

inkly

COMPANY OVERVIEW

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## What is Inkly?

Inkly is an innovative app that inspires customers worldwide to exchange handwritten greetings cards, postcards, digital photo collages, flowers and gifts across the globe. Inkly delivers a uniquely personalised experience that re-kindles the meaningful communication customers crave in our increasingly digital age.

Customers can choose from over 4000 designs created by leading card publishers and in-house artists, or create their own from scratch using collages, stickers, text and handwritten messages. Cards are printed the same day and mailed worldwide from Inkly's UK and USA print locations.

The Inkly app has been downloaded 460,000 times and recently reached the top 20 in the USA AppStore. Previous partnerships include T-Mobile Tuesday's rewards campaign driving over 100,000 card orders in a 24hr period.



# Making *someone's* day!



The dates are in my diary and I have the very best intentions. I have so many photos to share, occasions to celebrate and memories to make... I just need a few more hours in the day.

The pressures of daily life mean it's hard to stay connected even in this super connected world. I'm juggling so much and somehow manage to continuously scroll on my phone – likes, tweets, live stories... the list goes on.

But I want to send something more meaningful. And nothing beats real post. Something thoughtful, tangible, proper paper and ink that you can hold, keep and treasure. I need an app that helps me to be as thoughtful as I want to be.

No more belated birthday wishes. A personal assistant in my pocket that gives me a little nudge when it's time to send that card and show my friends and family just how much I care.



# Why mobile is *the right strategy*

Mobile is fast becoming the No. 1 online sales channel for retailers with mobile commerce growing over 300% in the past 3 years (DigiCapital Research). Inkly is perfectly positioned to take advantage of this trend giving customers quick access to their photos to create a beautiful, highly-personalised card for a loved one in just a few taps.

70% of worldwide e-commerce transactions will be from mobile by the end of 2017.

*(source: Criteo)*

In December 2016, UK e-commerce sales via smartphones rose 47% year-over-year.

*(source: Business Insider)*

The UK retail industry is sacrificing £6.6bn per year due to lack of investment into its mobile offering.

*(source: Centre for Retail Research (CRR))*

72% of Business and Marketing Executives confirmed their senior leadership teams understood the strategic importance of mobile in their organisations.

*(source: Forrester)*

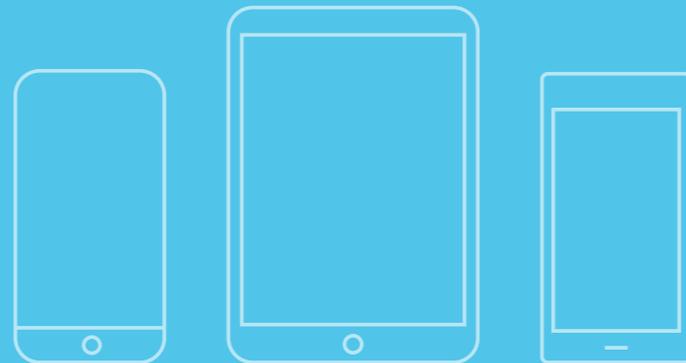
61% of people have a better opinion of brands when they offer a good mobile experience.

*(source: Latitude)*

# Mobile *app*

(iPhone, iPad, Android)

