10.000+

advertising messages are displayed to a single consumer per day.

Search engine advertising has become

47%

more expensive over the last two years.
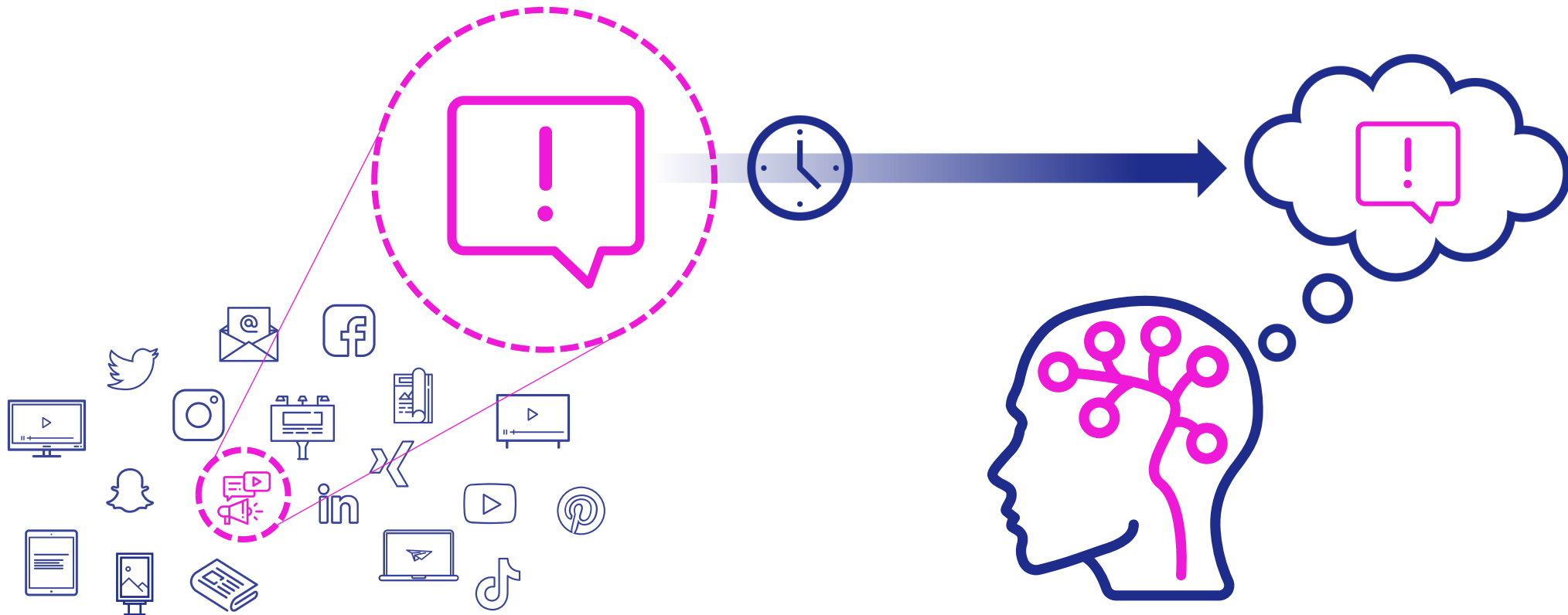
From 3000

messages, advertising blindness occurs: recipients cannot remember them.

Messages must fulfill two essential characteristics: Attract attention and anchor information sustainably.

