

Tiptrace

Share and reward

Cristian Scarlat

Branding

Webdesign

Visual Design

Concept

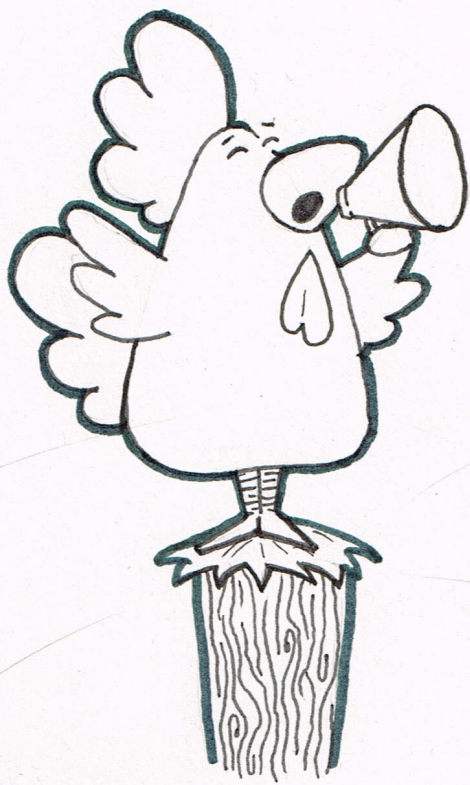
Video interview platform

Tiptrace was called Share2reward before they came to me. I asked them to rename it and they came with Tiptrace.

The next step was the branding. I had this vision to create a mascot for them, an animal that can be used to let people easily empathize with the company.

Tiptrace is a sharing platform that allows you to trace your ambassadors on-line and see who has the best conversion for your sales.

And this is how our story began.

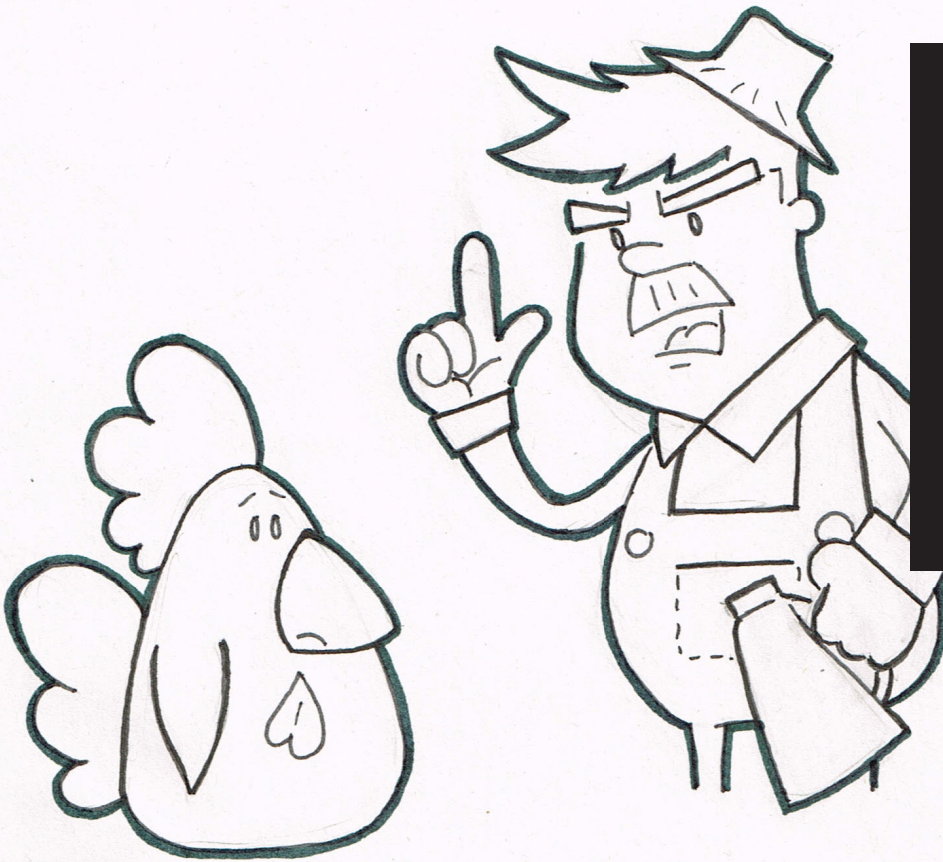


But roosters are annoying sometimes. They wake up everybody in the farm. Our rooster has to be an educated one.

The farmer and the animals are angry on the rooster for spamming them with information.



2



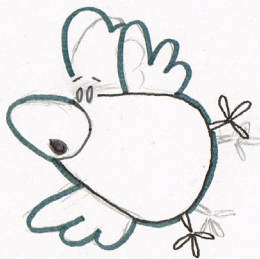
The farmer is telling our rooster that his was is annoying he has to share information personally only to people that they are interested in his information

Tiptrace does that.

