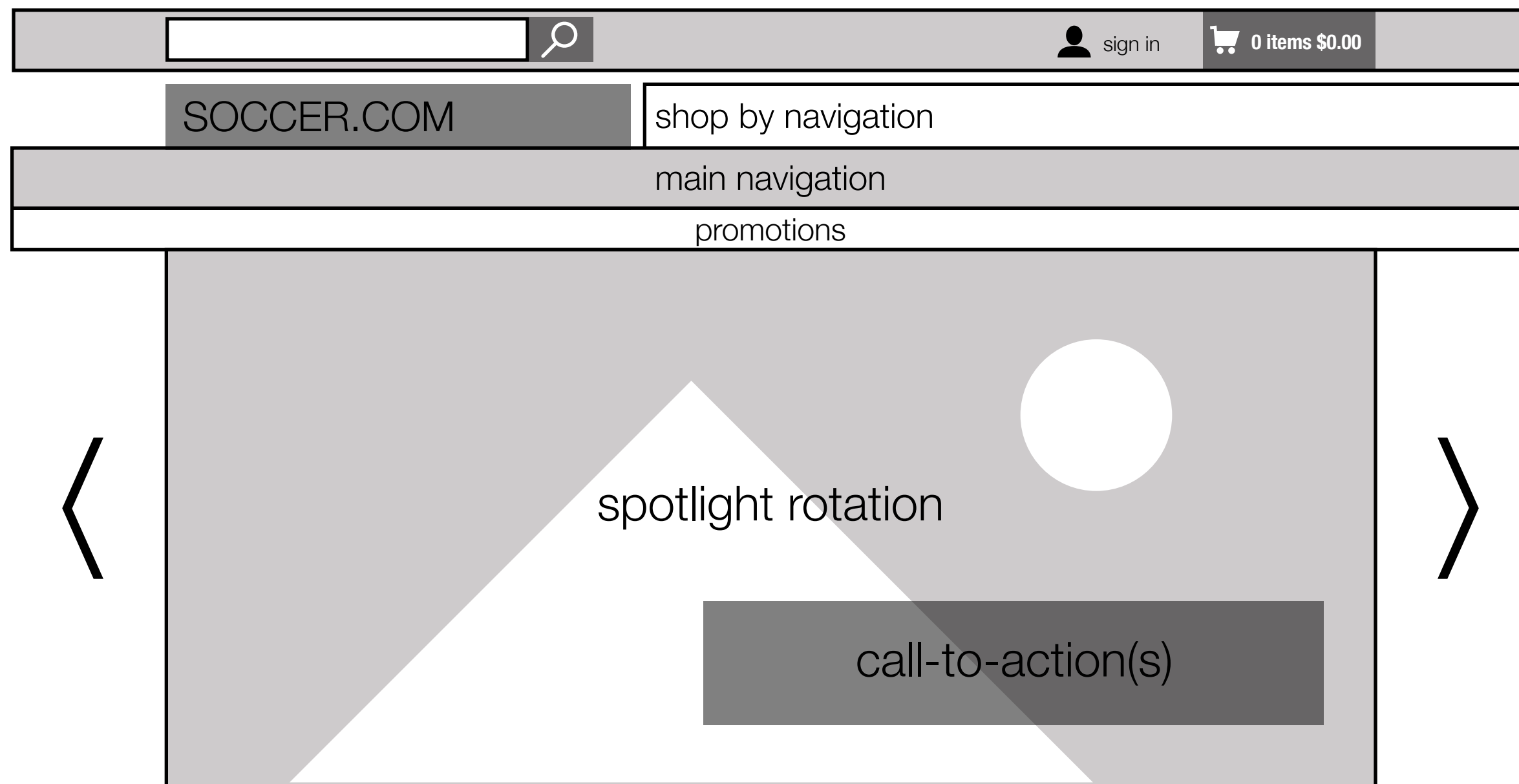


Soccer.com social media takeover



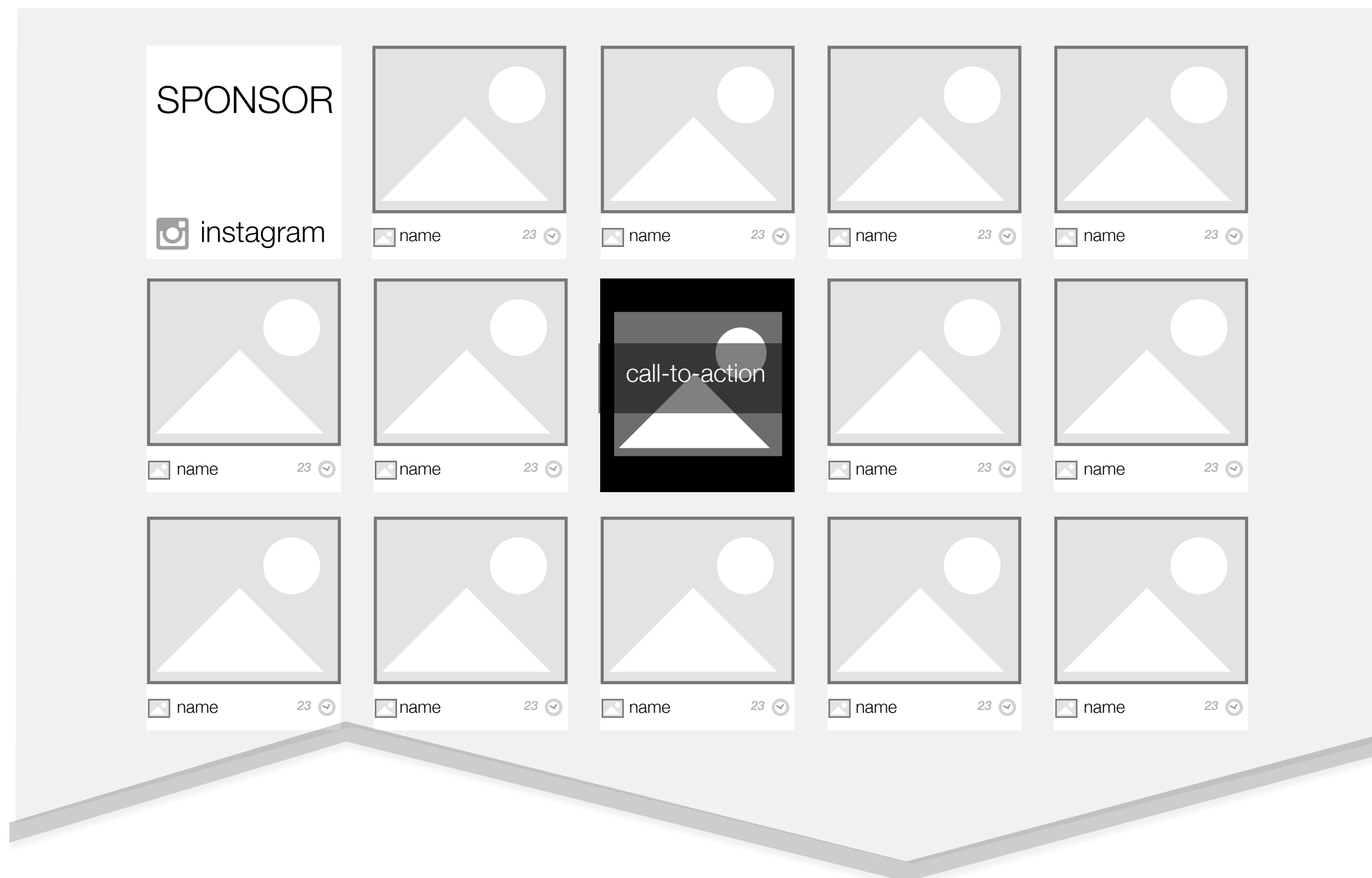
03/19/15

Alternative Revenue Opportunities

Instagram Social Media Takeover

Instagram is the primary means of communication for our customers. Our partners could leverage this by buying space for a brand specific feed.

Note: This would work well with a photo to competition during a product launch.



Instagram Feed

- Offerpop Instagram integration
- A curated brand specific gallery
- Primary call-to-action placed in the middle of the feed

Requirements & Updates

- remove background
- full width 100% (max-width TBD)
- standardize spotlight call-to-action(s) and make them dynamic
- position below spotlights for better click-through rates