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At Ranked, we believe in a user/consumer/customer-first approach, because true opinions are power, and not allowing third-party data to be collected or shared is a priority of ours. All the information that is shared comes from organic ranking. Empowerment comes from trust, and trust comes from transparency. With Ranked, users & consumers will be assured that the Ranked platform and businesses we work with, have their best interests in mind.

Ranked for Business:

- Ranked creates a direct & simplified connection between users and businesses, vastly improving the lines of communication between end user and merchant.

How Ranked works for Businesses:

One of the most important assets to a business is their customer. Ranked allows businesses to see, hear and understand how their customers are interacting with their products.

- As a business you can upload a video of one or several products, into one of our over 70 different categories.
- Post a *call to action* on your website or social site, prompting your customers to rank this product for an incentive of your choice.
- After several days, the product will have an average rank between the numbers of 1 and 10.
- You can now see who is ranking your product(s), whether they like or dislike it, and discover more useful demographic information.
- If the user leaves a comment, you may be able to reach out to them directly.

Businesses can also use this approach to get instant feedback on a product that has not gone to market, allowing your current and potential customers to help inform product evaluations.

User-Generated Content for Business:

Millions of product & promotional videos are uploaded and shared daily, with no specific feedback or helpful interaction going back to the business or content creators.

- With Ranked, you can prompt customers to upload their “favorite products” for an incentive.
- Many users will add a special touch to their product video, giving insight into customer trends.
- This organic approach allows users to be creative and try something different a business hasn't thought of.
- Ranked users, current and potential customers, can also search for your product by name and rank it, giving you exposure to numerous opinions and important feedback on your product.

As Ranked continues to grow, our approach to business solutions will evolve and enable millions of consumer voices to be heard instantaneously, easily and effectively. In this mobile-first generation, Ranked allows for all consumer voices to be as significant as they should be, while helping businesses be better informed as to the who, what, why and how of their customers.



From QSR's, Big-Box Retailers, Soft Drink Manufacturers and Luxury Goods, to TV Networks, Content Providers, Sport Leagues, Advertisers and Brands, Ranked will easily help identify what a customer & viewer's preferred product and content is, because ranking, as Nobel-Prize winning scientist Daniel Kahneman said, "is a part of our emotional and intuitive thought process."

Ranked streamlines communication between consumers & businesses, while also streamlining communication between audience/fan/viewer & content provider.

Contact us today for more information: [info@ranked.media](mailto:info@ranked.media)