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Experience Types & Vertical Applications

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Experience Types Overview



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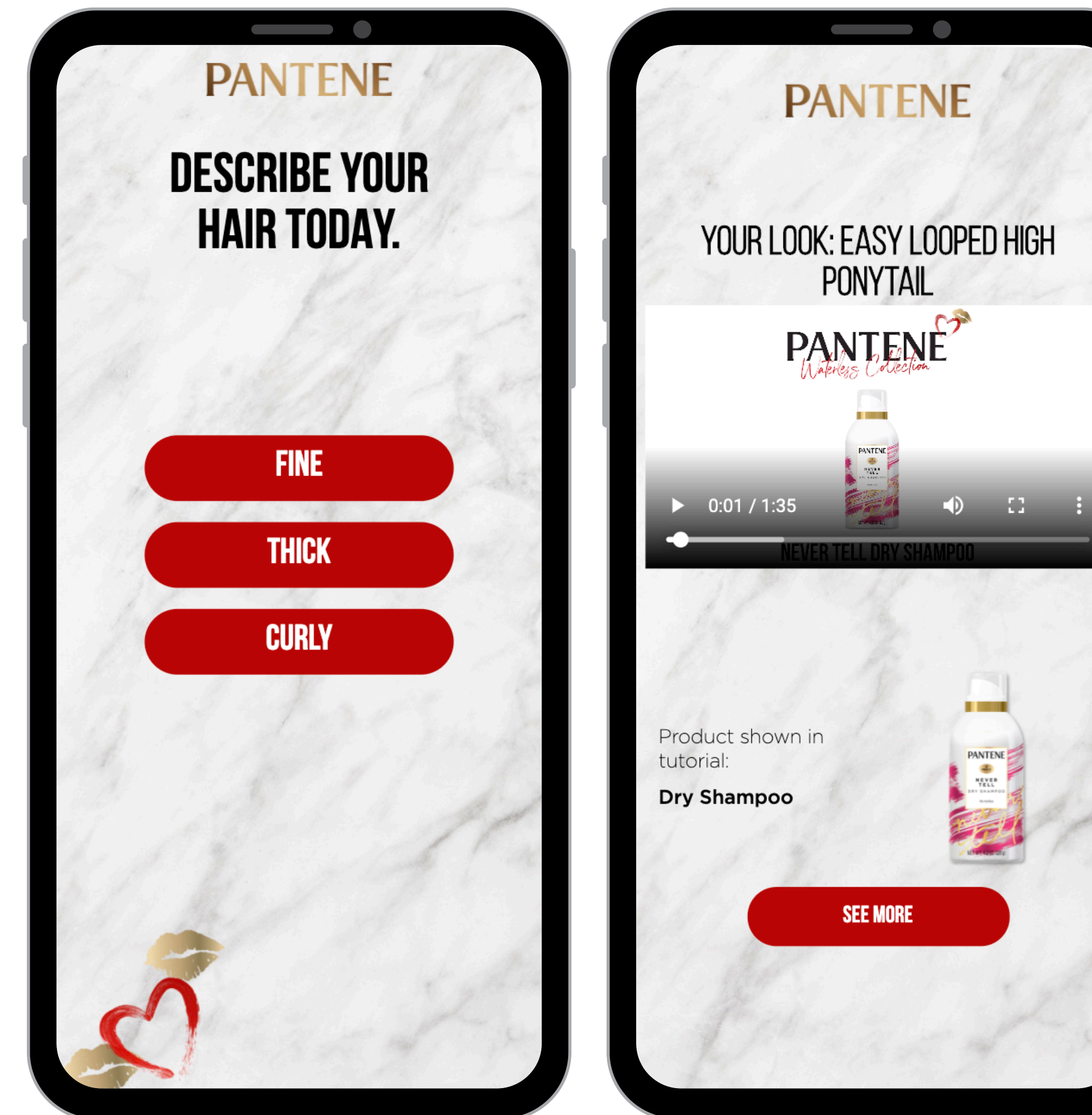


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Product Match

Offers customers personalized, real-time recommendations based on the answers they give you. They can answer questions like “What gift should I get her?” “What service/product is best for me?” or “Answer 5 questions and get matched to a custom travel itinerary!”

Use **Product Match** to save customers time and effort, bypassing research and the weighing of various options to get a personalized recommendation without any of the work. These experiences act as a personal shopper that unearths the “why” behind the buy.

