

# wishpond company overview

**Wishpond is a leading provider of product based digital media solutions for retailers, brands and malls** - with offerings covering Mobile, Social, and Local Search. Our mission is to build easy-to-use marketing tools that deliver engagement, insights and returns. With our roots in local product search, including a powerful search API, the marketing solutions we deliver for offline and online retailers provide tight integration with existing inventory systems and boast nimble cross-platform user interfaces. Wishpond is a privately held company with headquarters in Vancouver, British Columbia, Canada.

## The Problem We Solve

According to a 2010 survey conducted by BIA/Kelsey and Con-Stat, nearly all consumers (over 95%) now use the Internet when researching products in their local area. And yet, the majority of shoppers (94%) still shop at local stores. Retailers that aren't discovered during this initial research phase are not likely to be considered by shoppers during the product purchase phase.

Everyday, consumers are spending hours of their day in social media environments, such as Facebook, Twitter, Google + and Pinterest. Retailers, Brands and Malls who do not actively engage in Social Media are missing out on being a part of the conversation. Those who do not bring their products into these conversations are missing the potential returns.

## The Wishpond Solution

Wishpond helps retailers, brands and malls to leverage their products and their fans to create rich, product centric conversations.

At wishpond we make it simple to import your complete inventory, or a specific subset of it, into our highly integrated cross-platform marketing and customer management system. Your products become the focal point of engaging and contagious promotions.

## Who is Wishpond for?

Wishpond offers solutions for:

- » **Retailers:** Increase sales with better online visibility
- » **Brands:** Make it easy for shoppers to find retailers that carry your products
- » **Malls:** Help retail tenants market themselves online



RetailConnect is a state-of-the-art platform with advanced import and publish capabilities. The RetailConnect platform enables easy integration through Content & Search APIs. RetailConnect is currently integrated with Google Product Search, eBay, Shopify, Microsoft RMS, Retail Pro, Quickbooks POS, and a range of marketplaces, commerce systems and shopping carts.

Wishpond developed the RetailConnect platform to make it easy for both brick & mortar and eCommerce retailers to import their product inventory from multiple sources and publish it to Facebook, Twitter, and other important online destinations.

## Wishpond Social Store

Create a Social Storefront on Facebook that stays in sync with your inventory data. Grow your fan base and gain valuable insights about your customers.

## Wishpond Social Offers

Leverage your product and your existing consumer base to grow your reach and engagement across multiple platforms using a variety of promotional tools.

## Mall360

Enable the search of your entire shopping centre's inventory in all of your digital environments - social, web and mobile. Let your guests shop like never before.

## Search API

Enable local product search in all your digital properties - Social, web and mobile.

**wishpond**

980 - 1500 West Georgia  
Vancouver BC V6G 2Z6

email

info@wishpond.com

tel

1.800.921.0167

url

wishpond.com