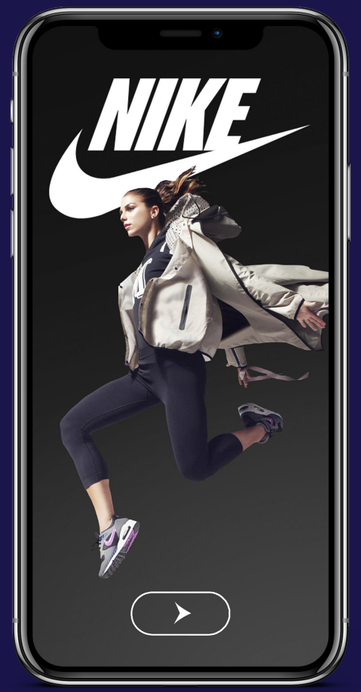
folio

e-commerce.

SAMSUNG
E-COMMERCE CATALOGUE

VISIONIST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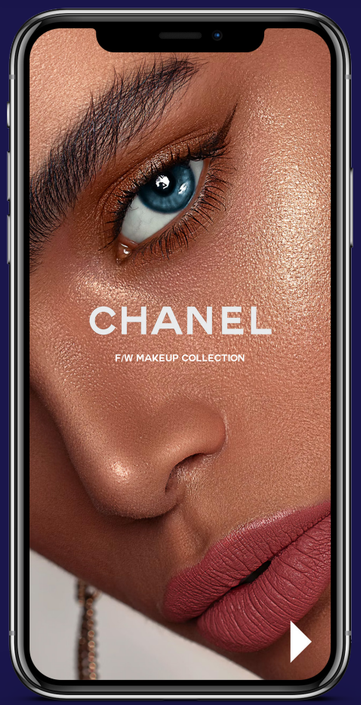
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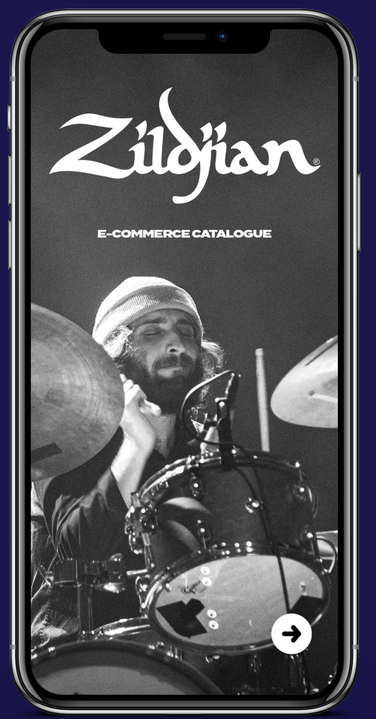
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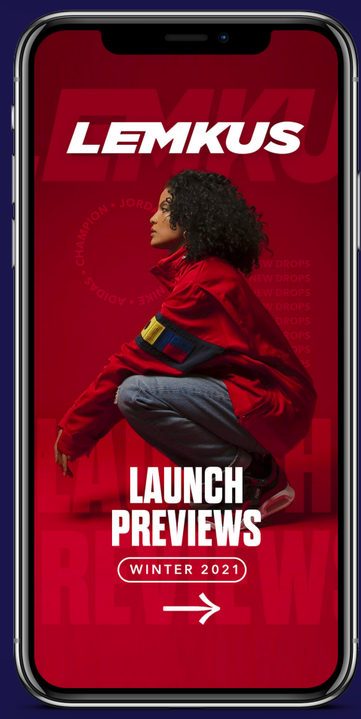
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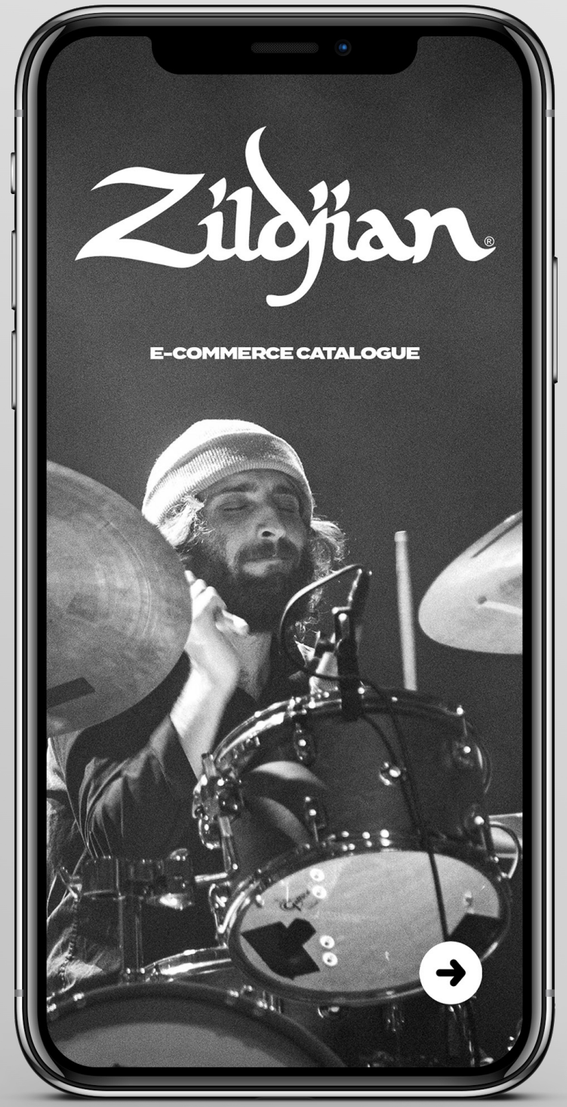
What is Folio?

