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VIDEO AD LETS USERS UPDATE SHOPPING LISTS BY TILTING



RETAIL

Tiltsta lets users interact with smartphone adverts using tilting gestures, which adds products to shopping lists and more.

Directing smartphone users to direct product pages is the grail for marketing managers — we recently covered a platform that let users text [phone numbers](#) to receive unique product links. Providing a different solution is Australian-based [Tiltsta](#), which enables users to interact with videos on their smart devices.

Usually, links in adverts have to be pressed, which causes the video to pause and navigates users away from the page. On Tiltsta-enabled video ads, users can perform commands using tilting gestures while the video keeps running. Users can tilt the phone forward to add the product to their shopping basket, or tilt left and right to skip through sequential products featured in the video. Tiltsta has already built in Facebook integration for seamless targeted video-to-product purchasing.

 Tiltsta_Video_in_ad_purchase

<https://www.youtube.com/watch?v=3BjjAg3zqB4>

By allowing users to interact with videos without pausing, Tiltsta's patent pending function enables engaging and direct customer journey to shopping baskets. How else can advertisers connect videos to purchases?

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Email: info@tiltsta.com

Website: www.tiltsta.com