Feasibility Study Document

Retailers survive on advertisement of all forms. A prime location for their target audience or reaching customers in ways that allows the product experience where they would otherwise not be exposed are just a couple ways that retailers seek to advertise.

Piqls.com offers a new system of advertisement based on old marketing concepts. It is called immersion. Immersion exposes products to potential consumers through traditional advertisement combined with the modern marketing platform. In essence piqls will further fulfill two important roles: surveying and coupon distribution. Gathering customer feedback while offering incentives in addition to standard advertisement, piqls blends the best of each into one social medium.