

ShareRoot Ltd

08:07 14 Nov 2017

ShareRoot achieves integration with Snapchat's ad platform

ShareRoot Ltd (ASX:SRO) is rolling out a world-first integration with Snapchat's ad platform in the latest upgrade of its cloud-based platform for user-generated marketing content.

User-generated content or UGC refers to user-generated photos, videos, tweets, or other creative material, often shared socially, and used by brands for marketing or advertising purposes.

The new feature empowers client marketing campaigns by allowing to push image and video content sourced from ShareRoot's UGC platform directly to Snapchat's ad platform.

This integration is unique to ShareRoot's UGC solution, and is not offered by any competitors, and is in addition to a similar integration with Facebook/Instagram ad platform.

Snapchat integration is likely to be a major catalyst for the company to secure revenue-accretive partnerships with third-party marketing and ad tech companies in the future.

While ShareRoot is not yet an official partner of Snapchat's ad platform, this is a significant first step towards building a relationship with the popular social media platform, which is forecast to achieve revenues of US\$642.5 million in 2017.

Initial pilot customers will receive the new ad features over the coming months, with a further rollout in the first quarter 2018.

These 'soft launches' provide technical and market intelligence that will benefit the full commercial launch later in the year.

ShareRoot's shares closed 20% higher on Monday, at \$0.006.

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +61 (0)2 9280 0700 action@proactiveinvestors.com.au

No investment advice

The information on this Site is of a general nature only. It does not take your specific needs or circumstances into consideration, so you should look at your own financial position, objectives and requirements and seek financial advice before making any financial decisions. You acknowledge and understand that neither the Company, its related bodies corporate, the information providers or their affiliates will advise you personally about the nature, potential value or suitability of any particular security, portfolio of securities, transaction, investment strategy, or other matter. You should read our FSG and any other relevant disclosure documents and if necessary seek persona advice prior to making any investment decision.

You understand and agree that no Content (as defined below) published on the Site constitutes a recommendation that any particular security, portfolio of

Price: A\$0.007

Market Cap: A\$3.12M

1 Year Share Price Graph



Share Information

Code: SRO

Listing: ASX

52 week High Low
0.014p 0.004p

Sector: Tech

Website: www.shareroot.co

Company Synopsis:

ShareRoot Ltd (ASX:SRO) is listed on the Australian Securities Exchange.

Author:

Proactive Investors Australia

+61 (0)2 9280 0700

action@proactiveinvestors.com.au

securities, transaction, or investment strategy is suitable or advisable for any specific person.

You understand that in certain circumstances the Company, its related bodies corporate, the information providers or their affiliates may have received, or be entitled to receive, financial or other consideration in connection with promoting, and providing information about, certain entities on the Site and in communications otherwise provided to you.

You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate. From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

Before you act on any general advice we provide, please consider whether it is appropriate for your personal circumstances.