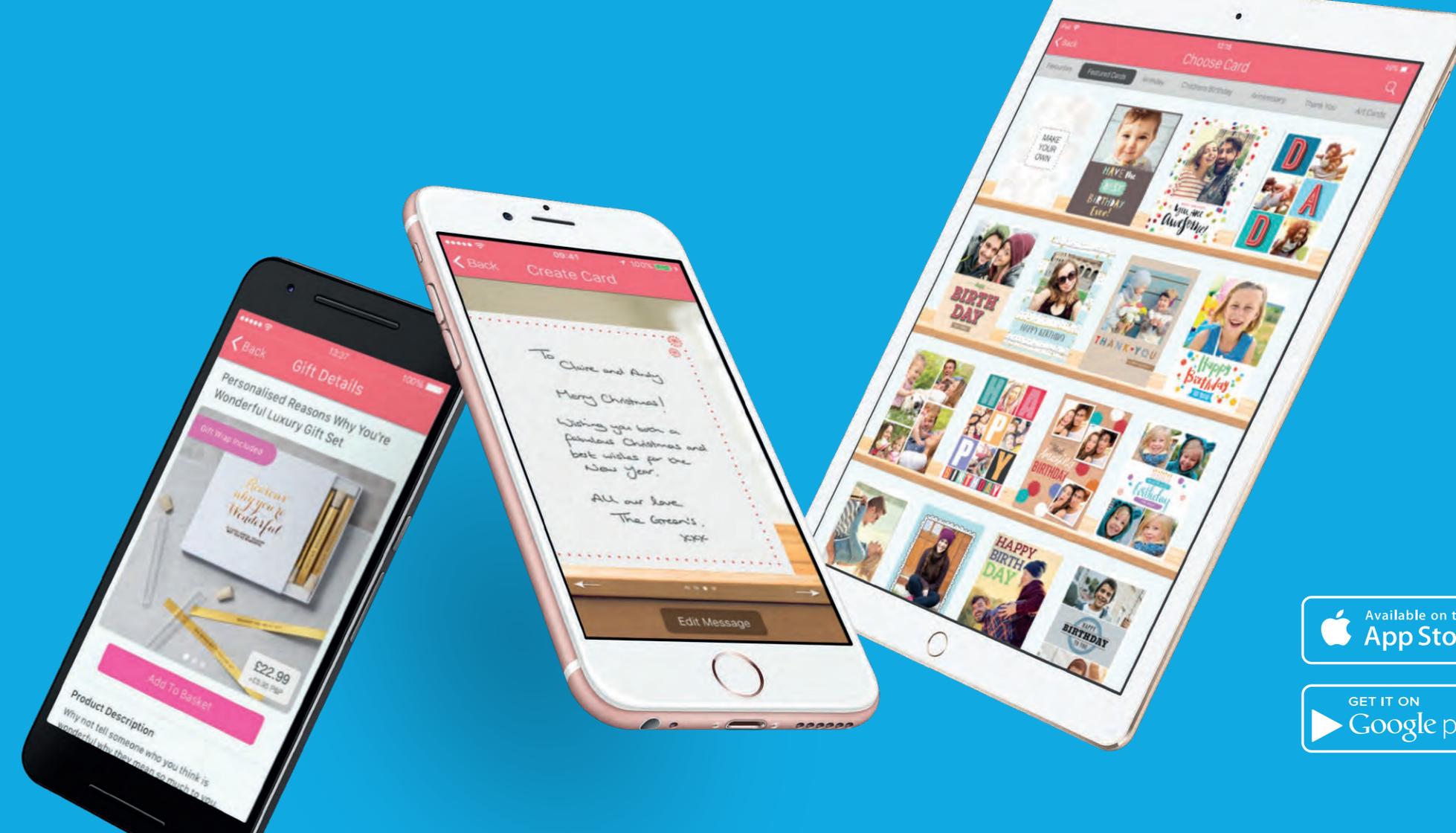
Inkly is a unique mobile app only service that empowers customers with meaningful communication directly from their mobile devices. Strategically positioning Inkly in this space allowed us to develop a remarkable, mobile-centric feature set. Inkly is a market leader from a customer satisfaction and user experience perspective.



## Review:

“So simple. So classy. The app for me!  
This app is ridiculously easy to use and so much fun. You can customize and browse with ease. You are directed through steps with grace and no hassle. I found myself checking out within minutes and i’m super excited for the product i’ve ordered!!”

- JJ Kemp



# Greetings cards

# +4000

Over 4000 designs to choose from or create your own with Inkly's industry leading personalisation options.



Envelope colours to choose from



# Personalisation *is king*

Winged **Summer**  
time

BE MINE

EAT  
SLEEP  
POOP  
REPEAT



JUST  
LIKE  
DAD



# BIG NEWS

Inkly customers love to express themselves by creating their own designs from scratch, combining intuitive user experience with the most advanced customisation features available. Stickers, collages, text and drawings combine to let customers easily design a unique, personalised card.

## *Create your own designs*

Using collages, stickers, text and drawings.



# The perfect card



## *Publisher cards*

Inkly has contracts in place with over 60 leading publishers in the UK and US, continuously evolving the card library with the latest design trends.