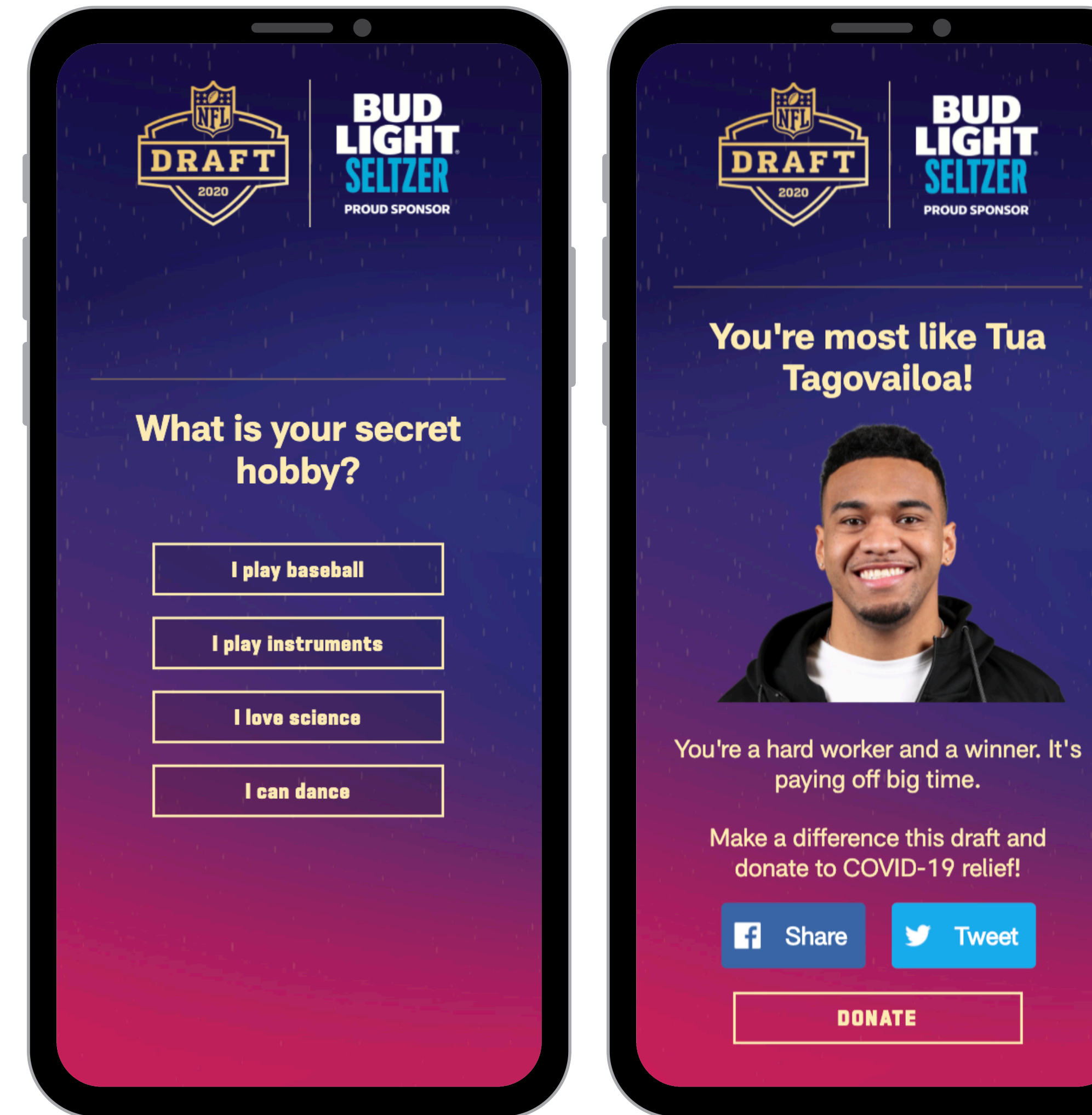


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Personality Quiz

Everyone loves to learn how they fit in with their favorite topics, and **Personality Quizzes** deliver while also uncovering their interests and motivations along the way. Asking questions like “What basketball player are you? “What do your music preferences say about you?” or “What’s your vacation personality?” will unlock one of your best tools for audience engagement.

Use **Personality Quizzes** to teach audiences about themselves with fun and playful outcomes. Better understand consumer preferences on topics that might not be core to your brand but might be helpful in painting a full picture of their interests.

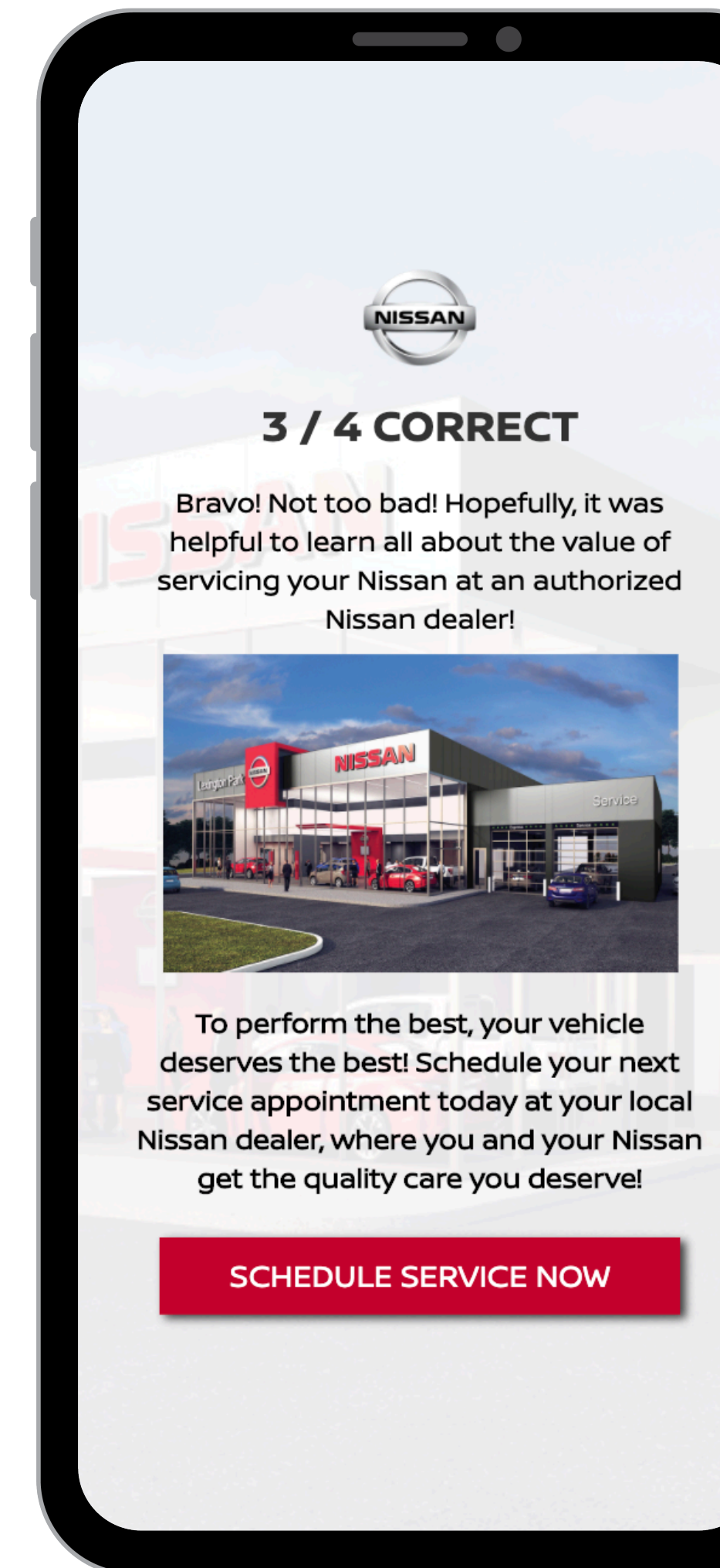
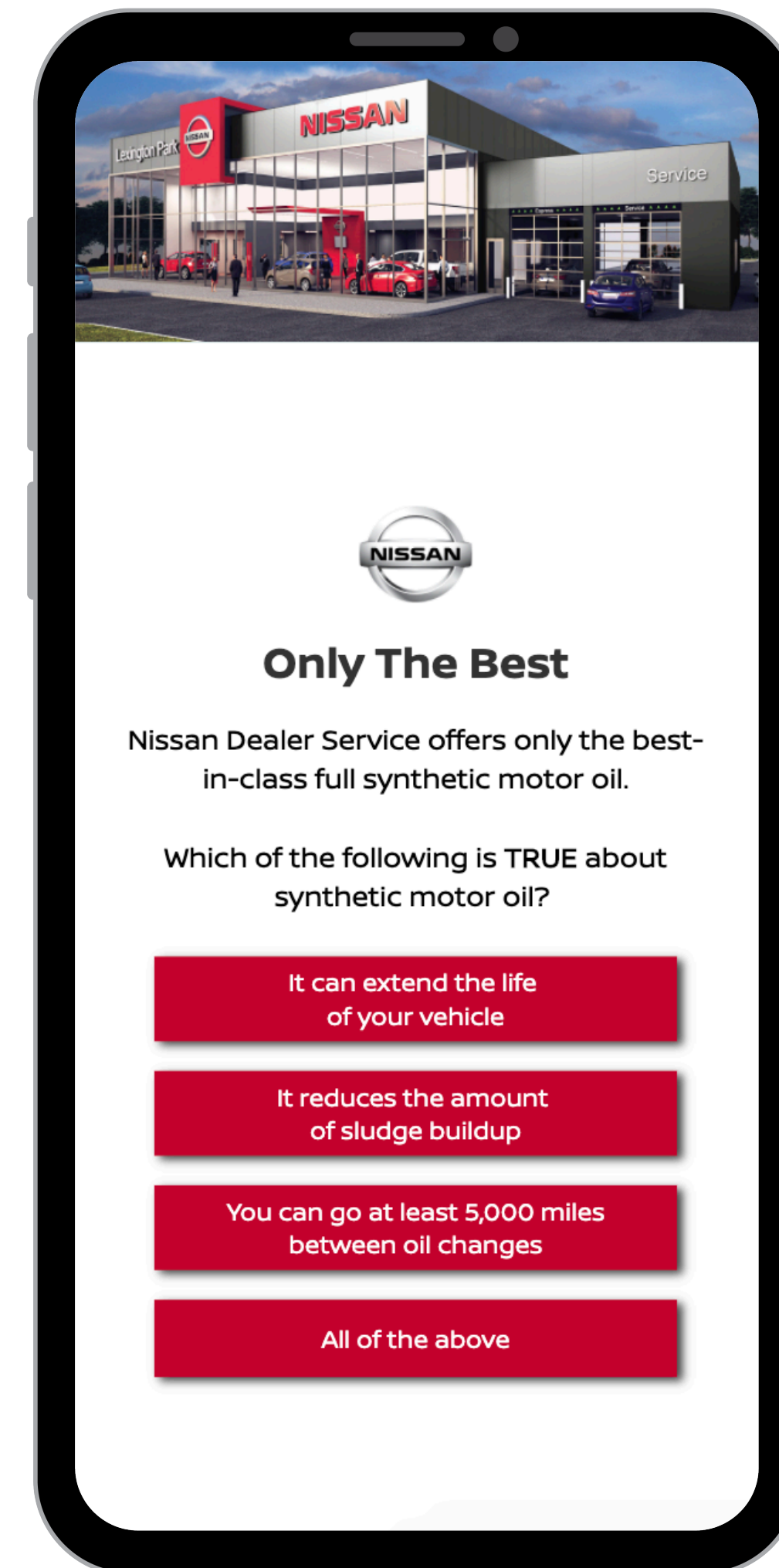


