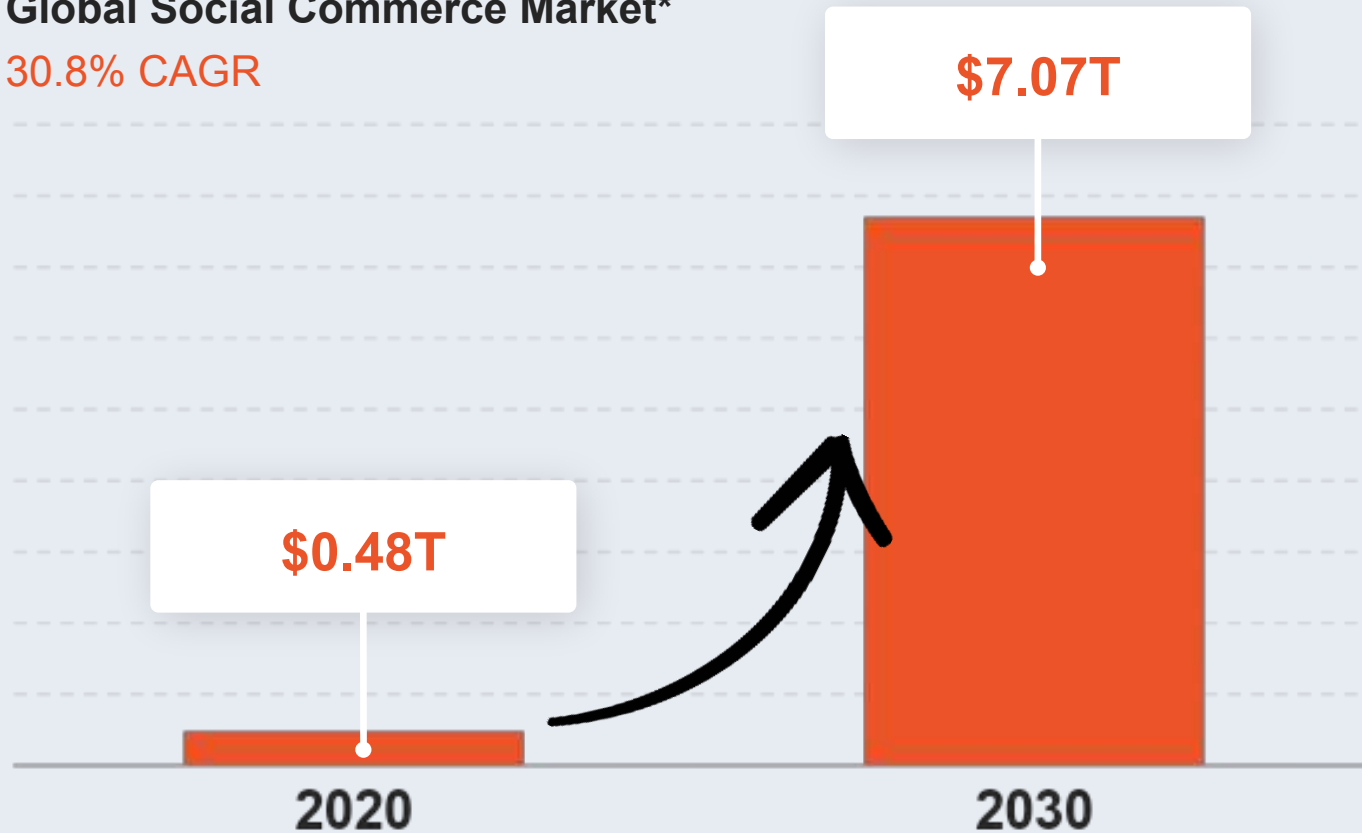


## MARKET

# Huge tailwinds in the social commerce market

### Global Social Commerce Market\*

30.8% CAGR



# 9.1M

Online Retailers  
Worldwide \*\*

# \$42B

Channel Ads Market  
27% CAGR

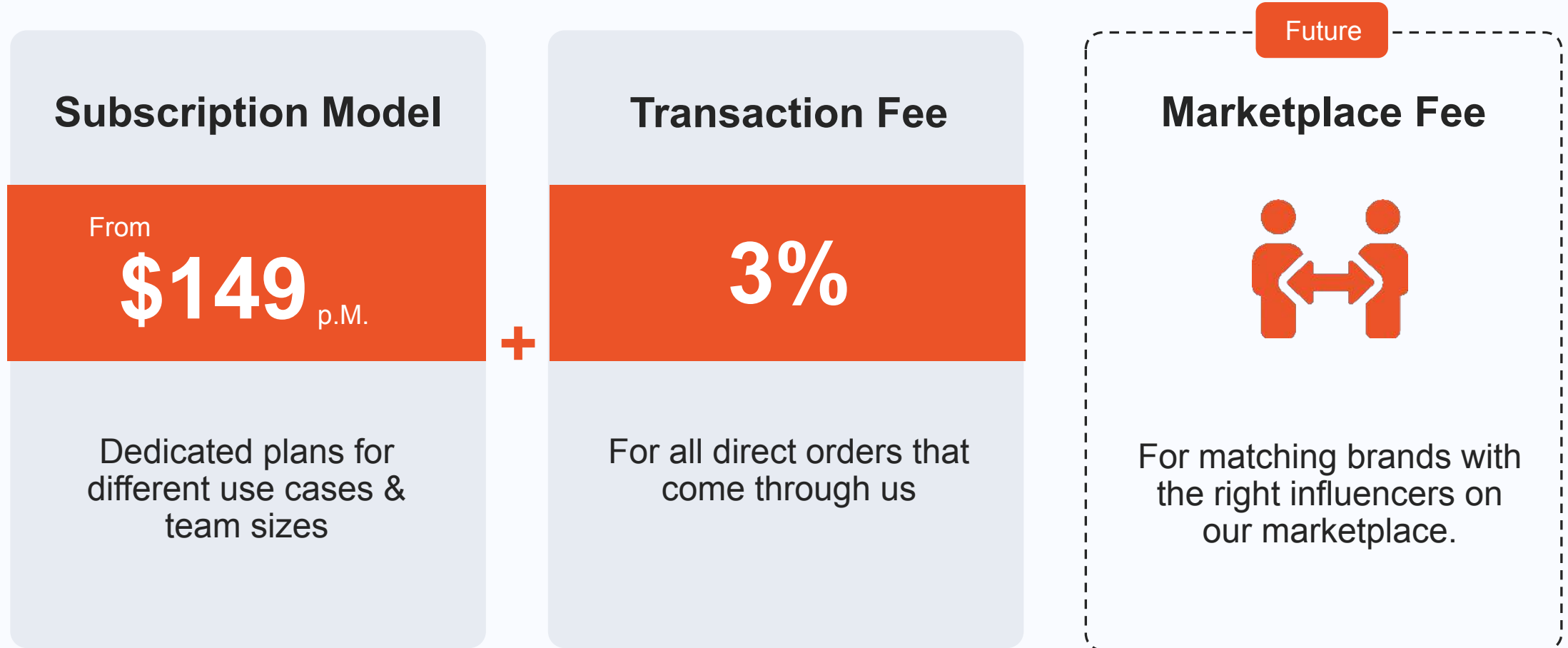
\*<https://www.globenewswire.com/en/news-release/2022/07/04/2473370/0/en/Social-Commerce-Market-Statistics-A-7-07-Trillion-Industry-by-2030-with-a-CAGR-of-30-8.html>

\*\*<https://www.etailinsights.com/online-retailer-market-size#:~:text=In%20short%2C%20there%20are%20currently,are%20in%20the%20United%20States.>



## BUSINESS MODEL

# Expanding our revenue over time by adding more products





## TRACTION

# We validated our solution in real projects

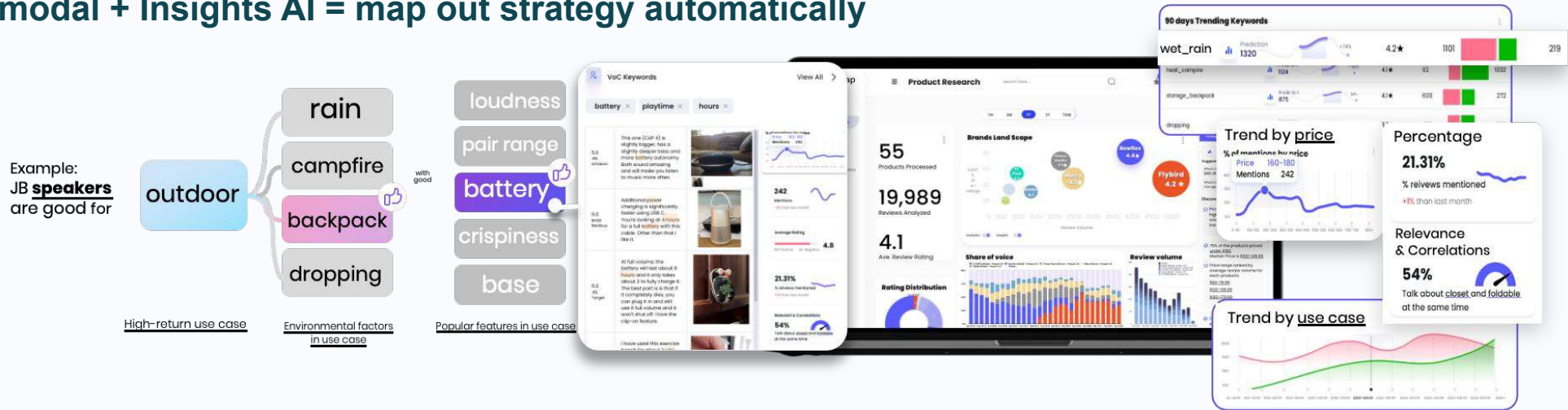
	MVP 1	MVP 2	MVP 3
Challenge	<b>Increasing ratings by understanding customer reviews</b>	<b>Product Development Research</b>	<b>Incubate a new hair straightener brand</b>
How we did it	<p>We used our algorithm to crawl and analyze the company's data and realized that many issues came up with malfunction 3-6 months after the sale.</p> <p>Furthermore, we identified new potential customer groups that can be used for ad targeting.</p>	<p>We ran our code across 300+ products and suggested price point + entry timing + use cases.</p> <p>In addition to that new insights and comprehensive keywords have been generated.</p>	<p>We created a structured keyword list and decided which features to focus on.</p> <p>Futhermore we set the price point.</p>
Results	<b>The ratings of the product drastically increased.</b>	<b>The results were 93% identical to the research of their 3 person in-house team.</b>	<b>Our predictions seemed valid and Bestbuy is highly interested in listing it.</b>