## *Create your own*

21% choose to create their own design from scratch using Inkly's proprietary personalisation technology of collages, stickers, text and drawings.

32%  
*choose publisher  
card designs*

21%  
*create a design  
from scratch*

47%  
*choose photo  
card templates*

## *Photo card templates*

Inkly has its own library of over 700 bespoke photo card templates designed in house.

## *Review:*

"This is one of the best apps for crafting a variety of unique mailed cards - one of a couple in the App Store. The rest of the apps are almost worthless. Using Inkly is fully customizable in so many ways using only your own pics and text or choose from templates or create photo collages. Thanks for a great app!"

- *Crashipster, USA*

# Handwriting *technology*

Enabling true personalisation, Inkly is the first service to enable customers to uniquely personalise the inside of their card with a handwritten message - no more impersonal, typed text.

Inkly has developed its own advanced image processing algorithm (patent pending: GB114252.8) to accurately extract handwritten messages from paper in almost any lighting condition.

## Process

01

Grab a blank piece of paper and a pen

02

Write your message as if you were writing it inside your card

03

Take a photo of your message using the Inkly app

04

Position your handwritten message inside your card

62%

of Inkly customers choose to send a handwritten card.



# iPad stylus *technology*

With Inkly and an iPad, handwritten messages can be added directly to a card using a stylus, Apple pencil or finger. With a choice of pen styles, paint brushes and colours, doodles and messages can be as creative as your imagination allows.



“The BEST cards and love HANDWRITING! This app is tremendous it is so easy to use the cards are so beautiful and how amazing is it that you can upload your own handwriting and it looks like you wrote it on the card yourself which actually did! Everyone I’ve ever sent one of these cards to is thrilled with it! Thank you Inkly!”

- *Findingwishes, USA*

“Love this app! Fantastic feature to be able to send cards home in my own handwriting rather than very impersonal computer text. The app is very easy and simple to use - handy link to my iPhone address book and remember previous recipients”

- *ShalinaC, UK*

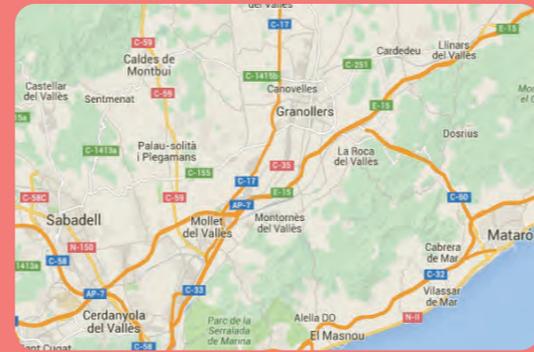
“Love the hand-written feature! I use Inkly to send every single card for every single holiday. The app works great, the printing is good quality and you can even send messages in your own handwriting. It’s a seriously excellent app.”

- *Emiliabeth, UK*

## *Reviews*



# Postcards



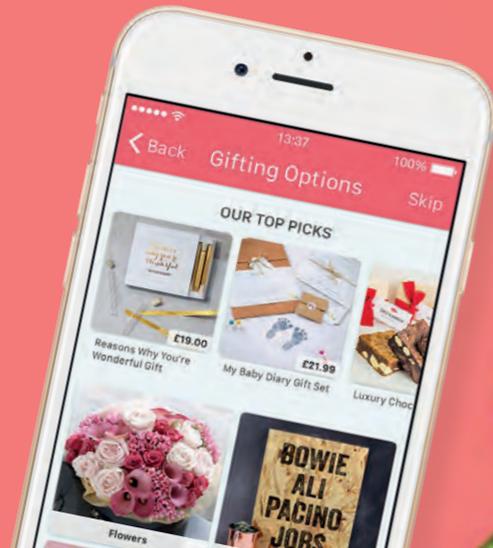
Add map locations and include send date.

## *Just a note to say...*

Postcards are no longer just for holidays. Inkly offers the same advanced customisation options for postcards as for greetings cards. Postcards are extremely popular for small note occasions such as "thank you" and "thinking of you" notes.