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Trivia • Knowledge Test

Offers a fun way to engage with and educate with your audiences. Along the way, include a question that teaches you about their preferences. Start with ideas like “How much do you know about the holiday shopping season?” “Can you name the musical artist?” “Are you a pro traveller?” or see where your imagination takes you.

Use **Trivia • Knowledge Tests** to spark people’s competitive nature, exchange contact info for results, or build brand awareness as results are shared across social media.



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Voting • Live Poll

A simple concept that generates incredible results. Let your audience vote on what they like most, show them how others are voting in real time, then follow up with the final results later. Grab attention with questions like “Place your picks for this week’s games!” or “What’s your favorite red carpet look?” and watch the results pour in.

Use **Voting • Live Polls** to teach, to create contests & sweepstakes, gather opinions & insights, or empower consumers to voice their opinions.

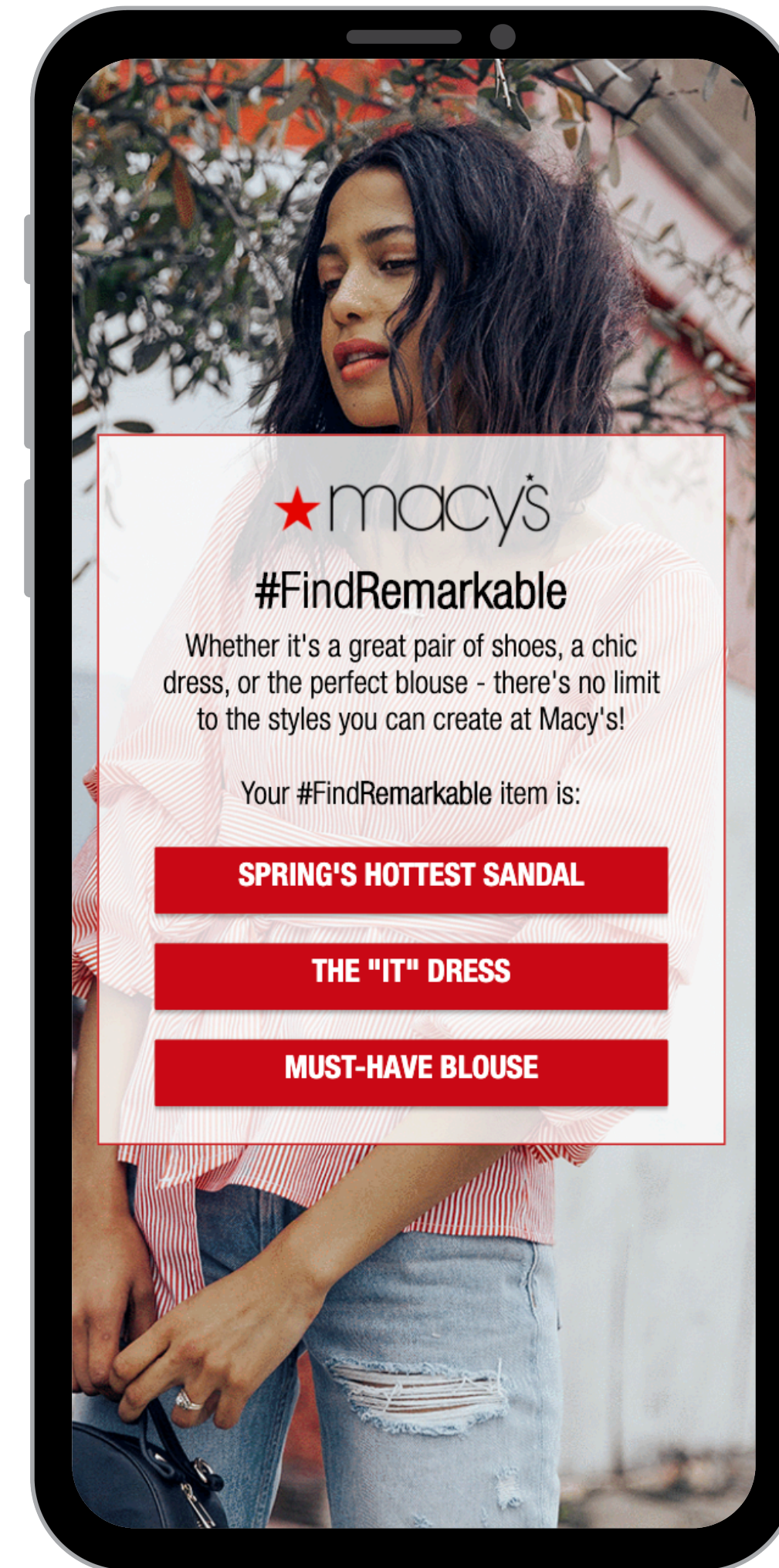


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Look Book

Are interactive product catalogs offering a dynamic browsing experience that put your newest products and offering in their best light. Offer a simple linear trip, or send customers down your virtual aisles with a branching experience that directs customers based on what their interests are.

