

Video is the ultimate advertising format. Conveying images, sound and emotion is the best tool to drive audiences to desired action. We are surrounded with public and personal screens, of every size & resolution. Sending targeted and personalized video ads to these screens is the holy grail of 21st century digital advertising. The only problem is that producing decent quality video ad is a costly and time-consuming adventure, and filling billions of screens, each with its targeted video ad is mission impossible. **Not anymore...**

GOOPI

Produce Personalized Top-Quality Video Ads



In minutes



For less than \$100



By everyday Internet users

Value Proposition for Retailers:

- Manual & automated video ad creation to in-store media displays
- Targeted video coupons, sent directly to shopper's mobile
- Product info and promotions triggered by barcode scanning
- Promotions to captive audience standing in front of screens in delis/counters
- Promote your E-shop products and services in physical stores in addition to traditional digital channels

Goopi, Shekel's patented technology platform drives the marketing communication module of the Autonomous Store Package.