# Gifts & flowers



# 35% add flowers or a gift

## *Gifts & flowers*

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Inkly listens closely to customer feedback and suggestions. As such, we added the option for customers to easily add flowers and gifts to their order. Inkly does not stock its own gifts, but has instead partnered with florists and gift websites in the UK and USA to offer an assortment of gift choices.

Mother's Day and Father's Day are Inkly's top performing gift sending occasions with over 35% of customers adding flowers or a gift to their card order.



# Platform *features*

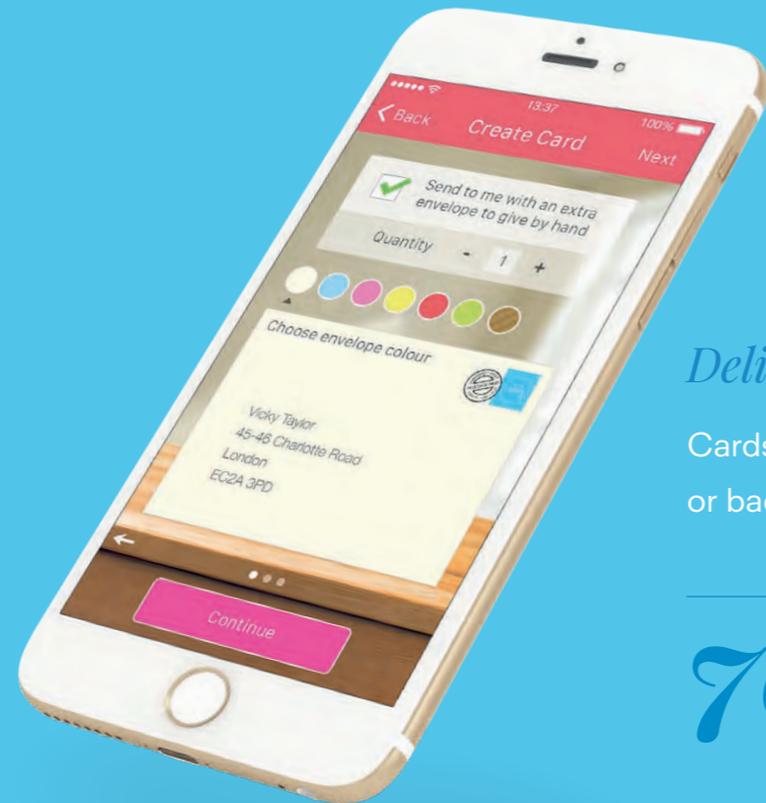
Inkly has created a remarkable, market leading feature set over the past 4 years of development and iteration.

## *Scheduled sending*

Customers can create a card to send at any future time they choose.

## *Card packs*

Cards can be sent in batches of up to 50, ideal for Christmas and sending invitations.



## *Delivery options*

Cards can be sent direct to recipient or back to yourself to give by hand.

**70%** of customers choose to send direct to recipient.

## *Top up and save*

Inkly features a credit platform encouraging customers to top up with prepaid credit that they can spend on cards and postcards.

## *Digital Moments*

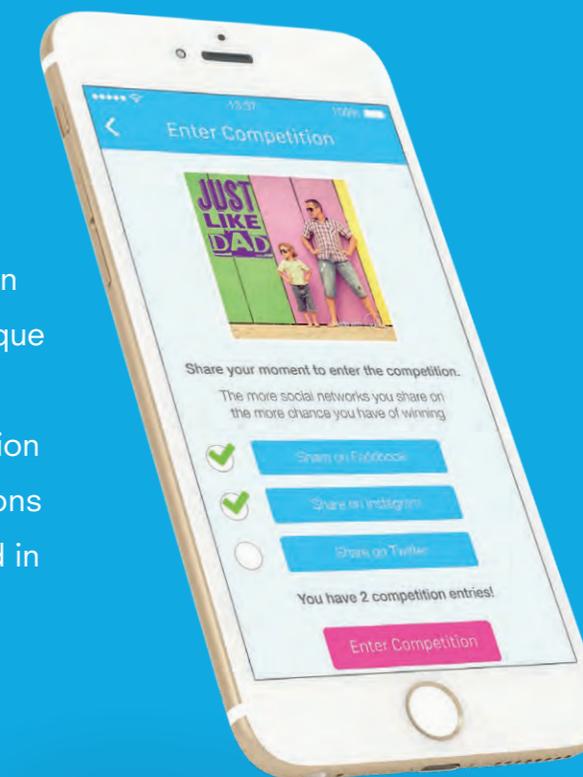
Using their photos and Inkly's advanced customisation features such as collages, stickers, drawings and text, customers can create unique digital "moments" which can be shared on Facebook, Twitter and Instagram. 25,000 digital moments have been created to date.