Folio is a full-screen presentation format for the smartphone.

Why mobile all the time?

Because 90% of the world gets 90% of its information on the mobile phone screen.

Because mobile content created specifically for the full screen is more effective than content created for multiple devices.

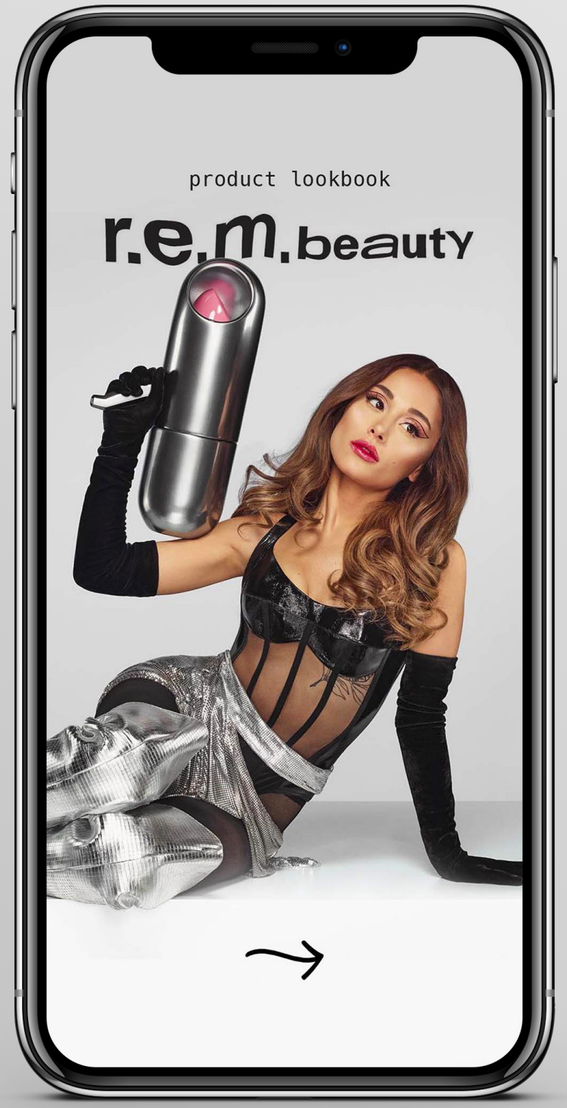


Why Folio?

With a Folio, viewers are engaged in an enclosed digital experience without distraction.

Folios are quick and easy to produce and require far fewer development resources than a website.

The full-screen format provides the space for bold photography elements and is the most complementary format for e-commerce catalogs available on the phone.



Designing for Folio.

Use content designed specifically for the full screen, or adapt existing graphic assets.

Easily organize your images, videos, and .GIFs in the Folio design portal.

Read the design recommendations and graphic standards on the Folio website.

