CLICK OR SCAN

DRAFT KINGS

**DRAFT KINGS**

↑

This is a  FUNCTIONAL INTERACTIVE LOGO (FIL)



↑

This is not

*YO CODE by SCATTERED TREASURES*
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Introducing the world's first Functional Interactive Logos (FIL), featuring QR technology, predictive software, and real-time analytics. For those who don't know exactly what FIL means, here's clarification:

- **Func·tion·al –** Adjective: designed to be pragmatic and useful, not just attractive. "there are important functional differences between a Functional Interactive Logo and a QR code"

- **In·ter·ac·tive** – Adjective: allowing a two-way flow of information between a Functional Interactive Logo and the customer. "with interactive logos, customers can send and receive vital information"

- **Lo·go** – Noun: a symbol adopted by a company to identity the company in commerce.

- E-mail
- Text
- Call
- SMS
- V-card
- WhatsApp
- Wi-Fi
- PayPal
- Bitcoin
- PDF
- App
- Images
- Video
- Socials

Functional Interactive Logos provide important opportunities for companies to engage their audiences. The added value of using interactive logos in your branding initiatives is the ability to provide customers with the option to see and interact with your company directly from your logo.

Just one scan or click on the FIL will allow the customer to be directed anywhere in the Metaverse for more information about your products and services. When a user clicks on the logo, he or she can interact with your company's online content. It's as simple as that. The user can "tap" on the logo to launch an interactive page filled with information, news, and updates.

## BENEFITS OF INTERACTIVE LOGOS
Interactive logos promote greater relationships with your company. Common logos are designed to simply represent a company; however, the interactive logo gives the consumer the ability to use any smart device to interact directly with your company's products and services.

## BENEFITS OF OUR STREAMING ANALYTICS
Streaming analytics is the continuous processing and analysis of big data in motion. YO code analytics offers app activity, clickstreams, and more. With our add-on, companies can use streaming analytics to discover and interpret patterns, create visualizations, communicate alerts, and trigger processes in near

real-time. Steaming analytics is all about processing data, and YO code offers this service as an attractive add-on for select clients.

INTERACTIVE LOGOS:

- Can be embedded into your TV commercials and videos;
- can be modified and shared;
- are easy to implement;
- can change in color, size and clarity and are easy to edit;
- are obvious and represent your brand well;
- are simple to use;
- work with all smart devices;
- offer better experiences;
- have multiple input possibilities.

### TEXT MESSAGING WITH INTERACTIVE LOGOS

Consumers understand the value of texting in professional environments. Texting can also play a crucial role in leveraging a corporation's brand image while forming an influential marketing strategy.

### Take Advantage of Text Versatility

SMS technology is not limited to marketing. Companies can use text messages to reach prospects, customers, offer information, offer mobile coupons, sales promotions, lead generation, reminders, customer support, and even new product launches.

### Complete Flexibility

SMS messaging is an active communication channel that offers complete flexibility, sending vital messages or general information.

### Quick Response Rate

Text message open rates are nearly 98% compared to 20% for all emails. In general, an average person responds to a text message in 90 seconds and takes ninety minutes or more to respond to an email.

### Mobile-Friendly

Making your company mobile-friendly is no longer an option; it is a necessity. SMS is compatible with every type of mobile device, your customers don't have to deal with any new technology.

### Cost-Effective

Text messaging improves employee engagement without crossing your budget. Even when you send bulk SMS messages the pricing is affordable.

### SMS Texting is Eco Friendly

If you compare SMS texting to email messaging, direct mail, and face to face meetings; a text message will have the lowest influence on your carbon footprint. Finally, text messaging improves employee engagement, brings efficiency in your day to day working, and ensures that your employees are informed about every update.

## Service Fee

The cost of the YO code product/service is a nominal fee of $11.99 monthly, paid annually ($143.88). The design/set-up fee has been waived as an added incentive. After taking delivery of the code, all rights are reserved, and belong solely to your company, and the YO code landing pages are dynamic and can be updated as many times as desired.

## Vision Statement

Scattered Treasures | YO code is a grassroots company with aspirations of paying-it-forward. Each YO code FIL sold will help to create scholarships for disenfranchised youth. Our intent/purpose is it to create scholarships that will send 1,000 young people to and through college. By purchasing a YO code, your company is making an investment in the country's future!

### The Functional Interactive Logo (FIL) is the future of real-time advertising!

*Powered by* Scattered Treasures, LLC

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