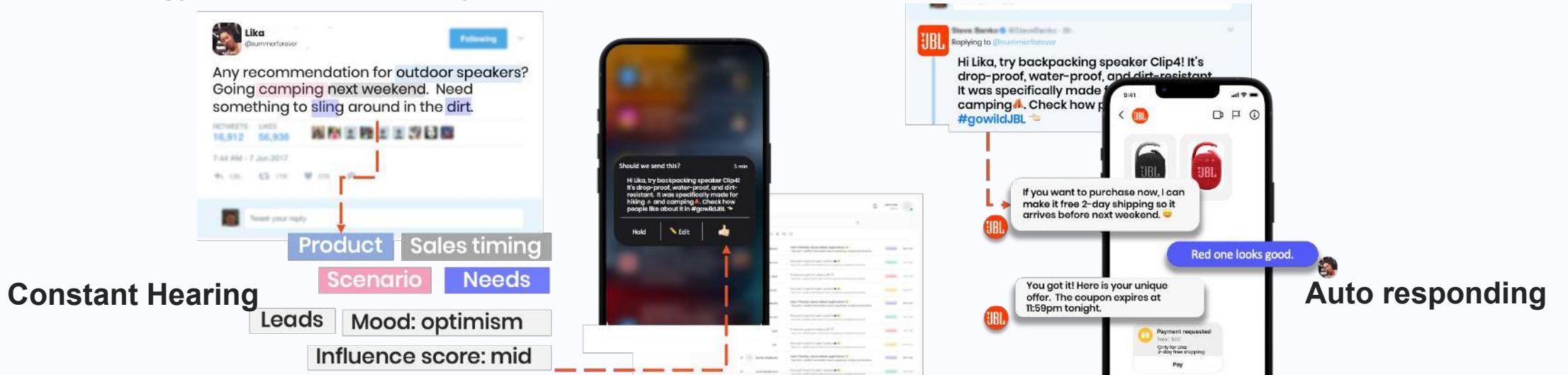
## CASE STUDY

# We made scientific methodology simple for users

### Multimodal + Insights AI = map out strategy automatically



### Auto strategy + Content AI = fully automated social-commerce funnel.





## SETUP

# A-Player Team with domain & technical expertise



**Siss Zhu**  
*(Business)*

Founded DTC Incubator Crazybee and saw all the problems from the inside

Former VP of Sales @ Menusifu

Former Vertical Lead of UBM luxury goods



**Robert Zhu**  
*(Development)*

Amazon engineer

Master of CS in Machine Learning

Working Experience with Song-Chun Zhu in the fields of computer vision, cognitive AI & robotics



**Johnny Ren**  
*(Data)*

Led fraud prediction machine-learning teams in Discover, Mastercard and Lazada,

Cornell Master of Statistics





## VISION

# Building the operating system for social commerce



## Social Commerce is here to stay...

... and we are building the tools for that.

- Hyper-personalized Marketing** Now  
VoC product insights & NLP auto-labeling for support
- Seamless shopping experience**  
Pay anywhere, shop anywhere with conversational commerce
- Open & Fair Influencer Marketplace**  
Promoting what you love to the right audience



## INVESTMENT OPPORTUNITY

# Your chance to shape social commerce

**\$3M** Seed Funding

### Use of Funds



Hire engineering & sales staff



Finish product development



Setup marketing & sales funnel

### Milestones

Q1 23



Team of 30 A-Players

Q2 23



Launch our SaaS Product

Q3 23



1500 paying users

Q4 23



Launch Conversational Commerce

Let's create the next  
generation of social  
commerce together.



Sissi Zhu

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