1 **Creating attention**

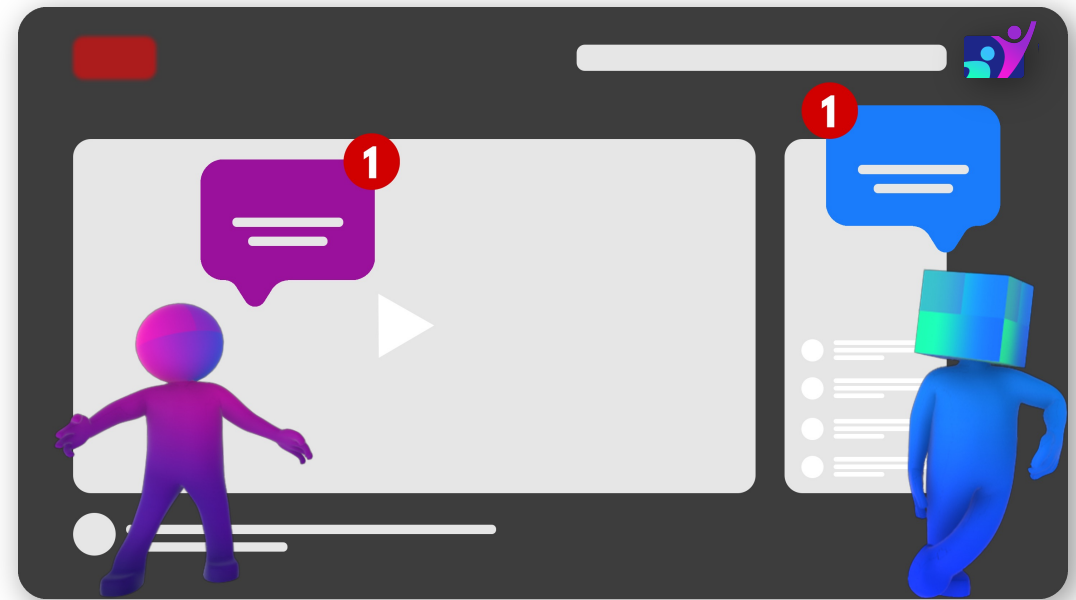**2** **Information is sustainably anchored**

Weblin achieves exactly that: through avatars, as which the web users appear on the visited web pages, which can communicate with each other.
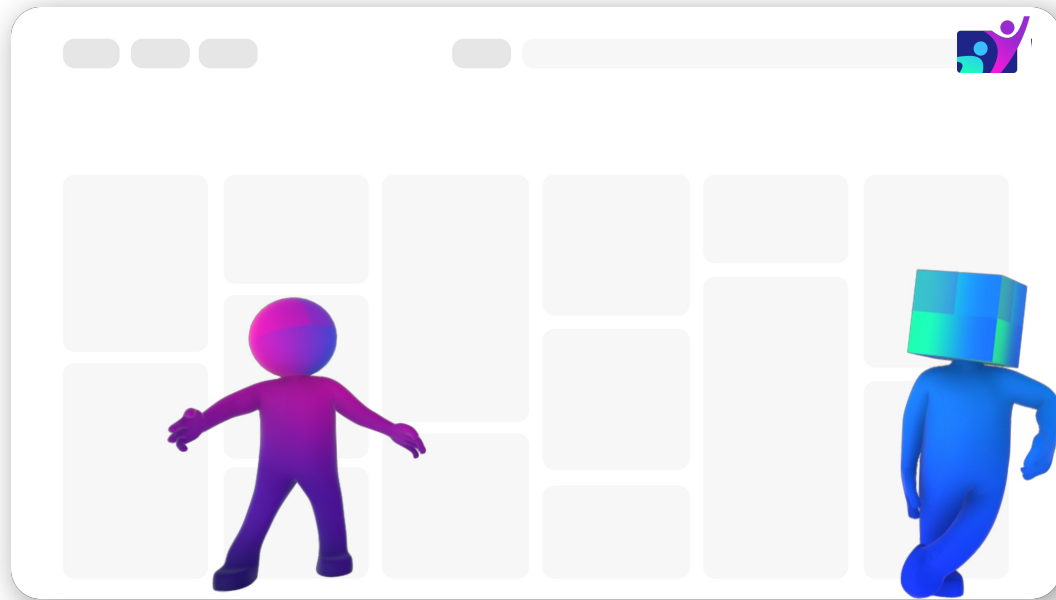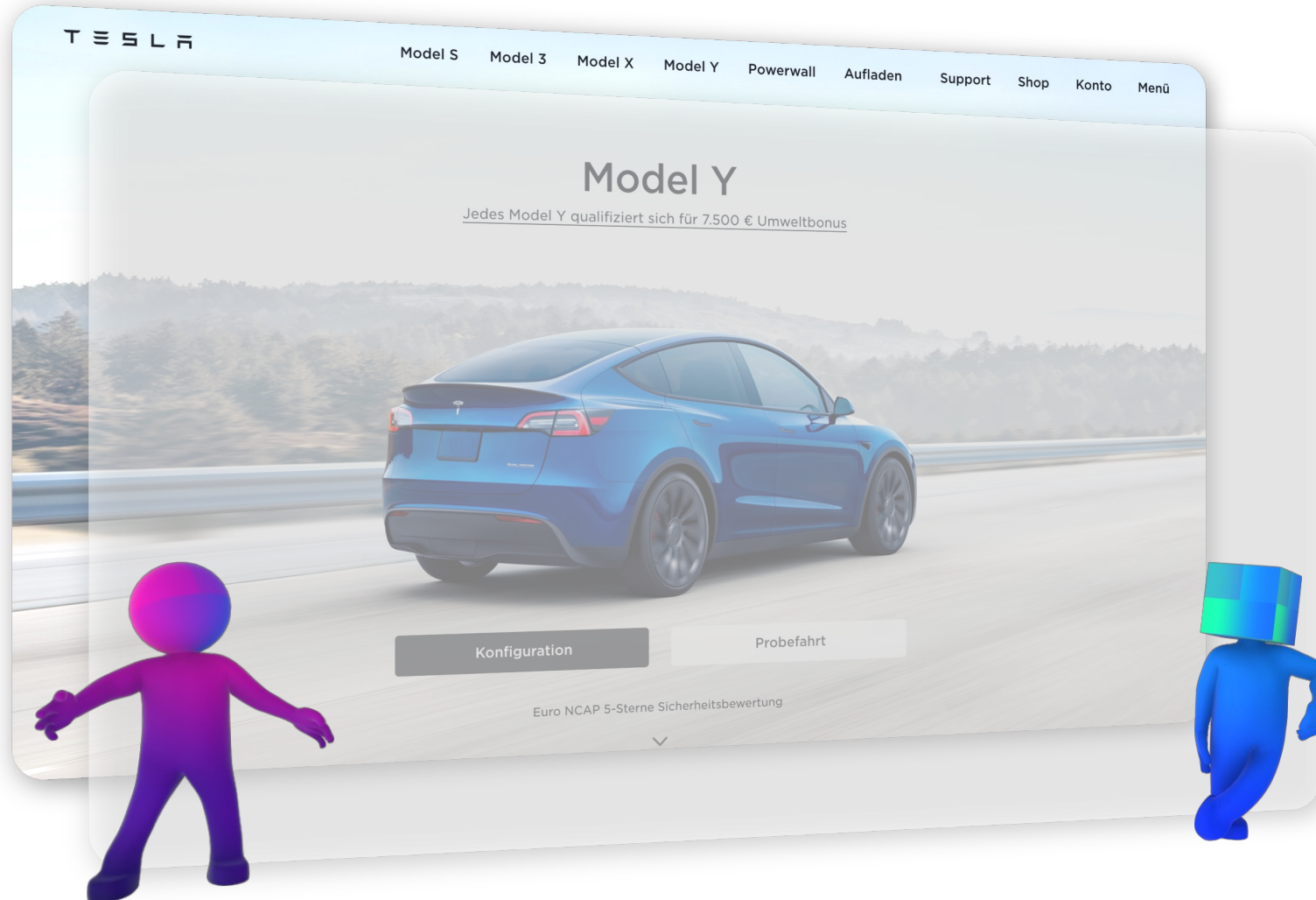

