

ShareRoot Ltd

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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.

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No investment advice

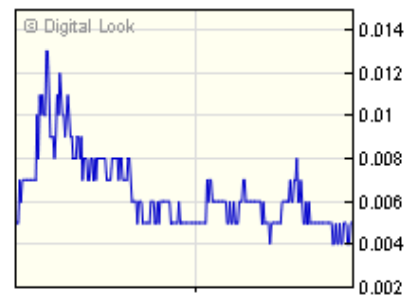
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Price: A\$0.005

Market Cap: A\$6.16M

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.

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