viigii

A gifting surprise before the package arrives

The Situation

Delivery in the digital age

With a simple tap on our devices, we instantly share our experiences across the globe.

Whatever we send—pictures, videos, notes—we expect an immediate and personalized digital experience.

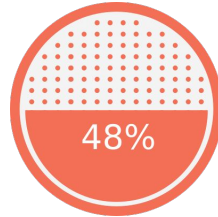**But when it comes to gift delivery, our choices are limited by traditional shipping options.**

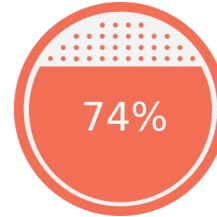# We asked **500 shoppers**

to share their online gifting experience.
We discovered...

Costly shipping can lead to abandoned purchases.

48%

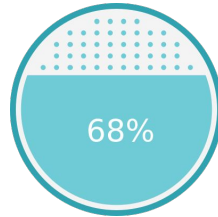48% believe that high shipping costs are a "big problem"

74%

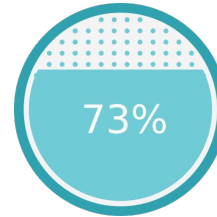74% abandoned their shopping cart due to high shipping costs

69%

69% abandoned between 1-10 gifts due to costly shipping

"Late" gifting frustrates many shoppers.

68%

68% consider on-time gifting to be "very important"

73%

73% consider late gifts to be a "problem" when purchasing online

90%

90% send between 1-5 late gifts every year

Customers are frustrated by the gifting experience because it does not meet their digital expectations

⚠️

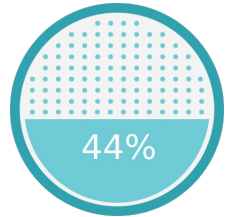The Problem

Gifting Experience

How do you provide an experience that not only exceeds customer expectations but also captures the spirit of real-life gifting?
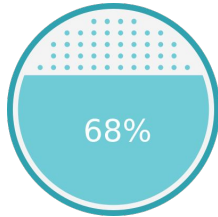
The Solution
Virtual Gifting

Virtual gifting offers the chance to
reduce shipping frustrations and gives a
unique experience on the exact date of the occasion.
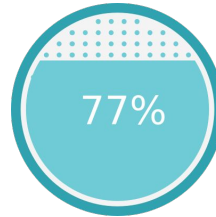It also builds excitement for the real gift to come.

And from our research, it has the potential to boost sales.

44%

Said that virtual gifting is a "valuable customer service"

68%

Would likely return to merchants who offer virtual gifting

77%

Would pay $1-3 for virtual gift delivery on the date of the gifting occasion

Introducing...

🎁 viigii

With viigii, you can send:

- ▸ A spontaneous gift
- ▸ A quick thank you
- ▸ A special treat
- ▸ A holiday surprise

With its dynamic interactive gifting experience, viigii engages customers in a modern, inviting way.

The virtual gift preview gives a sneak peek of the real gift on the way.
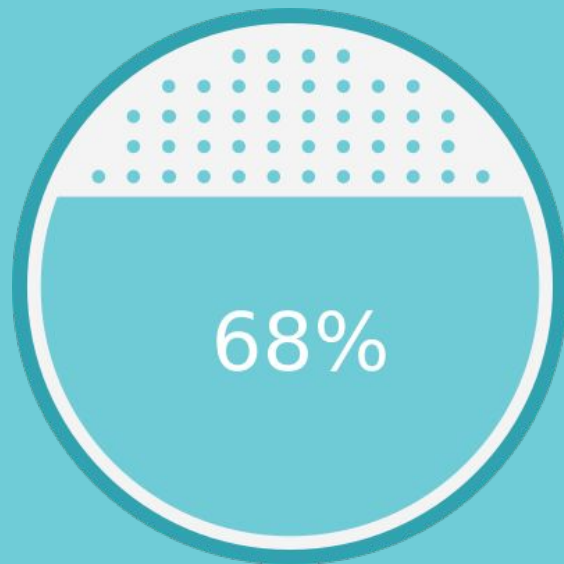
:)

Happy Spender...
Happy Vendor...

We know that customer satisfaction and retailer success go hand-in-hand. And consumers love choice.

viigii helps increase your revenue by offering your customers a unique gifting experience.

viigii also helps you capture and retain loyal customers.

68%

Would likely return to merchants who offer virtual gifting

The Vision

A win-win situation

viigii is a gratifying experience for retailers, customers, and gift recipients alike.

Customers & recipients

Immediate delivery, instant gratification, and a memorable experience

Retailers

Capture last-minute gifting occasions by selling after the shipping window closes

Now that leaves everyone feeling good!

Setting Up
viigii is easy

We value ease and simplicity. That's why we offer these great features:

- ▸ Seamless website integration
- ▸ Secure API

Can't wait to try it? Simply sign up for viigii and we'll help you add a single line of code to your website's checkout page.

Pricing & Packages

Plans for Your Business

Our Basic and Premium features include:

FREE

Basic

- ▸ Text message notifications
- ▸ Choice of delivery date
- ▸ Automated gift reminders
- ▸ Listing in viigii directory

$9.99/mo

Premium

All basic features PLUS

- ▸ Gifting analytics
- ▸ Advanced remarketing
- ▸ Integration with ecommerce platforms

Beta Timeline

We want to give you the best experience. That's why your feedback is so important to us.

Understand your experience

▸ Integrate viigii with your website
▸ Gather usage data & customer feedback

Integrate your feedback

▸ Improve the application based on our testing and your suggestions

Make viigii public

▸ Expand viigii's visibility with public launch
▸ Add new features to enhance the experience

Who's behind viigii?

Lori Konsker
Founder & CEO

Online Gifting Game-Changer

5+ yrs Online Gifting Research (User Experience Testing)

Liz Kressel
Strategy

Innovative Digital Strategist

15+ yrs Expertise (Commerce; Strategy & Operations)

Steve Marlow
Marketing & Research

Premier Marketing Research & Brand Strategist

25+ yrs Expertise (Marketing & Brand Development)

Cameron Gorrie
Technology

Full-Stack Developer

5+ yrs Expertise (Development & Test Automation)