Install the Bowser Extension and your avatar will appear on the website.

Avatars can chat, post, like, comment or start a video call.

The extension acts like a layer over the individual web pages. The web pages are connected to each other through this layer.

With this technology, engagement tours can be guided through the web: with search queries, information, products, brands, etc.

Users are guided through various selected websites in an engagement tour, where they meet other avatars from the community and interactively solve tasks.

The use cases for engagement tours are very diverse, the possibilities without limit!
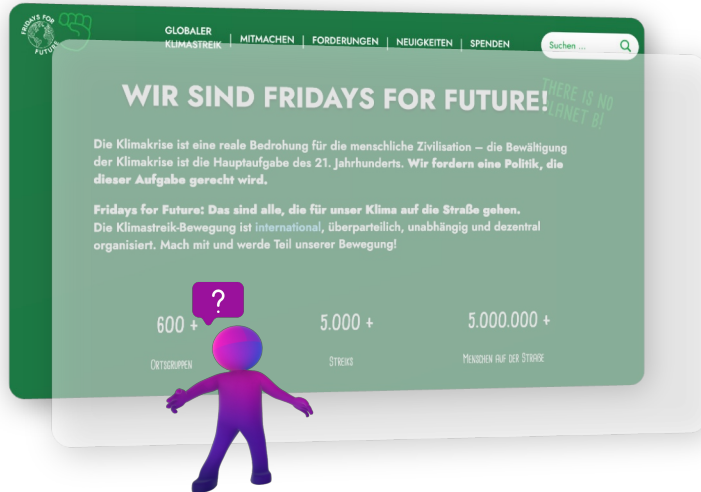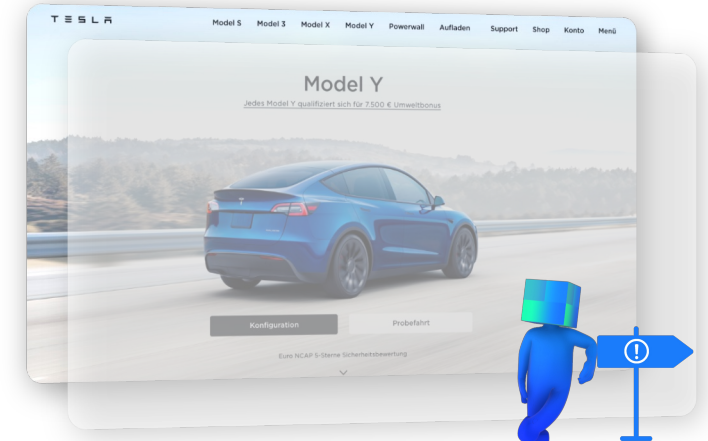