## *Integrated Customer Support*

Customer support is a top priority at Inkly. Customers receive a fast and efficient support service via a live chat ticketing system built directly into the app.

## *Get social with a competition*

Inkly has a built in social competition feature designed to engage customers and gain exposure. They can create unique digital "moments" using their photos and Inkly's customisation options and share their creations on social media to be entered in the competition.



# Keep forever & say thank you

Every Inkly card has a unique barcode on the back. This barcode can be used by the recipient to keep a digital copy of their card forever and to send a little thank you back to the sender.

**49%** of people who scan their received card then send a thank you back to the sender.



## How it works

1. Download the Inkly app 2. Scan the barcode on the back of the card 3. The card is automatically saved to your "Received Cards" in Inkly 4. Say thank you to the sender directly from within the Inkly app

# Reminders

## Never forget an occasion

With Inkly reminders, customers never forget an important event or occasion. Over 100,000 events have been saved and customers receive reminders via email and push notification. It takes just a few quick taps to set a reminder in Inkly.

- 100,000 event reminders saved in Inkly
- 27% of customers have added at least 1 reminder
- Customers add 6 reminders each on average



## Inkly Address Book

Inkly conveniently saves addresses used by customers to a personal address book for easy access next time. Customers can also import existing addresses from their devices making it a breeze to send greetings to their loved ones.

# Scalable *infrastructure*

Inkly is a scalable and robust platform built in house from the ground up and proven to handle over 100,000 orders per day. The server architecture is a Ruby on Rails application with a MongoDB database, hosted on Heroku and AWS. As such, server costs are minimised as they scale up and down according to usage.



Heroku is a cloud platform that lets companies build, deliver, monitor and scale apps. Based on the AWS Cloud, the platform provides a broad set of infrastructure services, such as computing power, storage options, networking and databases, delivered as a utility - on-demand, available in seconds and with pay-as-you-go pricing.



MongoDB is a document database with scalability and flexibility built in. MongoDB stores data in JSON-like documents, instead of traditional tabular based relational records, meaning fields can vary from document to document and data structure can be changed over time. MongoDB is a distributed database at its core, so high availability, horizontal scaling, and geographic distribution are built in and easy to use.



Amazon S3 is a powerful object storage platform in the cloud providing Inkly with a low cost and high performance mass storage solution.

# Printing, fulfilment *and logistics*

Inkly outsources printing and fulfilment to its print partners in the UK and USA. Our partners currently have a combined daily capacity of 150,000 cards with scalable solutions in place should volumes exceed that.

Our products are printed on the highest quality materials using industry leading HP Indigo presses:

- Greeting Card Specification: 280GSM Invacote G, U/V varnish gloss side.
- Postcard Specification: 400GSM Novatec, double sided gloss lamination.



# T-Mobile *case study*

In December 2016 and May 2017, Inkly partnered with T-Mobile USA to offer their customers a free Inkly greetings card through their T-Mobile Tuesdays initiative.

The combined campaigns drove 225,000 downloads and 134,000 cards were sent, signalling a strong demand for Inkly's cards and providing the perfect opportunity for Inkly to prove its technology and infrastructure at scale.

Customer acquisition cost averaged at 23p per converted customer and this continues to drop as repeat purchases are made.

The campaign created a highly positive response from customers on social media, both for Inkly and T-Mobile. Its success confirms the ongoing partnership and acts as a template for further partnerships opportunities.



