Kinnect2 is available on the Apple App Store for all iOS running devices

Friday 24 June, 2016

An app allowing brands and consumers to build a real-time engagement; where consumers also get rewarded for engagement.

GLASGOW, United Kingdom – June 24, 2016. Kinnect2, a social media platform for brand-consumer engagement, today announced the launch of their mobile app, available for iOS. Kinnect2 is a platform designed for brands and consumers engagement. This app is targeted to Consumers who have an opinion about the Brands and for Brands who listen to their Consumers. Other Social Media Platforms were not designed for Brands or Consumers, yet they are catering to them as there is a need for it. Users who log on Kinnect2 will do so with the mindset to engage with the brands.

The new application, available to download on App Store, allows users to use Kinnect2 interactive tools for free on their iOS devices. Kinnect2 provides an instantaneous and effortless communication between Brands and Consumers. “We are giving consumers the power right at their fingertips to influence engage and share their voice,” Amina Nabi, CEO of Kinnect2. The app allows the consumers to play a vital role in the brand performance; the consumers can engage with the brand and will be rewarded for it. The influencer accelerator on the platform identifies the consumers with high engagement; the brands can select the influencers and reward them for sending the message across to a wider audience.

Brands and Consumers can sign up for free and set up their page and utilise multiple features. Kinnect2’s features vary for the different types of users. Kinnect2 is also the only Social Media Platform that is driven by consumers and offers brands to generate consumer insight reports using market research tools. The Market Research tools are instilled in the platform; such as groups, polls and battle of brands. To Motivate Consumers to engage with the brands, brands can offer the users Kinnect2 virtual currency, Kinnect Coins, all in all, this ensures increased engagement. Brands can also advertise on the platform using sponsored posts, displayed advertising and Influencer Advertising. Kinnect2 has made Influencer Advertising more accessible by placing them on the Leaderboard, a feature available for all users, through which they can be contacted instantaneously. Consumers can give opinions, reviews and feedback on a platform that is designed for the purpose and influence other consumers. They can engage with the brands and also use the chat which brands may use for Customer Support Service.

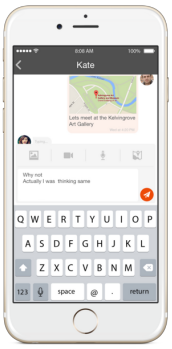
“Brands finally have a social marketplace where it’s not just about engagement. It’s about reimagined social media; the market research tools, the influencer advertising and the social commerce. We are proud also to be the first British owned Social Networking Platform and hope to grow in Britian.” Ebad Baig, CSO of Kinnect2. The Kinnect2 platform promises to deliver a social commerce solution in near future that would provide a virtual window for brands and consumers to shop online. When it materialises, online shopping for any consumer will become as easy as 1, 2, 3…

Kinnect2 app aims to fill a gap in the market by allowing users to engage in an exclusive digital space designed specifically for Consumer- Brand Interaction. The app will enable consumers and brands to utilise the platform with their smartphones.

Influencers, consumers, and brands can subscribe to the platform at http://kinnect2.com/ or download the app now and be among the first to make a difference in contemporary consumerism.

Media:









Related Sectors:

Business & Finance :: Computing & Telecoms :: Consumer Technology :: Entertainment & Arts ::

Related Keywords:

Social Media :: Social Networking :: kinnect2 :: App :: IOS App :: Chat :: Social Sharing :: Social Marketplace :: British App :: Uk Business :: Uk Tech Business :: Uk Tech ::

Scan Me:

Company Contact:

Kinnect2 Limited

E. press@kinnect2.com
W. https://www.kinnect2.com

Additional Contact(s):
Ebad Baig
Chief Strategy Officer
ebad@kinnect2.com

View Online

Additional Assets:
https://youtu.be/FO5NBDEvw5w
http://app.kinnect2.com

Newsroom: Visit our Newsroom for all the latest stories:
https://www.kinnect2.pressat.co.uk