Use **Look Books** to turn traditional catalogs into beautiful digital flip books that show off your collections, gift ideas, and more. Then drive customers to specific pages on your site based on their preferences.

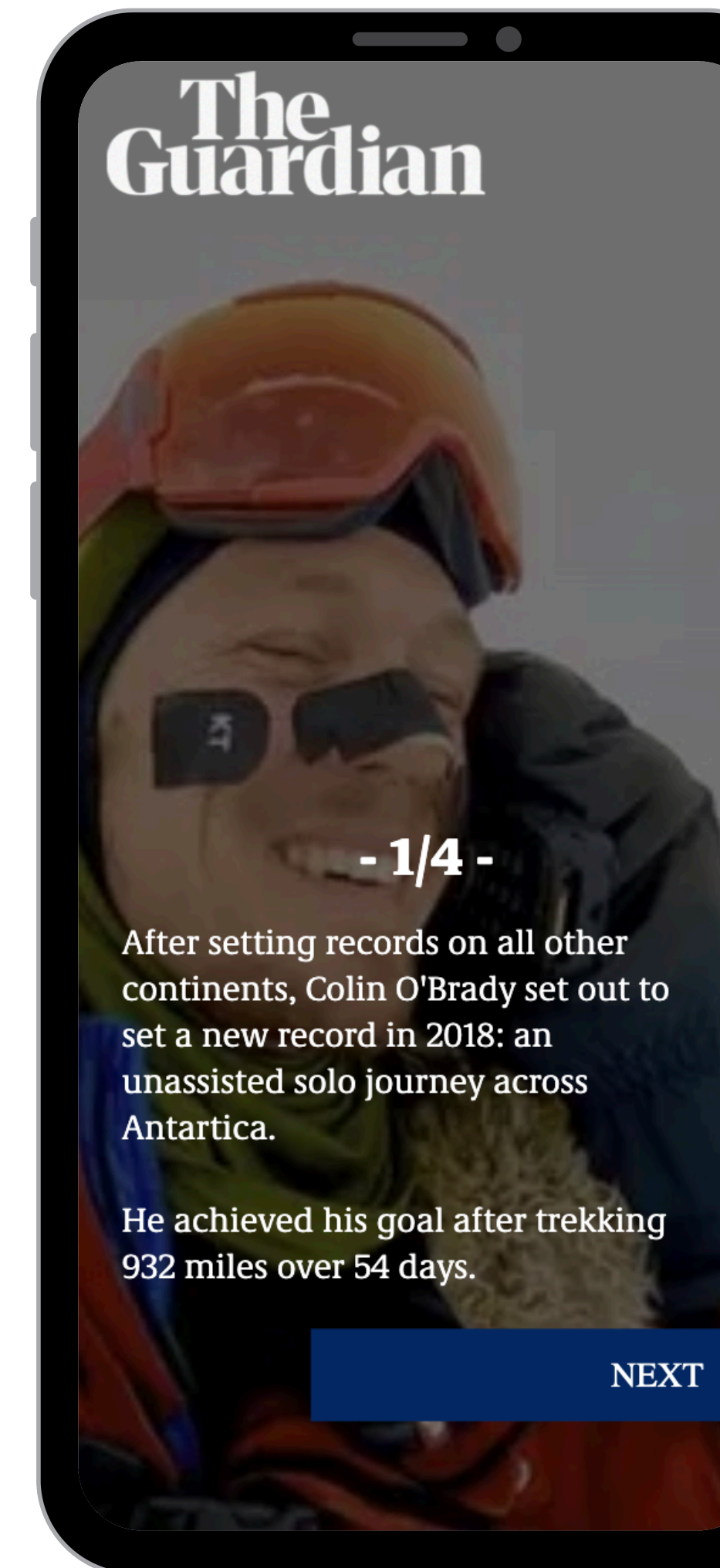
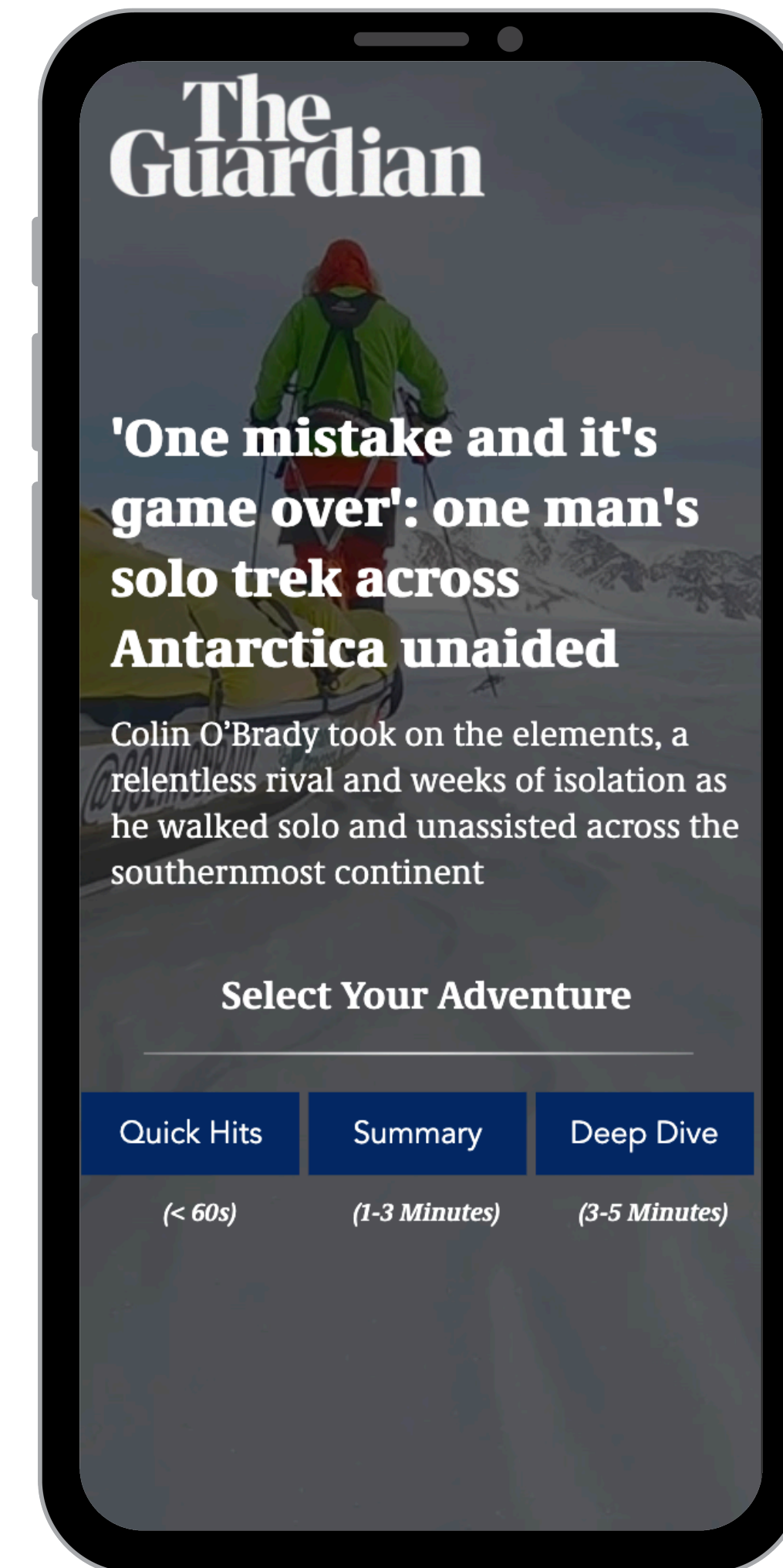


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Interactive Editorial

Add another dimension to educational or informational content. Add photos or videos, take users down a linear path, or let them choose their own adventure! Show off topics like “Your must-have BBQ recipes” “See what you missed from last night’s game” or “Everything to know about this week’s debate!”

