

Digital Wine

Powered By Tracifier
Digital Product
Passport

From Traceability To Repeat Sales



Increase
retention



Modernize
Engagement

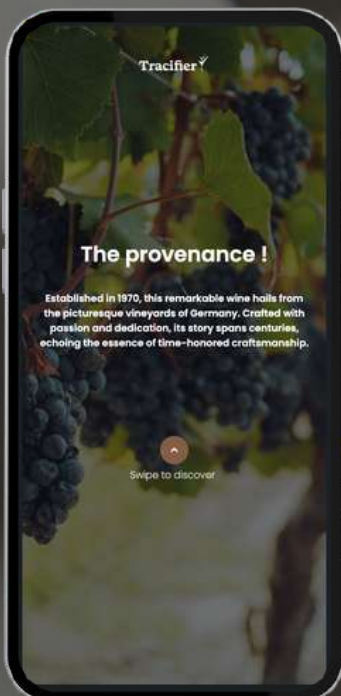


Expand
Life Time

Tracifier Digital Product Wallet

Tracifier's product wallet empowers CPG and luxury brands to showcase the authenticity and sustainability of their products through visuals and compelling stories in a web app, backed by DMS dashboards. Using web3 technology, we create the digital twins of physical products, providing consumers with valuable insights and membership opportunities. Consumers can simply scan the QR code on the packaging or NFC tags to access the wallet. Elevate your brand's transparency with Tracifier!

- ✓ Digitalize each physical product, turning it into a brand ambassador.
- ✓ Showcase the product's impact on the world to end users.
- ✓ Share the authenticity and traceability journey of products through one point of connection.
- ✓ Cultivate long-lasting relationships with NFT marketing and sales.
- ✓ Establish a direct connection with end users at zero costs.
- ✓ Boost consumers' Lifetime Value (LTV).



Product Transparency Matters

Our Goal:

The aim of Tracifier Digital Wallet is to empower market consumers to make well-informed decisions when purchasing products. It is the right of individuals to possess adequate information regarding the products they consume. This includes understanding whether a product is sustainable, adheres to fair trade principles, aligns with Sustainable Development Goals (SDGs), and lives up to claims of freshness and healthiness, substantiated by evidence.

As a result, our digital wallet facilitates brands in effortlessly creating a digital product passport and sharing relevant product data with their customers.

Benefits For Your Business:

1. We foster collaboration with your company across our social channels, generating content and narratives that contribute to free marketing efforts.
2. Monthly, we provide you with an analytical report detailing the frequency of QR code scans and engagement rates. Furthermore, we offer strategies, supported by our business and marketing expertise, to enhance engagement and boost sales within your business.
3. Complimentary product showcasing is part of our service in our forthcoming mobile marketplace dedicated to traceable products. This comes alongside free promotion of your business.

Implementation:

We require just one session to collect relevant data from you or references to sources from which we can derive content about your product. Additionally, we may gather certain images and short videos, which can be sourced from your website or social media channels.

Following this, we proceed to construct the web application tailored to your needs and generate a QR code. This QR code can be integrated either on individual products or on product packaging.

We would be very glad to set a meeting and discuss the pilot in detail if you like, or easily start soon.

Book Your Digital Product Passport