3



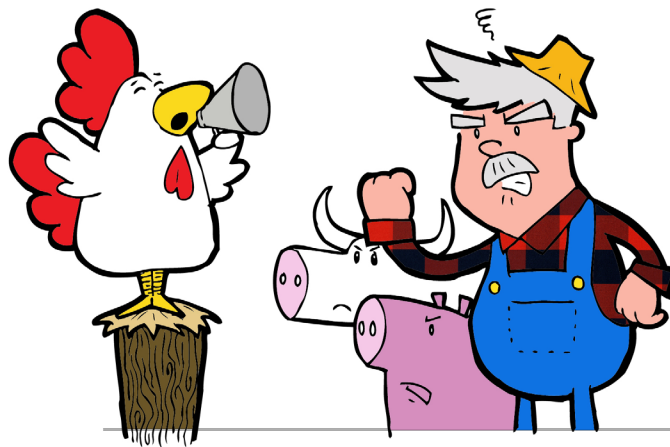
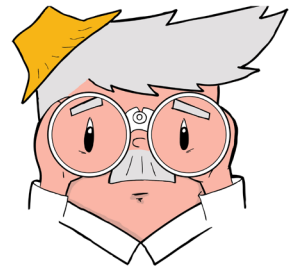
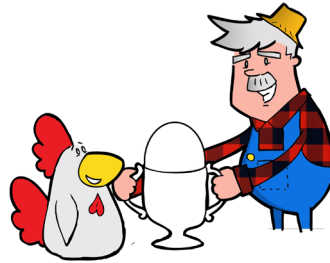
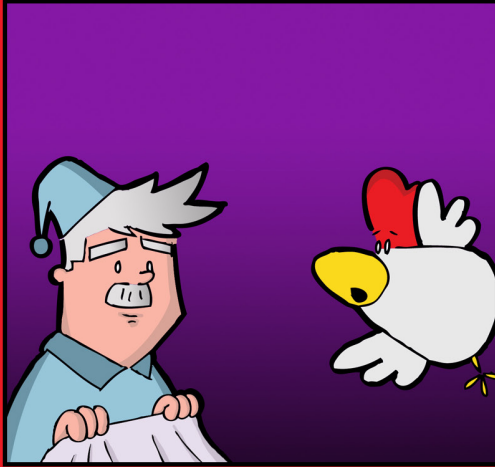
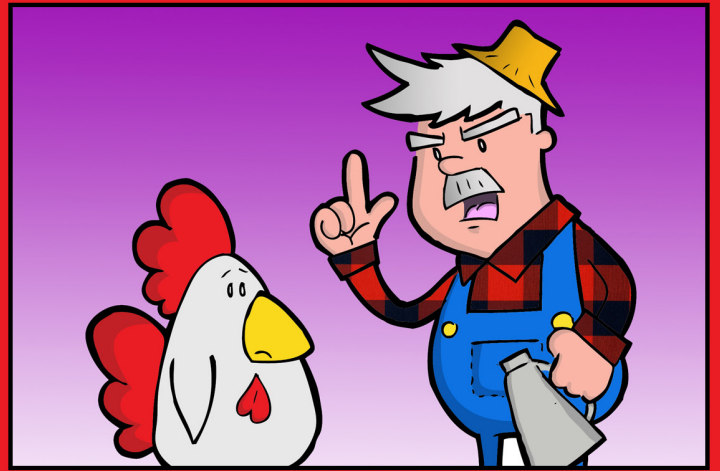
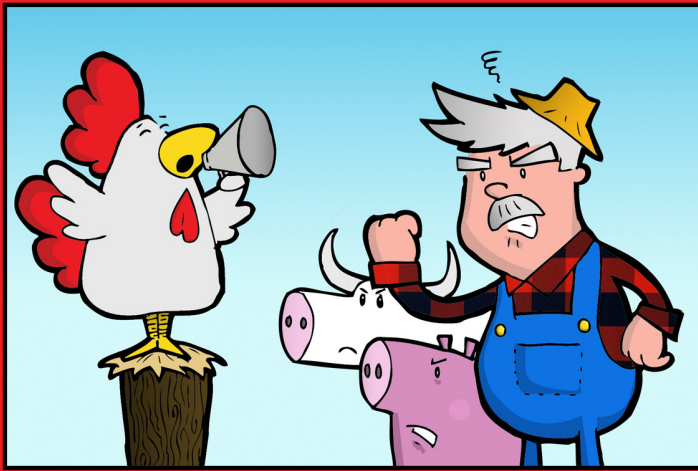
The farmer is
pleased