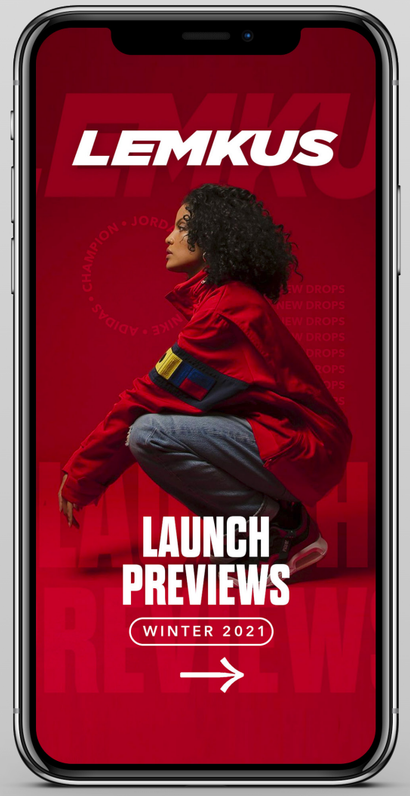
Add tap-to-purchase or any other call to action buttons within your Folio.

Create a link or QR code when you publish a new Folio.

Distribute anywhere.

What can be mobilized with an e-commerce Folio?

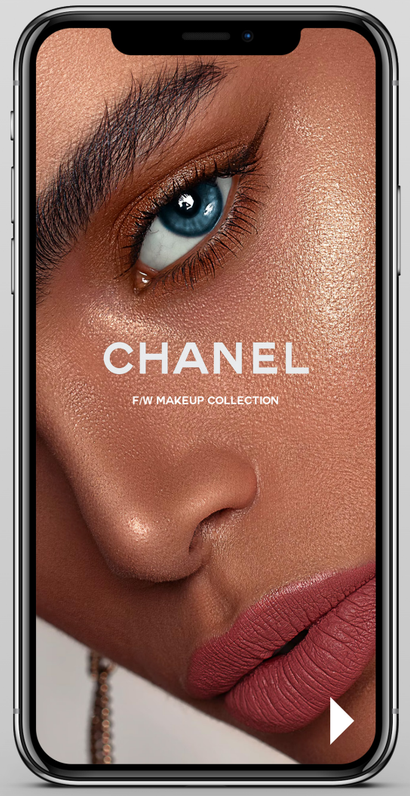
Clothing



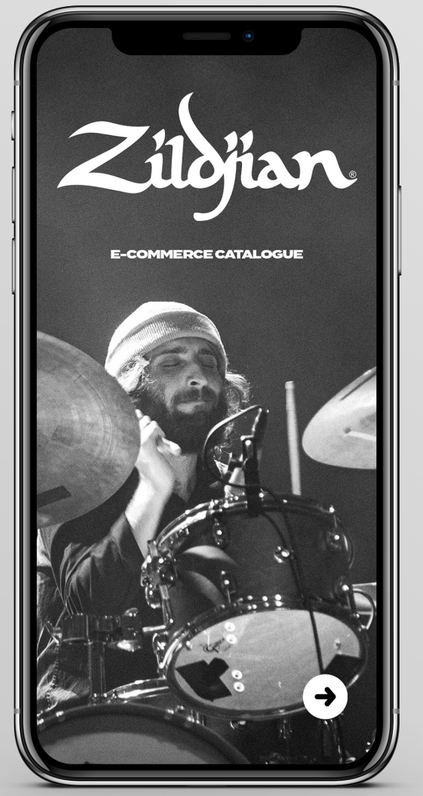
Footwear

Houseware

Electronics

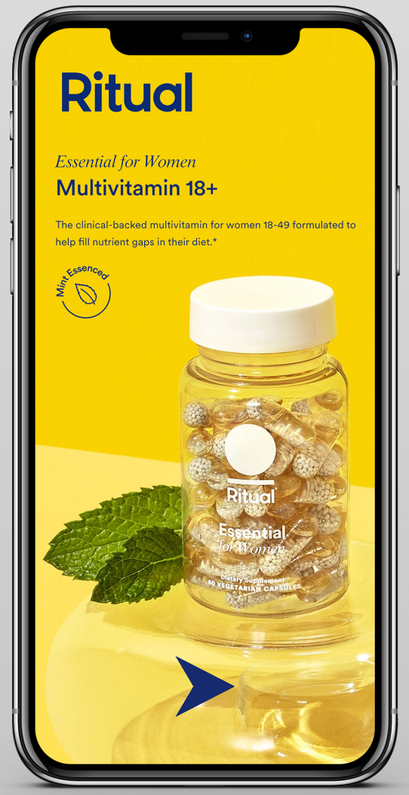


Beauty



Instruments

Food



Supplements

Hygiene

How does Folio work?

