

# REELZ and WiO Partnership Opportunity

**One solution to connect TV audiences with brands and real-time data.**

## How WiO Works

1. Place WiO keyword on ad
2. Viewer sees ad and texts keyword to 5-digit number to receive an offer link
3. Viewer clicks link and receives a custom offer with clickable actions
4. WiO tracks media keyword engagement through attribution
5. Data reported in real-time



**No Download Needed!**



**Combines the relevancy and reach of linear TV with the engagement and attribution of SMS text**

## Why Partner with REELZ and WiO?

- Cost-effective and turn-key solution
- Amplifies the effectiveness of your creative
- Builds direct-to-consumer relationships
- Provides real-time reporting and results