More awareness

Guide your community with branded avatars across web pages or sub-pages with information that matters to you.
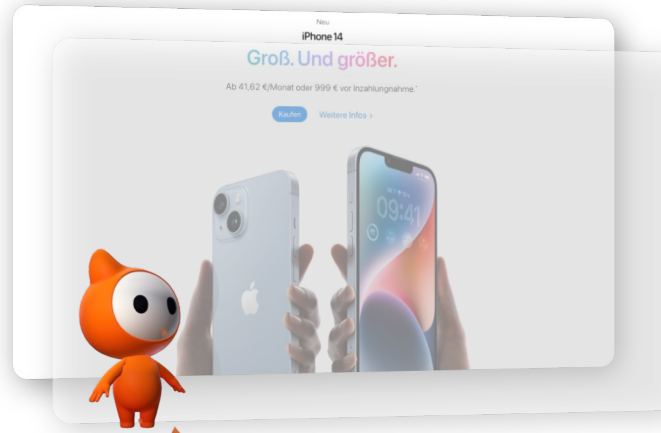
A new product

Have the target group solve tasks on different websites. The reward is immediate, for example, the target group receives a discount code for the product at the end of the tour.
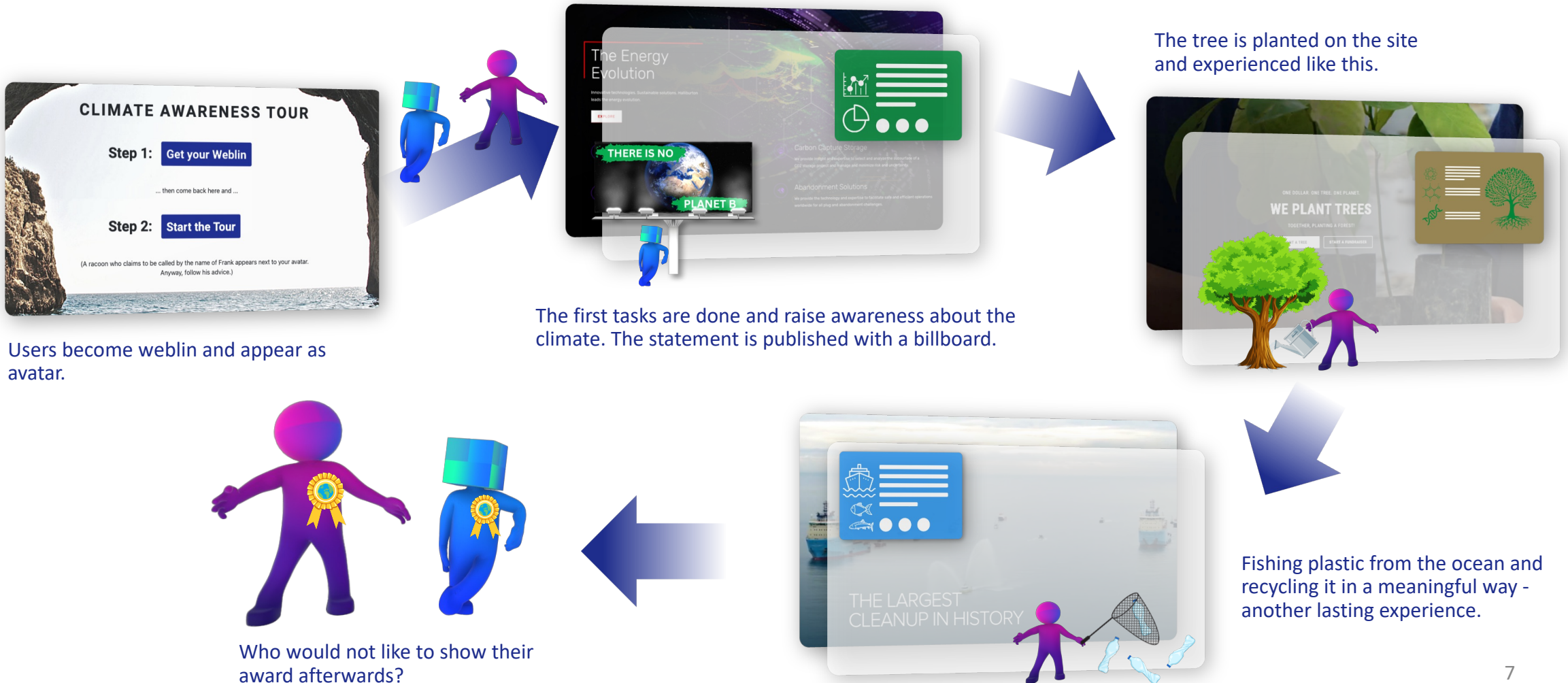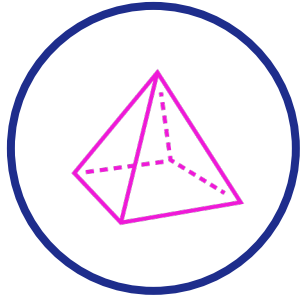
Raise awareness for topics