Step 1

The viewer opens a Folio link, or scans a Folio QR code.

Step 2

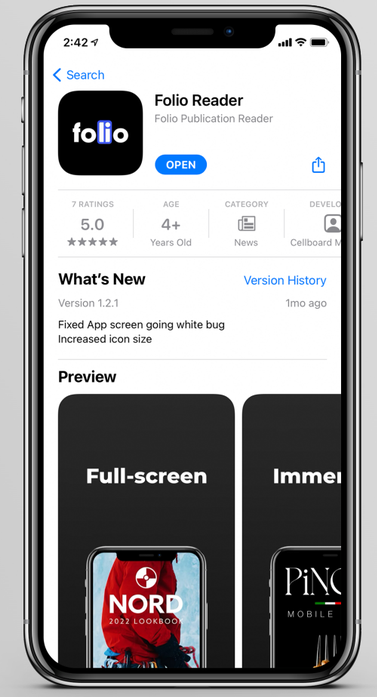
The viewer can immediately experience a Folio on their browser.

Step 3

The viewer swipes smoothly in any direction while being guided by intuitive wayfinding.

Optional

Viewers can download the free full-screen Folio Reader App to save or share Folios.



Design a Folio.

Folios can be designed with any software as long as it can export image, video, or .GIF files.

Photoshop

Illustrator

Indesign

Premier

Sketch

Affinity Designer

Canva

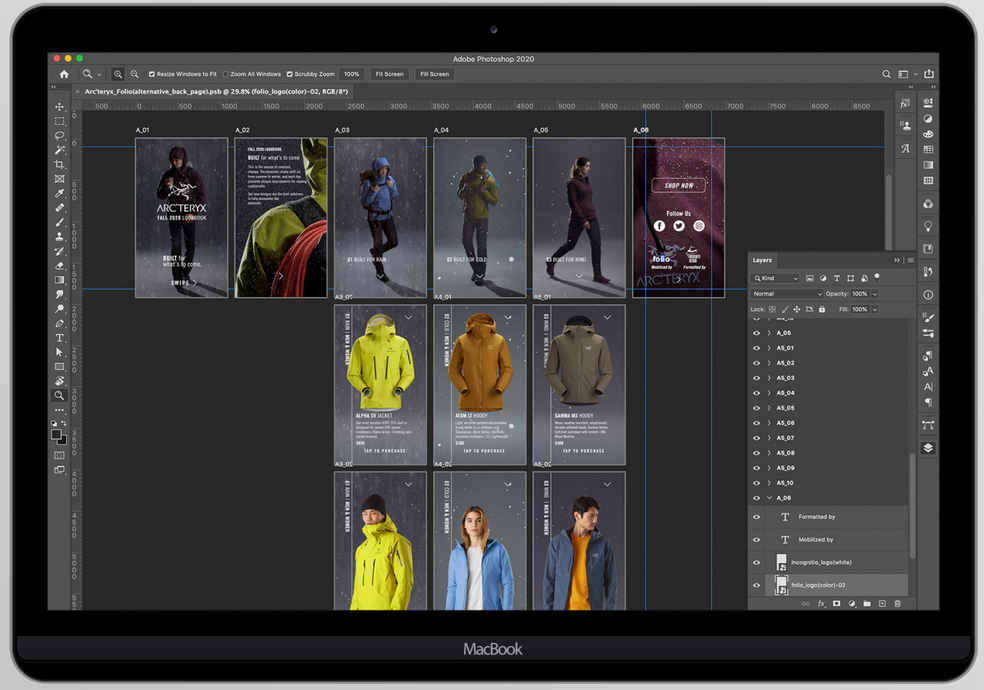
After Effects

Procreate

Corel Draw

Microsoft Paint

Final Cut Pro

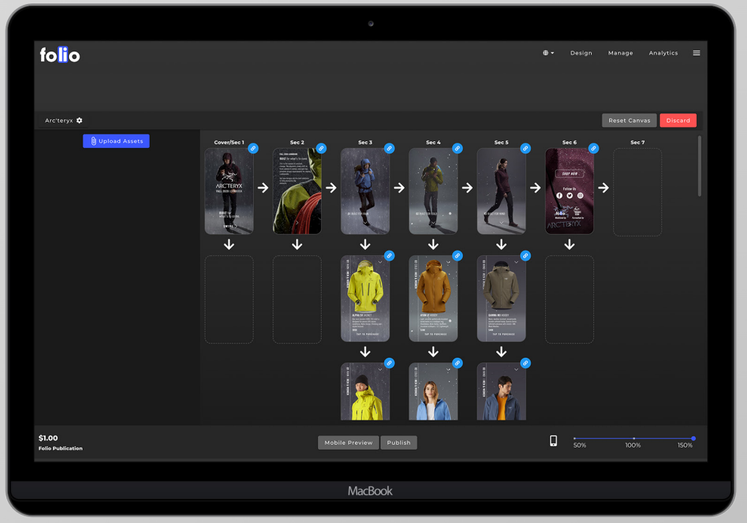


A Folio design in Photoshop.

Build a Folio.

Once your design assets are ready, publish in 4 easy steps:

Step 1: Enter your Folio settings in the design portal.
Step 2: Upload your images, videos, or .GIFs.
Step 3: Lay out your assets on the Folio design canvas.
Step 4: Publish and generate your Folio link or QR code.



Benefits of an E-commerce Folio.

- **Consumers have access to direct purchase opportunities within the Folio.**
- **Provide customers with more in-depth information when making expensive purchases.**
