



CONVERTO

CORONA VIRUS - STAND TOGETHER IN A CRISIS.
HOW ECOMMERCE CAN MAKE ITS CONTRIBUTION IN
SWITZERLAND.



"AS SMES, THE CONSEQUENCES OF THE GLOBAL HEALTH CRISIS HIT US DIRECTLY"

Missed appointments, restrictions on trade fairs, cancellations for events, establishment of home workplaces, support for employees, self-care so that we do not become a danger for our colleagues; at the surface that describes somehow the situation in which we are all together right now. We agreed that we would like to support the Swiss government, in

"WE WANT TO HELP AND MAKE OUR CONTRIBUTION."

Our technology can transform any product from any shop into an advertising medium and deliver it on Swiss websites as a display or video. Without manual effort. Our contribution: We waive the production, set-up and platform costs!

Why support Swiss eCommerce?

Because it is precisely in these times that we see online trading as an opportunity to reduce the direct and risky interaction between people in everyday life and to support the effort of implementing social distancing rules by the government.

particular the Federal Office of Public Health (BAG), the Swiss economy with whatever we can contribute and to help minimizing the risks for virus exposure for our vulnerable fellow humans around us. We believe that online commerce can help and we would like to make it easy for everyone to overcome the hurdles to online advertising with simple, uncomplicated access.

The VSV ASVAD heat map shows that it is now the right time to place your products prominently on the Internet

. Consumers still have a need for everyday products.

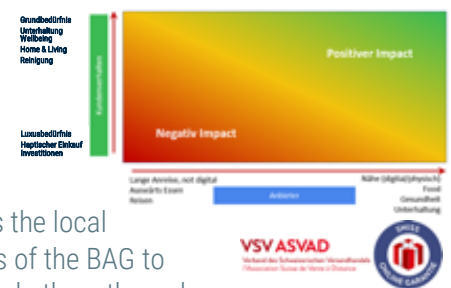
Communicating the availability via the

Swiss online mail

order business supports the local

economy and the efforts of the BAG to

endanger themselves and others through unnecessary contact.



"WE ALL HAVE A RESPONSIBILITY TO PROTECT OUR FELLOW HUMAN BEINGS AND TO SUPPORT THE BAG IN ITS EFFORTS."

The government agencies recommend, among other things:

Public and private events are prohibited. All shops, markets, restaurants, bars as well as entertainment and leisure facilities such as museums, libraries, cinemas, concert and theater houses, sports centers, swimming pools and ski areas will be closed. Businesses are also closed in which the distance cannot be maintained, such as hairdressing salons or cosmetic studios.

The crisis is becoming an ever greater challenge for

stationary retailers, but also for consumers. This is a great opportunity for online commerce not primarily to act profit-oriented, but to support the common good in a responsible manner.

We would like to make our platform available to Swiss eCommerce without fees.

Connect your e-shop to the Converto platform and show your available products to Swiss consumers on the Internet.

TALK TO US.

+41 (0)43 255 20 10
COVID-INITIATIVE@CONVERTO.COM

Supported by:



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QUESTIONS AND ANSWERS ABOUT OUR OFFER

WHAT ARE THE COSTS THAT ARE ACTUALLY SAVED?

We have the technology and the platform, which of course has to be managed with manpower, setup costs, operating costs and licensing.

In the Corona crisis, we would forego ALL of these costs and provide our templates for free.

Every template contains as standard: product image, description, price, link, company logo

WHAT ABOUT MEDIA COSTS FOR COMMUNICATION?

Placements with Swiss publishers and websites incur costs that we cannot influence and that must be paid to the publisher.

Due to the direct integration with the websites (i.e. by

avoiding all third-party providers and RTB platforms), the costs are more real and the money is placed directly with the recipient; so used much more efficiently. Targeting included.

IS THE OFFER LIMITED IN TIME?

Yes, the initiative and thus this specific offer will remain until the BAG sets the Corona warning level back to green.

HOW MANY INQUIRIES CAN CONVERTO HANDLE? DOES CONVERTO HAVE THE CAPACITY TO MEET DEMAND?

We work on the basis of: First Come First Served. Our technology is ready to cope with these capacities, in the current situation it is about making a start. Your communication is scattered within our network with

major Swiss publishers, so that we can avoid placement bottlenecks.

WHAT ARE THE NEXT STEPS?

1. Contact us: +41 (0) 43 255 20 10 or info@converto.com or your direct contact person or via our team page: <https://www.converto.com/team/>
2. Let us know your shop URL.
3. Let us know the structure of the product information. Do you have product feeds and are they customizable?
4. We will then contact you with information to discuss the next individual steps with you.

CONTACT US.

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