06 December 2016:

**65,000**

downloads

**32,000**

cards sent in 24hrs

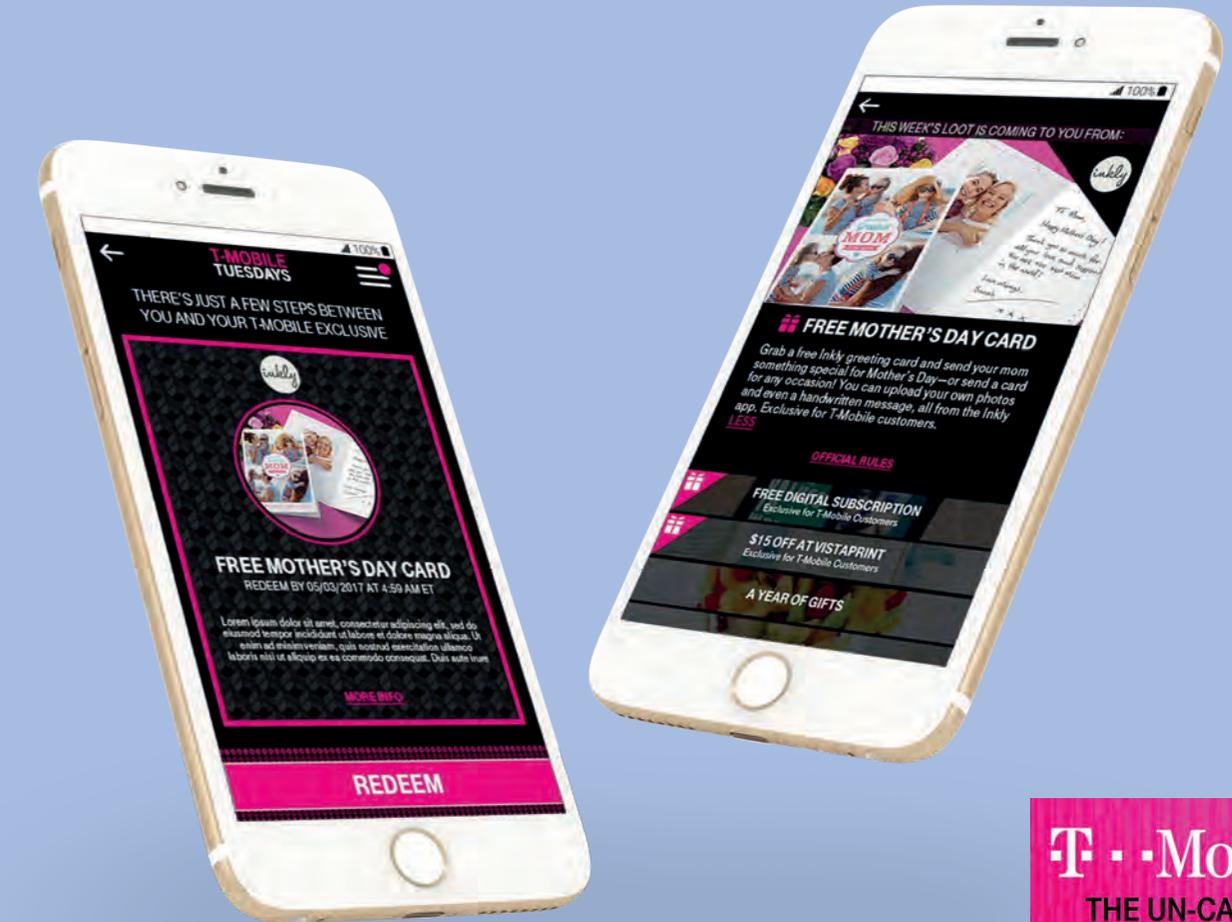
02 May 2017:

**160,000**

downloads

**102,000**

cards sent in 24hrs



**T-Mobile**  
THE UN-CARRIER

# Customer *retention*

Inkly's objective is to increase customer retention to over 50% in 2018.

To date, marketing strategies aimed at customer retention have not been fully exploited. Despite this, Inkly's customer retention rate (more than 3 months) is still at 16%.

Inkly has developed a re-engagement marketing strategy underpinned by five retention programmes – onboard, inspire, usage, engage and purchase.

Advanced behaviour based customer journeys deliver timely personalised content spanning across 90 emails and rich push messages. Strategy is complete and implementation is currently in progress.