Guide your target audience through different informative websites as part of a web quest. How about building an electric motor for Tesla?

Our Climate Awareness Tour for Greenpeace provided playful information about different aspects of climate change.

Users become weblin and appear as avatar.

The first tasks are done and raise awareness about the climate. The statement is published with a billboard.

The tree is planted on the site and experienced like this.

Fishing plastic from the ocean and recycling it in a meaningful way - another lasting experience.

Who would not like to show their award afterwards?

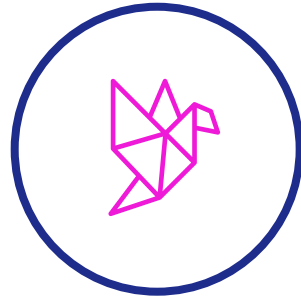# We implement a weblin tour for you in just four steps.

#1 Kick-off and requirements

Together we determine the possibilities and milestones of the web tour. Which avatars, which quests, which mini-games, etc.?

#2 Enable / Implementation

Our development team of IT and marketing experts design and implement the web tour.

#3 Campaign Launch

You increase success by supplementing classic cross-media campaigns with the web tour. We are happy to support you in this.

#4 Tracking success

Data-based insights allow for rapid adaptation.

Output

– Requirements and expectations
– Specifications
– Schedule

Output

The engagement web tour, ready to go.

Output

Enthusiastic tourers: The target group is intensively engaged with the brand / message.

Output

Dashboard with insights and evaluations on the current web tour.

weblin

Their concrete advantages are manifold and valuable at the present time.

A weblin tour is an easy-to-establish gamification tool and communicates messages to the target group in a playful way.

Compared to conventional ads, the target group engages with the brand / the topics for a significantly longer time.

A weblin tour is exceptional and innovative. By establishing it, you are a pioneer of digital communication with interfaces to blockchain technologies.
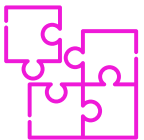
The creative development and implementation of the tour can be individualised to your needs and inserted in line with existing communication.

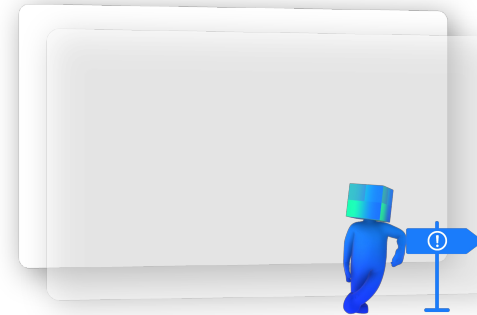**Not quite convinced yet how strong the impact of the weblin tour is?**

How many marks from the first slide can you remember?

The duration of effect of conventional displays: approx. 10 seconds.

The duration of effect of our weblin tour: up to several minutes.

I look forward to getting to know you!

Ralf Schwarz

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🌐 **weblin.io**