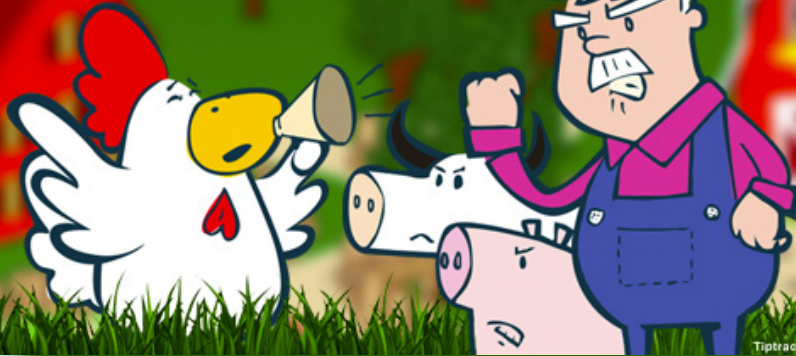
The rooster is rewarded.



5



Sharing on social media is big,
but not everyone is happy
with irrelevant messages



Tiptrace.com / Sharing made personal, measurable & rewardable.

Tiptrace makes your users
share content and products
with the people it's relevant to.



Tiptrace.com / Sharing made personal, measurable & rewardable.

Personal sharing is highly effective,
and leads to high conversion rates.



The person that tips the other person
knows exactly what they are looking for.

Tiptrace.com / Sharing made personal, measurable & rewardable.





tiptrace

Sharing made personal,
measurable & rewardable



#f2c604

#1a3444

#d1010a

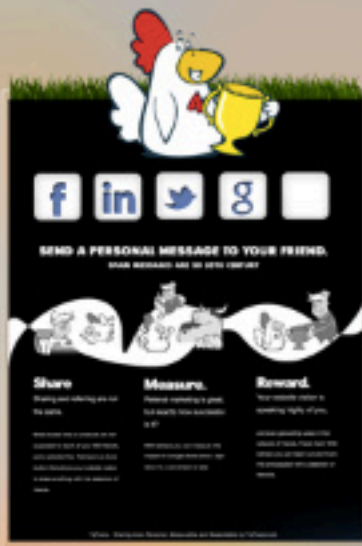
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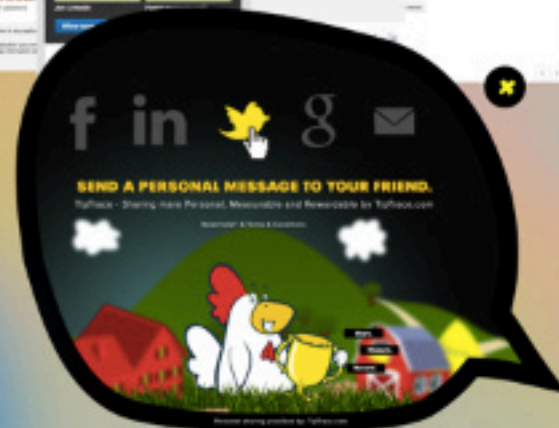
Sharing made personal,
measurable & rewardable

Helvetica Neue Regular



Poster made by Tuffface & Co. Ltd.

Poster made by Tuffface & Co. Ltd.



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Sharing made personal, measurable & rewardable





Personal.

Sharing and referring are not the same.

Most shared links or products are not supposed to reach all your 653 friends, just a selected few. TipTrace is a share button that allows your website visitor to share anything with that selection of friends. [Read more](#)

Measurable.

Referral marketing is great, but exactly how successful is it?

With tiptrace you can measure the impact of a single share-action, right down to a conversion or sale. [Read more](#)

Rewardable.

Your website visitor is speaking highly of you,

and even generating sales in their network of friends. Thank them! With tiptrace you can reach out and thank this ambassador with a selection of rewards. [Read more](#)



TipTrace helped me find and reward my Angels.

I finally saw who is helping me. It is a product I recommend, you have to try it. If your online business is going good, you might be interested. Cristian Scarlet Gentlemen of Amsterdam

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Forever free	Silver	Gold
0€ free	99€ monthly	249€ monthly
<ul style="list-style-type: none"> Click & open statistics 1 website Email support 	<ul style="list-style-type: none"> Professional statistics 3 websites Email + chat support 	<ul style="list-style-type: none"> Full statistics Up to 25 websites Personal Account Manager Full support Reward the tip-giver
Signup	Signup	Signup



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Founder & Creative Director

Gentlemen of Amsterdam



Felix Lepoutre

Founder at Berlage meet & workspace

“ I have never experienced this before. The amount of creativity and especially his ability to involve me and our company in his train of thought that was completely based on our own creative ideas lifted the company to a new level and some great insights. Chris even got us to change the name of the company (very wise decision). If all you are looking for is someone to sketch out your own ideas, i think you are too late. You should have contacted Chris weeks ago, because especially the entire creative process he leads you through is something you want to experience at least once in your lifetime! **less**

February 27, 2013, Felix was Chris's client