

## **Klixel8 Listed as a Sample Vendor in Gartner's Hype Cycle for its Shoppable Media Solutions**

SOUTH PORTLAND, ME, July 20, 2016 - Klixel8, a leading provider of Shoppable Media solutions, today announced that it has been identified as a Sample Vendor in the Gartner Hype Cycle for Digital Commerce, 2016\* report. Klixel8 was cited in the Shoppable Media category.

As defined by Gartner, "Shoppable Media refers to videos, images and other rich media formats that trigger commerce transactions when a user selects an object representing showcased merchandise (such as a hot spot or button on an image or video of a dress or gadget)".

Gartner states "Consumers expect to shop and buy when and how they want. Shoppable media is a merchandising technique that empowers brands to present their offerings at the moment of desire, winning new customers in their preferred context".

"As e-commerce, social media, and all things Internet become increasingly visual, savvy marketers have new opportunities to create integrated campaigns based around product and brand images" said Steve Jordan, CEO, Klixel8. "Until recently, only a single link could be embedded within an image that might have numerous products or brand elements. However, technologies such as Klixel8 enable much greater interactivity by embedding hot spots on multiple products within an image. Klixel8 enables any number of customizable hot spot actions such as unobtrusively popping up product information, video advertisements, direct links to the shopping cart, and more".

Patented Klixel8 technology provides retailers, brand marketers, agencies and others with the means to extend their offerings across the digital commerce space with engaging, zoomable, interactive images. Klixel8 Active Images are fully responsive in order to maximize the mobile shopping experience and are compatible with popular social media, browsers and operating systems.

According to Gartner, "Engaging content-driven shopping experiences presented in a convenient digital context can:

- Attract new customers through creative, shareworthy discovery vehicles.
- Encourage upsell and cross-sell of outfits, sets or use cases for increased average order value.
- Enable high-margin, data-rich direct brand-to-consumer sales relationships.
- Overcome ad skipping and blocking behavior in many contexts.
- Counteract the commoditizing effects of online price competition and side-by-side comparisons.
- Provide near-real-time insights on the most compelling creative and side-by-side comparisons".

“We believe Gartner’s report validates the value that organizations can realize by implementing shoppable media solutions to their marketing efforts”, continued Steve Jordan. “The migration from text to visual based digital content for brands and retailers continues to accelerate. The challenge, which Klixel8 addresses, is to provide consumers with high quality zoomable viewing of multi product imagery that includes quick access to product information, plus the ability to buy with minimal steps from web pages, social media and digital ads. We believe being named by Gartner as a Sample Vendor reinforces our credibility in this growing market.”

\* Gartner, Inc. “Hype Cycle for Digital Commerce 2016”, by Jason Daigler, Mike Lowndes. July 7, 2016, (Shoppable Media category)

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### **About Klixel8**

Klixel8 empowers brands, retailers, agencies and others to extend the value of images across a variety of media and devices. Our patented software lets you create interactive hot spots in high definition images, allowing you to display multiple products in a more evocative real-world environment. Without the use of overlay icons, Klixel8 hot spots are invisible to the viewer and maintain their interactivity at any zoom level. Tiered subscription pricing plans are available for individual customers up through small businesses. Enterprise pricing is available upon request. Klixel8 is based in South Portland, Maine. Visit us at [www.klixel8.com](http://www.klixel8.com). Follow us [LinkedIn](#), [Twitter](#), [Pinterest](#), [Google+](#), and [Facebook](#). For information and sales contact Phin White at (207) 712-9753.