- **Most immersive product experience possible on the mobile phone.**
- **Create a new, captivating Folio for each limited collection release.**
- **Include full-screen videos of your products in action to accompany photo assets.**

Benefits of an E-commerce Folio.

- **Perfect method for distributing new product lines to an existing customer base.**
- **Folio is a clear and uncluttered addition to web stores.**
- **Full-screen assets allow ideal presentation for high-end purchasing.**
- **QR-code-linked Folios create a physical link to your digital product content.**

4 Orientations

Horizontal

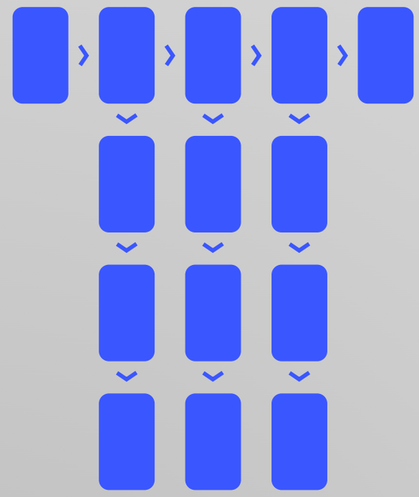
Viewers swipe horizontally 100% of the time.

Vertical

Viewers swipe vertically 100% of the time.

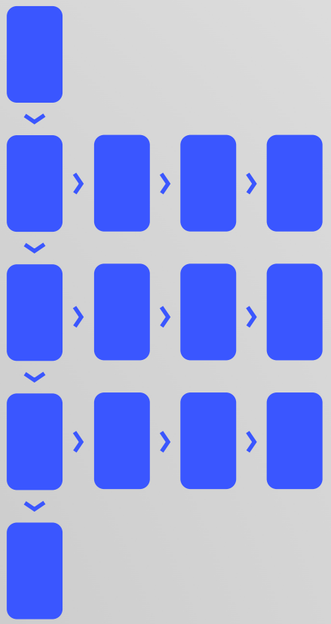
Across and Down

Viewers swipe across the top of sections and down to view the pages in the section.



Down and Across

Viewers swipe down into sections and across to view the pages in the section.



Analytics

Visits in time Frame

Visits to a Folio in a defined period of time.

Total Visits

Total visits to the Folio.

Total Sent

You can enter how many Folios are sent to a CRM and calculate the open rate percentage.

