



**TURN YOUR
CUSTOMERS
INTO YOUR
SOCIAL
MEDIA**

brandpay

BRANDPAY

BrandPay is a social content, AI, and payments platform for brands and their customers, currently supporting Australia, UAE, S.E. Asia, USA, and the UK.

We are a highly experienced technology and commercial team, having built software managing billions of consumers and spend globally.

We are the only technology globally to have authorisation from Meta to use live data for real-time UGC payments.

→ As a business owner, it can feel like you're caught in a never-ending cycle of trying to stand out on socials. Whilst you love creating the best product or service, often your time is being drawn to creating the best Reels. What business are you actually in!?

You're probably boosting content for more reach, but unsure if that investment is returning sales? We know, it's a huge gamble on your time and resources, but you've got to play the game right? Here's the thing though...

**98% YOUR CUSTOMERS
SPEND HALF THEIR DAY
ON SOCIAL MEDIA**



Consumers find User Generated Content (UGC) 9.8x more impactful than influencer content when making a purchasing decision ↗

9.8X

User-generated content featuring a brand drives 6.9x higher engagement than brand-generated content ↗

6.9X

Only 1% of Millennials say a compelling advertisement would make them trust a brand more ↗

1%

YOUR NEXT GEN



SOCIAL CURRENCY

→ Wouldn't it be great, if **your customers were also your social media?** They are trusted, they have time to post content, and their friends are likely your ideal customers too. What if you rewarded them instantly, with money that they can spend back at your store, so your media spend always comes back to you?

Now you're not worried about social media ROI, because **your investment is coming straight back to you**, along with their friends. That's BrandPay!



**REWARDING
FANS FOR
PROMOTING
BRANDS**

STEP 1

Create a Social
Currency



Register your business at [**business.brandpay.io**](https://business.brandpay.io)

Creating your social currency takes less than 5 minutes. You connect BrandPay to your Instagram business pages in a few clicks.

You set controls for who, where, and when payments are made, as well as how much (per like). You are in complete control. You can even set maximum rewards per individual and per campaign.

Once you top up your account with funds, and go live, your social currency appears on the BrandPay consumer web app.



Being paid for mentioning your brand in content they create is an exciting concept for everyday customers, so you can imagine it is spreading like wildfire.

Consumers are using BrandPay to decide where they want to go during the week and brands they want to try. They can browse your campaign, as well as see the top, and latest Instagram posts that other consumers have made about your brand.



STEP 3

Consumer Make Content

Customers capture some content whilst they're purchasing or using your product or service.

They make a Post or a Reel about you on instagram and @mention your brand in their caption. All this unique content, and you have not exhausted yourself dancing on Reels!

Story rewards coming soon!

BrandPay sees and rewards instantly, with a 20% service fee for each reward paid. This means 80% of your total social media spend is returned back into your brandpay account when consumers spend it back.

Ready to be rewarded to the next consumer!



Consumers return to their BrandPay account and see their payment growing as their likes grow!

Their earnings are spent back with you, and our data shows they are more inclined to spend more frequently , and more than they usually do with you, per transaction.

You have achieved more trusted, authentic, organic instagram impressions than advertising, and unlike advertising, that spend is returned back to you.

↗ BrandPay delivers free marketing, on autopilot.

Traditional social advertising takes your budget and delivers reach, once, with no direct return. Brandpay recycles your spend into revenue, on repeat, at no cost.

BrandPay Campaign

- 1 You fund \$100 campaign at \$0.3/like
- 2 \$80 of rewards go to consumers.
- 3 \$20 is BrandPay service fee.
- 4 Consumers spend their \$80 (treat as revenue)
- 5 Consumers spend an additional 80% above their BrandPay currency
- 6 Assume your COGS 30%
- 7 Recycle this into further rewards and cycle repeats itself

Considerations

- 1 \$100 investment ultimately drives \$720 in claimable revenue and \$500 in claimable marketing expense.
- 2 After 30% COGS, your business incurs \$4 net expense (near break even)
- 3 Your business has achieved ~55,000 UGC impressions (which are 10x more trusted than ads)
- 4 Your average cost per thousand impressions is \$0.07 (100x cheaper than advertising)

HOW TO GET STARTED?



- ↗ Got questions? [Our GPT](#) has all the answers (ask literally anything)
- ↗ [Send us a message](#) and our team will support you through each step, plus support your marketing efforts.
- ↗ Want to explore first? [You can have your brandpay campaign live in less than 5 minutes.](#)

brandpay