Use **Interactive Editorial** to create a more immersive experience, or give existing content a facelift by making it more digestible and fun.

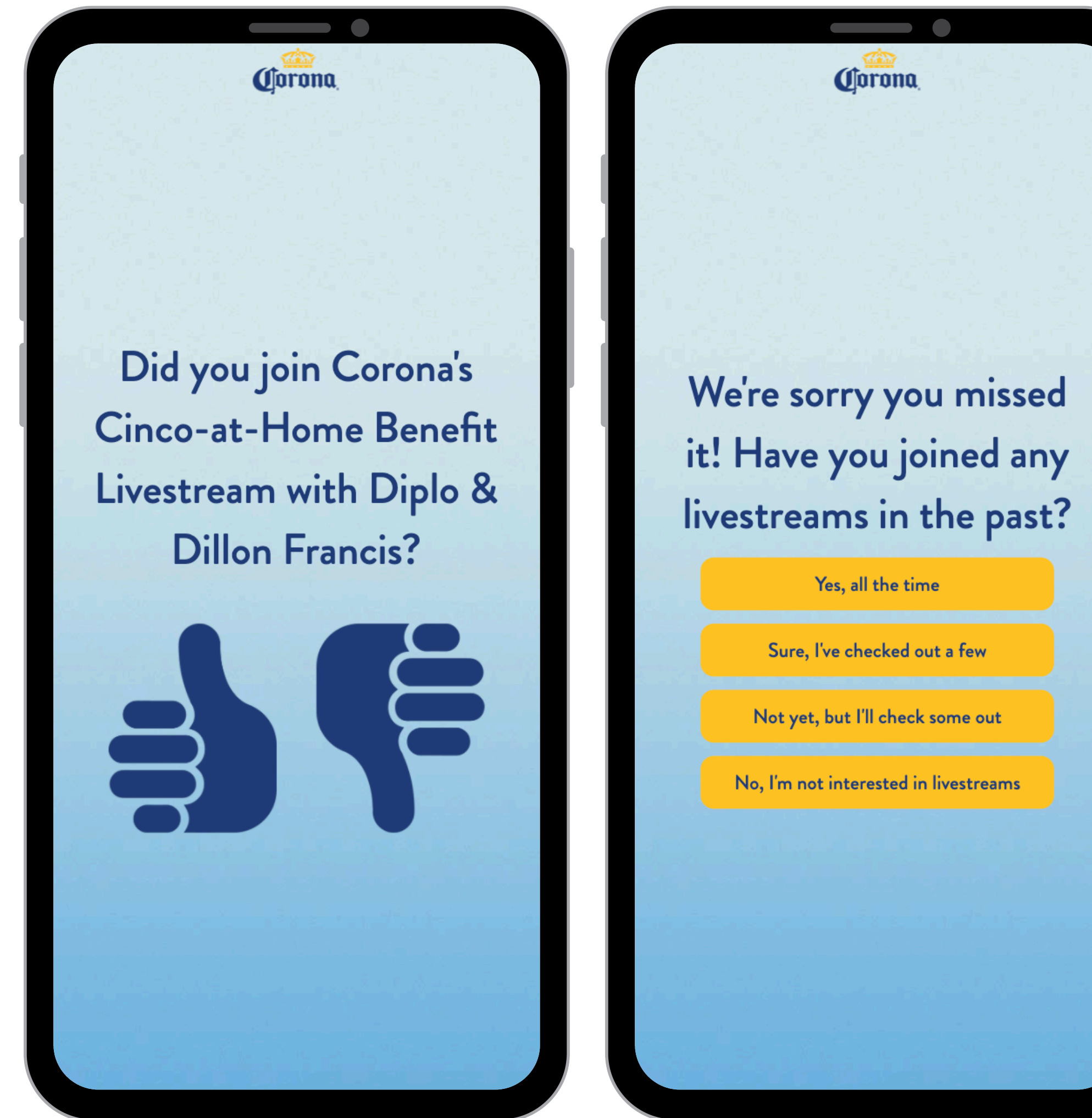


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Branded Survey

Are the most engaging surveys you've ever experienced. With dynamic questioning and a fully-branded look that fits perfectly within your brand guidelines, you'll have beautiful, high-performing surveys in front of your audience in no time.

Create **Branded Surveys** (or as we like to say: "Surveys that don't suck") to gather insights about your audience, understand consumer sentiment, or get feedback on your performance as a brand.