Open Rate

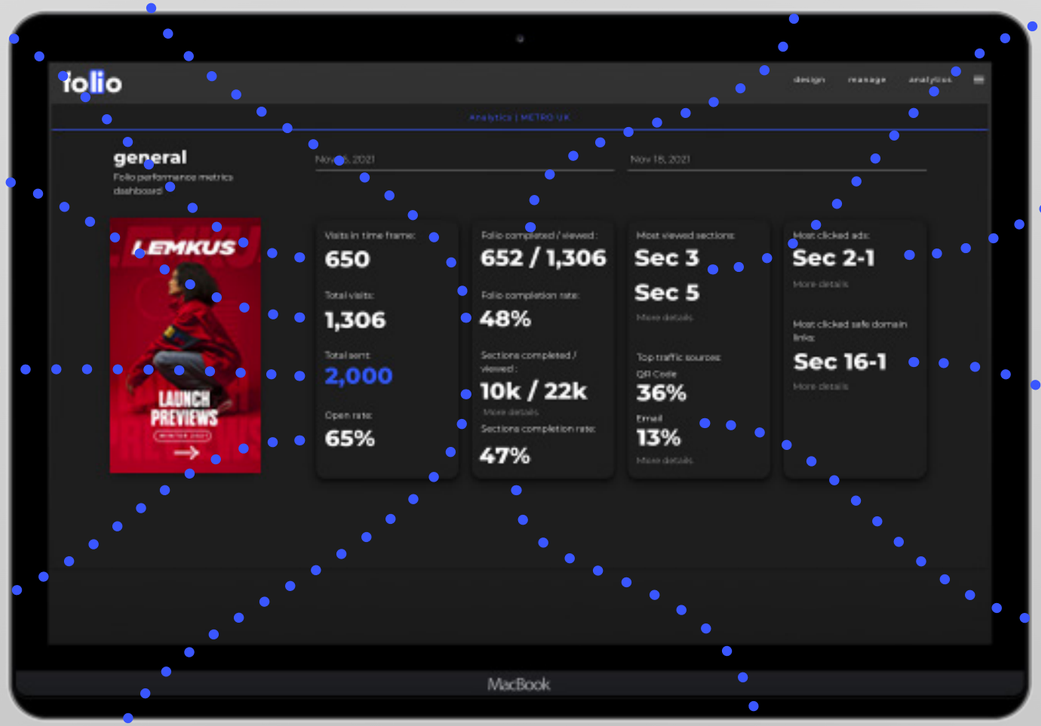
The total percentage of viewers that received the Folio and opened it.

Folio Completion Rate

The percentage of viewed Folios that were completed.

Folio Completed / Viewed

The number of times a Folio was viewed and the number of times a viewer completed the Folio.



Most Viewed Sections

Sections viewers spent the most time on.

Most Clicked Ads

Advertisements viewers clicked on the most.

Most Clicked Safe Domain Links

The safe domain links that viewers clicked on the most.

Top Traffic Sources

The sources that generated the most traffic to Folio.

Section Completed / Viewed

The number of times a section was viewed and the number of times a viewer completed the section.

Section Completion Rate

The percentage of viewed sections that were completed.

Folio cost.

To publish and distribute a Folio with unlimited embedded links costs:

$5.00 USD.

To publish and distribute without links costs:

$1.00 USD.

Why Folio?

- **Immerse viewers in full-screen content.**
- **Viewable on mobile browsers or with great extra features in the Folio Reader App.**
- **Most engaging mobile-only experience available.**
- **Pay per publish. No monthly subscriptions or fees.**
- **Create Folios using image, gif and video files. No code or web development needed.**
- **100% control of design, distribution and data.**
- **Extremely simple and affordable to produce and monetize.**
- **Eliminate print costs.**
- **Free from programmatic ads and data harvesting.**
- **Increases profitability for designers, agencies, publishers, and advertisers.**

Why Folio?

- **Access free, Insightful analytics.**
- **Distribute your Folio anywhere you put a link or QR code.**
- **No competing for attention with crowded, distracting social media feeds.**
- **Create the closest thing to the printed page available in the mobile format.**
- **Eye fatigue-reducing format.**
- **Create a singularly focused viewing experience.**
- **Benefit from early adopter status.**
- **Edit Folios and maintain their existing QR codes and URLS.**

FAQs

- **Do viewers need an app?**

  No. Any Folio can be viewed in a browser. The free Folio Reader App is for viewers who want to save or share full-screen Folios.

- **Are there monthly costs or subscription fees?**

  No. Pay as you publish.