# Inkly *roadmap*

## *Brand refresh*

Inkly is currently undergoing a transformative brand refresh and app redesign, lifting it to the next generation of mobile experiences. Through focus groups and data analysis, Inkly is taking its already popular user experience and making further design and usability improvements to create an unparalleled greetings card offering.

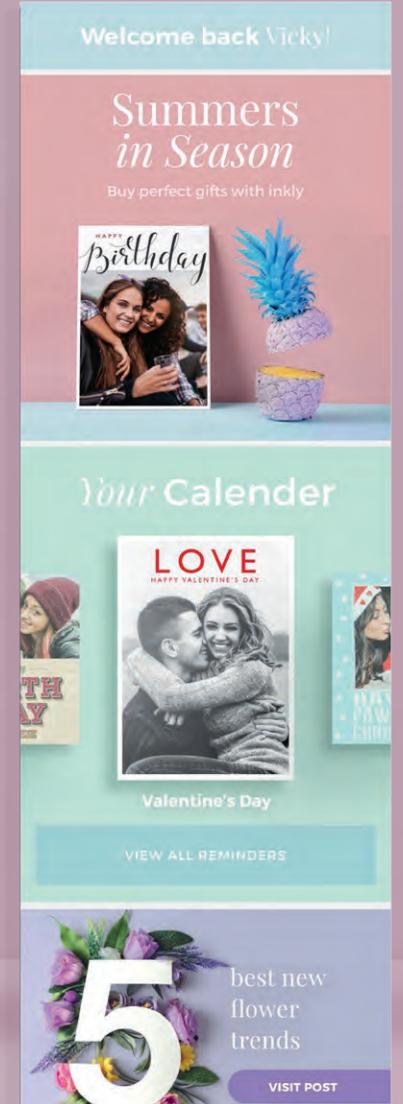
## *Inkly Shopfront*

Inkly is bringing the real world shopping experience to the app interface. With the Inkly Shopfront, customers feel like they have walked into an exciting store every time they open the Inkly app. Dynamic elements such as featured cards, reminders, special offers, suggested gifts and news articles such as 'how to choose the perfect Christmas gift' bring discoverability and fun to the Inkly interface.



*Now*

2018



# Sneak peak

## *Find the perfect card in two taps*

Searching for the perfect card is a complex process and current online solutions are frustratingly slow and unnatural compared to finding a card in a real store. Inkly has a groundbreaking solution to bring the fun back into searching for a card online, combining forward thinking user experience design and intelligent data algorithms to revolutionise the card searching experience.

## *Inkly Rewards*

As part of the focus on retention improvement, Inkly is creating a rewards program to encourage habit forming usage with the app. As a different take on a traditional rewards program, Inkly will be gamifying the process bringing unpredictability and excitement every time the Inkly app is opened.

## *Advanced reminders*

Each Inkly reminder contains a vast amount of data. The age and relationship of the recipient, the last card that was sent to them and the nature of the event can all be exploited to intelligently suggest relevant cards and gifts for that recipient.



# Gift cards

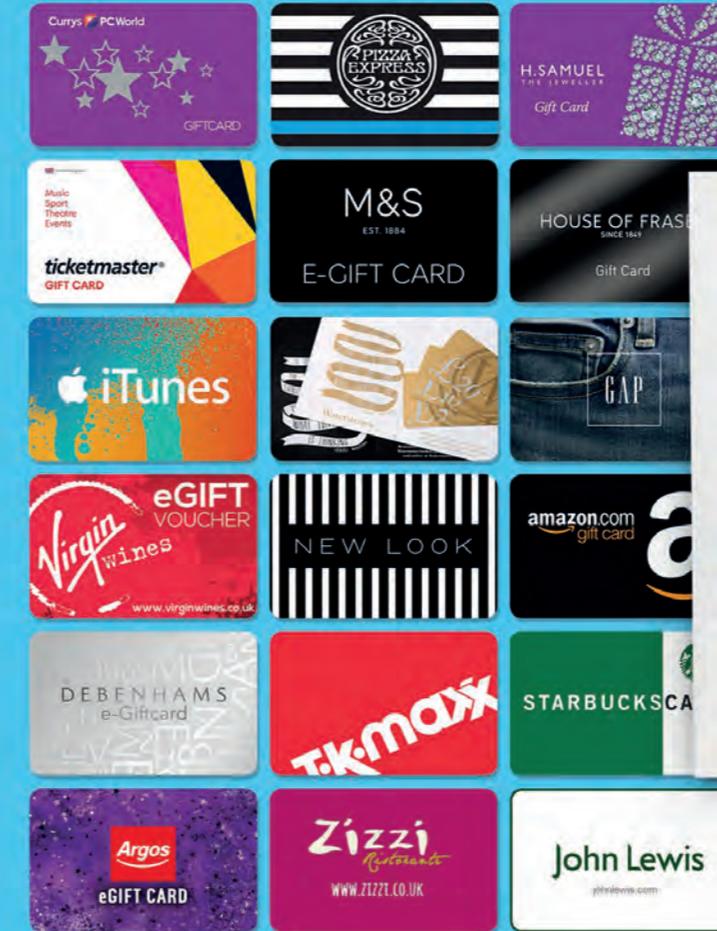
Over the past 18 months, gift cards have been the most requested feature by customers.