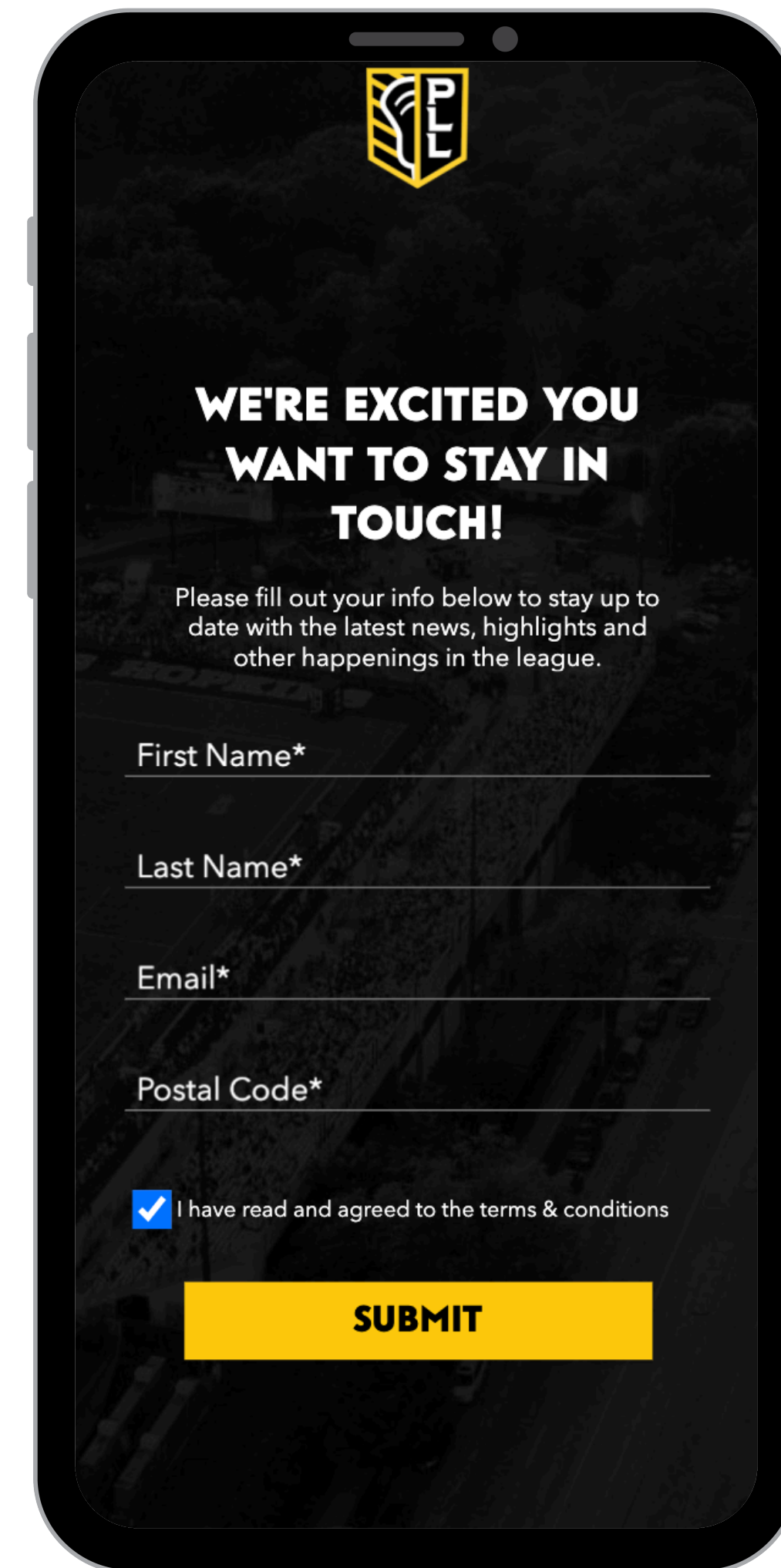


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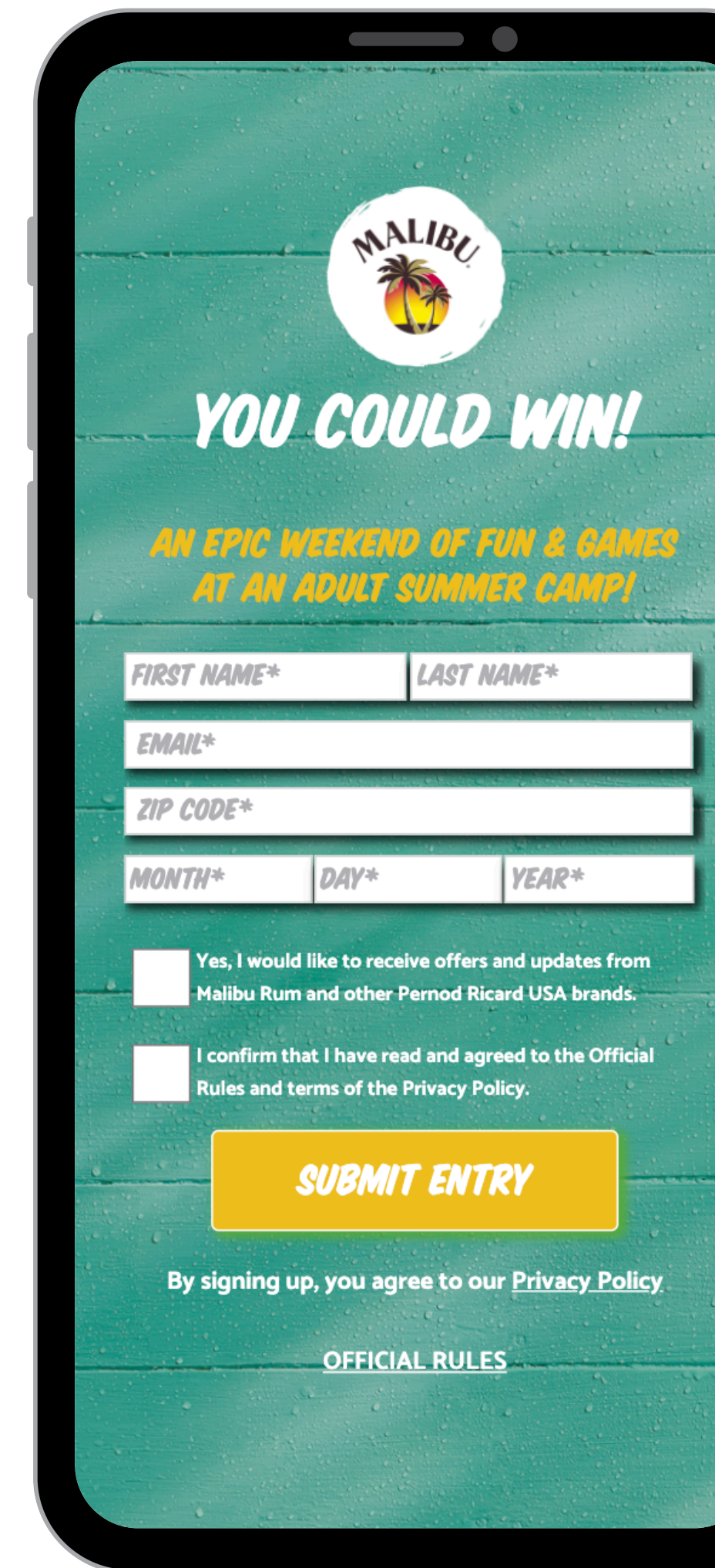
Landing Page • Lead Form

Are a marketing workhorse, but sorting out technical requirements often slows you down on your path to marketing excellence. Jebbit allows you to create simple, beautiful landing pages in a matter of minutes. No need for coding or IT.

Use **Landing Pages • Lead Forms** to save customers time and effort, bypassing research and the weighing of various options to get a personalized recommendation without any of the work. These experiences act as a personal shopper that unearths the “why” behind the buy.



A mobile landing page for PLE (Professional League of Esports) with a dark background. At the top is the PLE logo. The main heading reads "WE'RE EXCITED YOU WANT TO STAY IN TOUCH!". Below this is a sub-heading: "Please fill out your info below to stay up to date with the latest news, highlights and other happenings in the league." The form includes input fields for "First Name*", "Last Name*", "Email*", and "Postal Code*". At the bottom, there is a checked checkbox for "I have read and agreed to the terms & conditions" and a yellow "SUBMIT" button.



A mobile landing page for Malibu with a teal background. At the top is the Malibu logo. The main heading reads "YOU COULD WIN!". Below this is a sub-heading: "AN EPIC WEEKEND OF FUN & GAMES AT AN ADULT SUMMER CAMP!". The form includes input fields for "FIRST NAME*", "LAST NAME*", "EMAIL*", "ZIP CODE*", "MONTH*", "DAY*", and "YEAR*". Below the form are two checkboxes: "Yes, I would like to receive offers and updates from Malibu Rum and other Pernod Ricard USA brands." and "I confirm that I have read and agreed to the Official Rules and terms of the Privacy Policy.". At the bottom, there is a yellow "SUBMIT ENTRY" button and a link for "OFFICIAL RULES".

