

Ignite Technologies  
Marketing Solutions

# Chute

Visual Marketing for Enterprises

Ignite's Chute solution helps brands tell better stories by identifying powerful user-generated content with automated workflows and image recognition. Through use of the AI-driven solution, Chute's enterprise customers experience deeper consumer engagement, larger shopping carts, higher click-thru rates, increased time on web, and lower media costs.

**Chute makes it easy to find, get rights to, and publish the best user-generated content.**

Ignite's Chute platform offers a holistic approach to authentic storytelling — enabling marketers to discover and attain rights to traveler photos and videos via hashtag, and @ mentions. Chute's visual recognition service IRIS™ filters further to pinpoint ideal visuals to publish across all marketing channels. Chute's insight engine then provides performance analysis to measure the engagement of each asset.

## The Chute Platform



### CHUTE DISCOVER

Pinpoint the best photos and videos to use in your marketing with the most powerful visual search engine for Instagram and other social channels. Filter photos by keywords as well as what's inside the photo like logos, objects and scenes.



### CHUTE WORKSPACE

Manage all of your brand's visual media, including consumer photos and videos. This is your central hub to collect content, moderate, obtain consent, and publish to displays, websites, and beyond.



### CHUTE SOCIAL

Source photos and videos, secure rights, draft posts, schedule, and publish content to all of your social channels, such as Instagram and Twitter, from one central place.



Save time, drive engagement, increase conversion with UGC photos and videos.

Chute's suite of tools offer a holistic solution to user-generated content marketing.

### **UGC Management**

Discover, store, organize and manage both your owned and earned content. Chute enables you to customize your content workflows and folders to ensure you don't have to change your existing process and allows you to control permissions.

### **Social Image Search**

With both Chute's proprietary IRIS AI image recognition technology, and the ability to search via hashtag and geo, Chute is the most powerful tool to search through the billions of photos shared to social media to pinpoint the images you need.

### **Social Media Rights Management**

Chute was the first to introduce social media rights to the market because we know the importance of protecting your brand, as well as creating relationships with your audience. We continue to offer the most robust automated rights management solutions for UGC — whether on Instagram, Twitter or YouTube.

### **Contesting**

The Chute Pages feature is a contesting module to easily create and manage contests or sweepstakes. The tool leverages many of the features within the overall Chute platform, like the Media Chooser, a customizable lead generation form, as well as curation, rights management and galleries. All submissions are stored in the Chute Library making all submissions available across marketing channels long after the contest has ended.

### **Analytics & Data**

Social media is rife with data marketers can use to better understand and target their audience. Chute makes it possible to analyze this public data. Plus, get stats on your work through Chute, from Instagram analytics to click-through rates to optimize your use of authentic media.

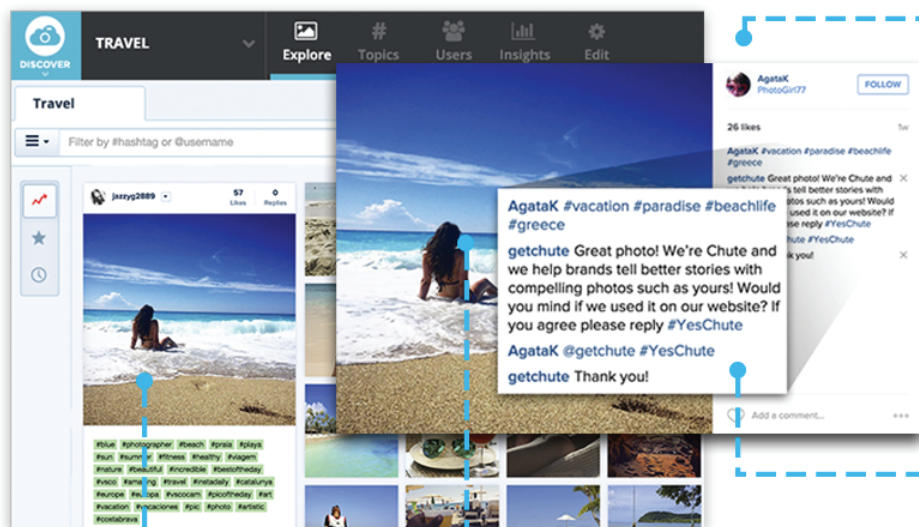
### **Mobile**

We know you and your customers are mobile. Accordingly, our desktop app is also a mobile app — making it easy to moderate content and send rights requests while on the go, and all of our galleries are mobile responsive. Plus, the Capture app allows you to empower your frontline staff to securely share photos with your team.

"The quality of user-generated photography from our community that we find with Chute is better than anything we could buy, and it resonates more than professionally created content. Across the board, it's performing well ahead of other content, driving efficiency and results."

Jayson Smith  
Director of Digital Marketing  
**Wyndham Worldwide**

## How Chute Works



### DISCOVER CONTENT

IRIS™, image recognition technology, looks inside the largest stream of Instagram photos to detect logos, objects, scenes and similar photos, so you can find photos relevant to your brand, even without hashtags.

### FIND INSPIRATION

Filter by keywords, people, what's trending or most popular to find inspiration for your next marketing campaign or the perfect photo for your next tweet.

### TAP INTO SOCIAL

Capture photos and videos relevant to your brand and industry via hashtags, people or themes taking place on Instagram, Facebook, Twitter, etc.

### GET PERMISSION

Chute Rights is the first and best-in-class industry solution to request permission to use consumer photos and videos from Instagram, Twitter and Facebook - at scale.

### MEASURE SUCCESS

Analyze everything from high level campaign results down to each photo's performance on your social channels to evaluate success and improve for future initiatives.

### PUBLISH EVERYWHERE

Publish across all of your marketing channels - from your website, social accounts, ads, live events, OOH, or as part of your ecommerce destination.

Social Channels  
Online Stores  
Ads  
Websites  
Billboards



## Why Chute?



### 9X EARNED MEDIA INCREASE

By engaging with content creators using Chute, marketers see an exponential increase in the amount of content related to their brand being shared on social media.



### 3.5% HIGHER AD ENGAGEMENT

By adding user-generated content taken from Chute, marketers saw an increase in the overall performance of their paid media efforts.



### 30% TIME ON SITE INCREASE

By implementing user-generated content galleries showing real traveler experiences, marketers see decreases in bounce rates and increases in time-on-site.

### For More Information

Please contact us at [success@ignitetechnology.com](mailto:success@ignitetechnology.com) or visit [ignitetechnology.com](http://ignitetechnology.com)