- **How much do analytics cost?**

  Nothing. Folio performance analytics are included at no extra cost.

FAQs

- **Are there limits on how many people can receive a Folio?**

  No. A Folio can be distributed to ten people, a thousand people, or a million people. Same cost.

- **Where can Folios be distributed?**

  Folios can be published and distributed on any platform which allows links to be shared, or wherever you can place a QR code.

- **How long do Folios last?**

  As long as you want them to.

FAQs

- **Can the content behind an existing Folio QR code or link be revised?**

  Yes. A published Folio's content can be changed using the edit feature in the Folio Design Portal.

- **Will Folio product upgrades affect existing Folios?**

  No. Any published Folio will look the same regardless of updates.

- **Are there any limits on the size of a Folio?**

  No. Make a Folio as long as you want.

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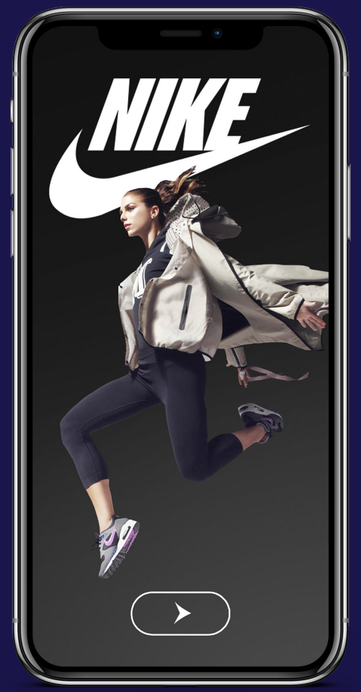
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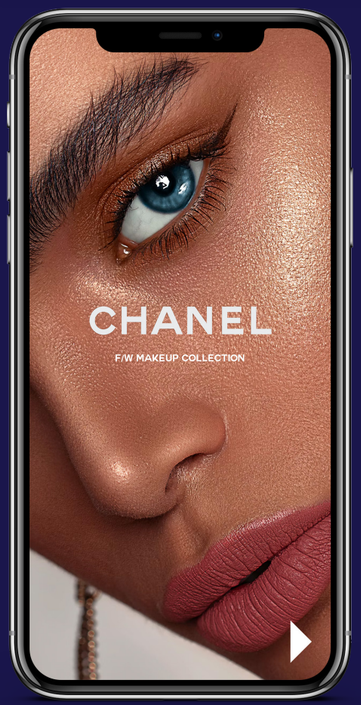
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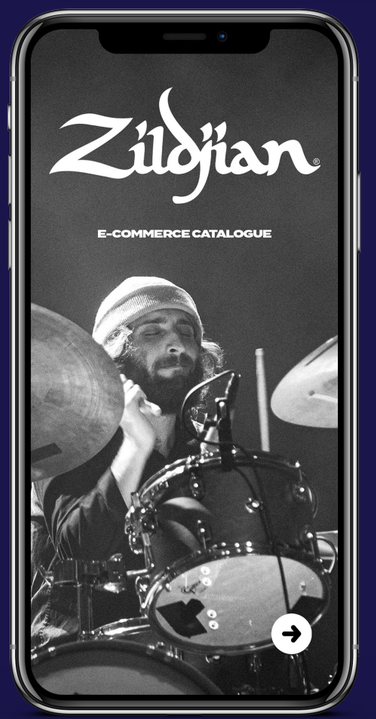
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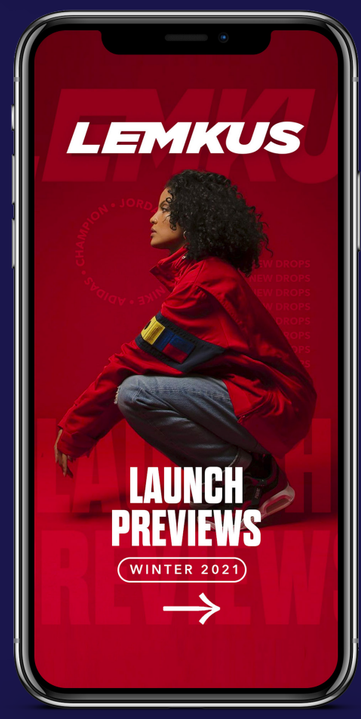
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