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Vertical Applications • Inspiration

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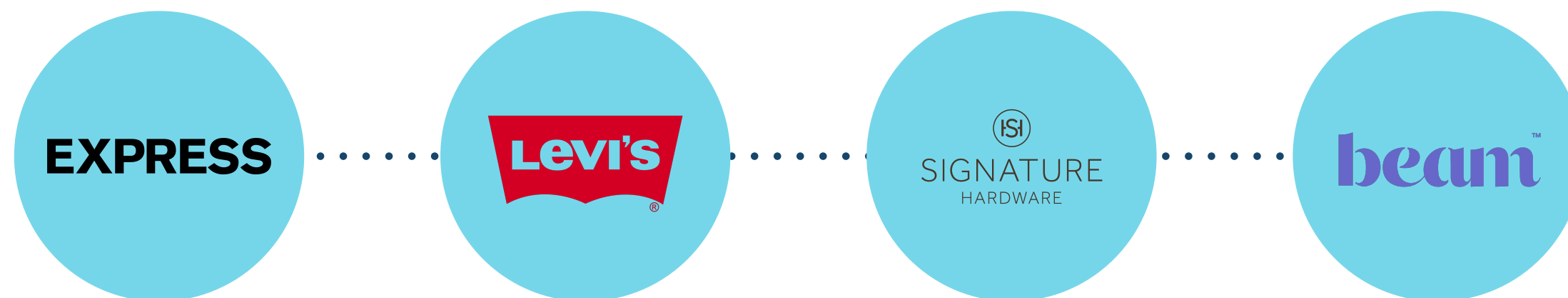
**PUBLISH
TODAY
MEDIA**

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Retail • eCommerce

Question Thought Starters

- Who are you shopping for?
- Where do you get your style inspiration from?
- What's most important to you (style, fit, sales, etc)?
- What do you like to do in your free time?
- Which categories do you shop for most often?
- How would you describe your style?
- What's your go-to pattern / color?
- What's your office-attire?



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Recommended Experience Types

Product Match

Look-Book

Personality Quiz

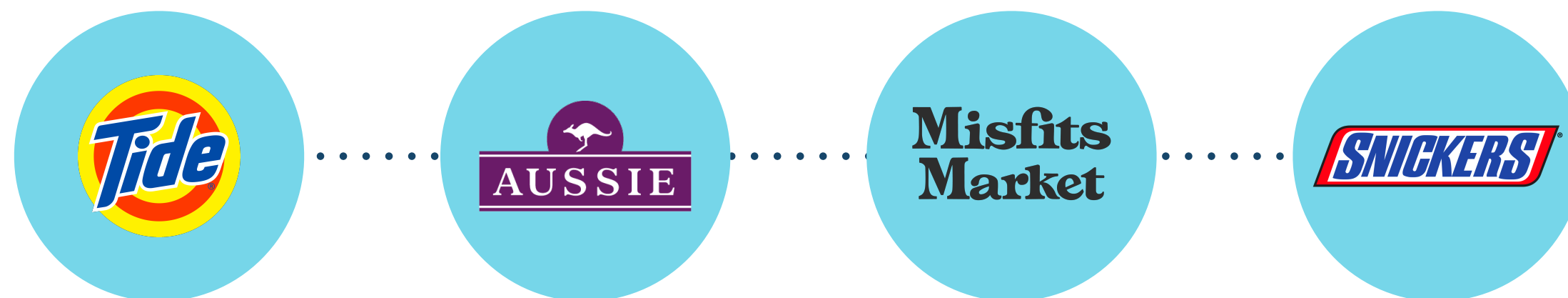
Voting • Live Poll

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CPG

Question Thought Starters

- Which below best describes your (hair-type, skin-tone, etc.)?
- What's your favorite scent?
- Are organic / natural products important to you?
- During a typical week, how often do you (do laundry, shave, etc.)?
- How would you describe your overall approach to health and wellness?
- What's most important for you / your family?



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Voting • Live Poll

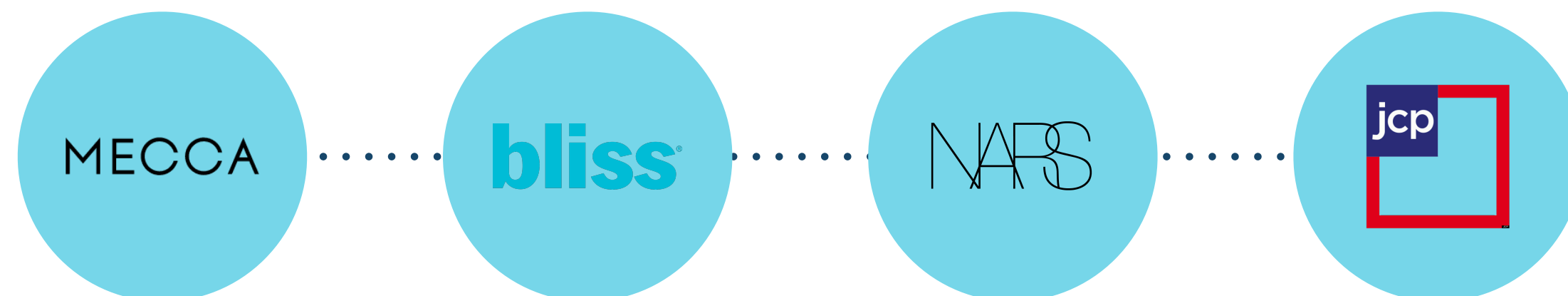
Branded Survey

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Beauty & Cosmetics

Question Thought Starters

- What's your beauty mantra?
- What's your {INSERT ACTIVITY} look?
- You would describe your skin-tone as...
- What's your top {CATEGORY} concern?
- What's your (hair, skin, nail) type?
- Where do you draw your beauty inspiration from?
- What's your GO-TO beauty accessory?
- Which below best describes the climate you live in?



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Personality Quiz

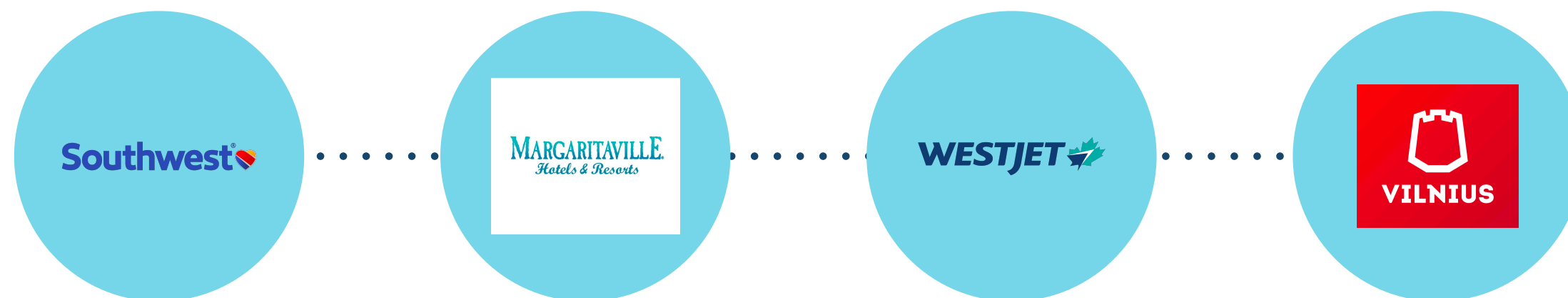
Voting • Live Poll

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Travel & Hospitality

Question Thought Starters

- Who are you traveling with?
- You just landed, what's the first thing you plan to do?
- How long are you planning to travel for?
- Which item can you never travel without?
- Which below best describes your next adventure?
- What types of activities are you most interested in?
- Are you looking to go all-inclusive?
- When it comes to cuisine, how adventurous are you?