Gift card brands typically offer between 2-8% margin on digital gift cards and Inkly plans to increase this by capitalising on the non-redemption of gift cards which is currently estimated to be as much as 20%.

Inkly has developed its own proprietary gift card platform that shifts the gift card redemption flow to Inkly as opposed to the retailer. This has a significant impact on the business case as now it is Inkly, not the retailer, who can take advantage of the

20% non-redemption rate on gift cards, as well as decreasing the potential for fraud and mitigating the risk of gift cards being lost in the post.

With the platform due for launch in Winter 2017, Inkly has secured contracts with 44 top retailers in the UK and USA to sell their gift cards on the Inkly platform, including retailers such as: Starbucks, iTunes, House of Fraser, Amazon, Ticketmaster, John Lewis, Pizza Express, Spa Finder, TKMaxx, Homesense, Best Buy, CVS, Babies/Toys R Us, Domino's, Home Depot, JCPenny, Nordstrom, Nike and many more.



# Reviews



*Featured by Apple Best New Apps 2016*

*1600+ 4.5/5 reviews on the AppStore*

*Top 20 in the USA AppStore April 2017*



## Reviews:

"Brilliant little app! I love this. So easy to use and I love the option of having your own handwriting on the cards - gives it that little something extra."

- Rachel Buzzel

I love Inkly, I rate their designs and app over other similar apps. I also like the function where you can make a photo card design from scratch and add your own text, etc over the top. Try it out!

- Lacie456

"Absolutely fantastic and painless I was able to use pictures straight from my social media and even add my own handwritten text to my card. So painless and easy."

- Ro Bottington

"Yay!! Best card making app I've ever tried!! Will never buy another hallmark card again when I can make my own!!"

- pinkkso226

"I'll never buy a card from the store again. This was the easiest app to use. The card selections are beautiful. I love that they ship the card for you, saves me a trip to the post office to buy stamps. My mother was in tears she loved her card so much. I will use this app over and over."

- Jdrjdjd

"Efficient and professional So quick and easy to use with really good quality results. Always delivered on time."

- Natalie Loveless

# Press

“If you’re a fan of giving greeting cards, whether it’s for a holiday, birthday or simply just because, there’s a new site that will send handwritten notes for you – saving you time, a stamp and a trip to the mailbox.”



Wired “It is the only app that enables you to add a truly personal message instead of a typed one.”



“We’ve seen several startups launch apps to turn photos into physical postcards over the last few years. Inkly Cards is different: it’s about making traditional greetings cards with an actual handwritten message inside.”



“For the most part Inkly is very much like any other card-making service, but there is one big difference. If you write down a personal message on a piece of paper, Inkly will scan it in and print it on a card.”



“Have you ever wanted to send a handwritten greetings card to someone, but couldn’t be bothered a.) going to the shop to buy a card, or b.) sending it? Well, Inkly is a new iOS app that promises to let you circumvent the impersonal-printed text problem of cards procured online, by using nothing more than a pen, piece of paper and a compatible iOS device.”



“There’s An App Just Like The Greeting Card Company Joaquin Phoenix Works For In ‘Her’”