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Trivia • Knowledge Test

Voting • Live Poll

Branded Survey

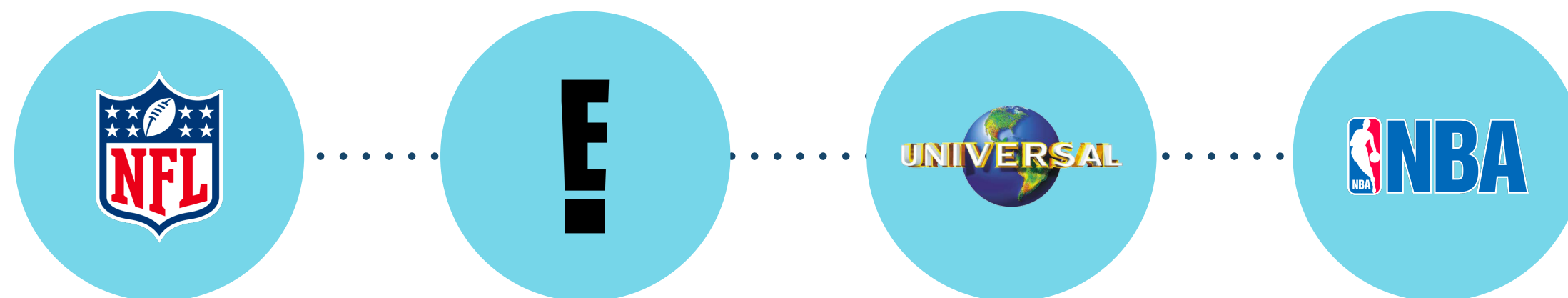
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Sports • Entertainment

Question Thought Starters

- Who is your favorite (player, team, character, game, etc)?
- How often to you tune-in / stream?
- What's your favorite genre(s)?
- Which device(s) do you tune-in/stream-from most often?
- Are you interested in season tickets / subscribing?
- Which below best describes your personality?
- What's your favorite sport, show, movie, network, etc.?

**** (Additional questions often tailored to specific shows, games, events, etc.) ****



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Trivia • Knowledge Test

Voting • Live Poll

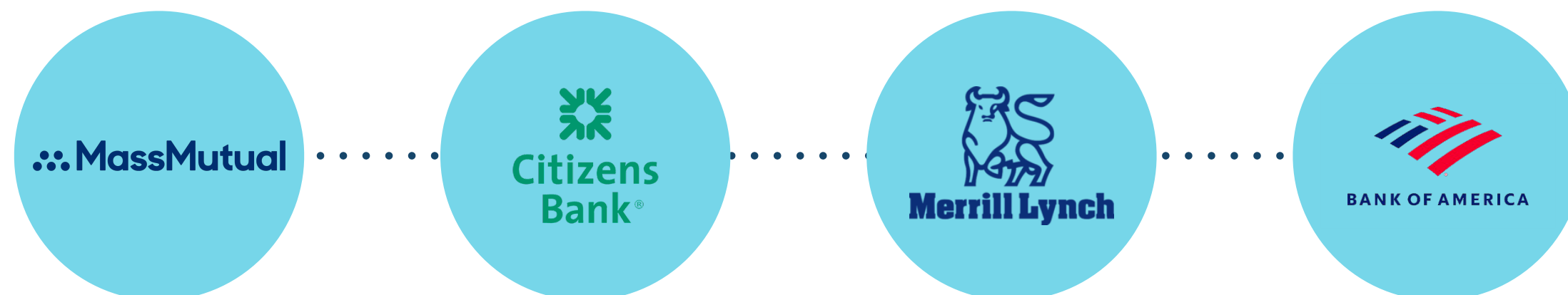
Branded Survey

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Financial Services

Question Thought Starters

- Which best describes your mentality toward saving?
- What is your primary savings goal?
- How accessible are your funds?
- Any major life events (wedding, child, new home) on the horizon?
- Would you rather have a well-balanced financial life or a social life?
- What life-stage are you in?
- What types of rewards programs are most interesting to you?



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Recommended Experience Types

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Voting • Live Poll

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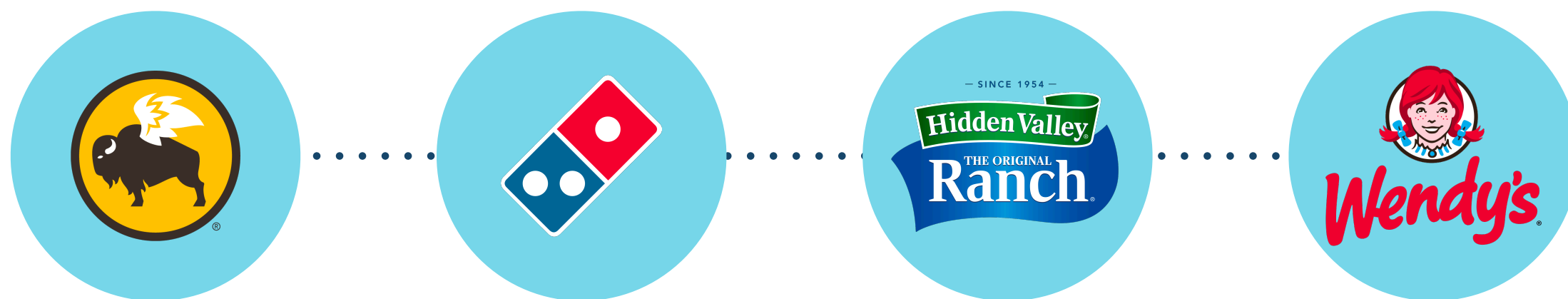
Branded Survey

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QSR • CDR

Question Thought Starters

- Who are you dining with?
- How many are you cooking for?
- What's your go-to (flavor, ingredient, etc.)?
- A good recipe should always include...
- Which best describes your flavor profile?
- How would you classify your culinary skills?
- How often do you dine at (name)?
- To you, a great restaurant experience means...



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Recommended Experience Types

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Voting • Live Poll

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Jebbit Experience Hub

Your Jebbit Experience

Example Hub: Home to 68 Experiences, broken out by Industry Vertical & Experience Type.

Click the Laptop Image to View • Access Hub

