



RooClick- Fact Sheet

What is RooClick?

RooClick is a patent-pending concept in click-to-interact technology utilizing web browsers and mobile applications to allow students and teachers to engage in video content in real time. Thus allowing curriculum and information to be accessed with one click.

RooClick was founded on the premises of giving viewers what they want when they want it. By eliminating disconnect between seeing content and engaging with content through a simple click. No more searching for relevant information; teachers associate the material they want with the video content. This allows instructors to customize all assignments for their class.

How RooClick differs

No pre-roll ads on videos

No pop-up ads on videos

Users choose the information they want/need to interact with

RooClick capitalizes on affinity marketing rather than assumptions that a viewer wants to see the ad. Additional information, throughout a video, is highlighted for instant click opportunities for additional information. See it. Click it. Get it.

RooClick works with the video content you create or use to offer multiple educational opportunities within the video itself.

Add the content and material that will enhance your class lecture, lesson, etc.

Monitor in real time the engagement of the students and their performance

What makes RooClick relevant

Media is being consumed at an unprecedented rate. RooClick's objective is to create calls to action with clickable opportunities allowing for real-time delivery products and information. We allow consumers to easily locate information, view its content and gain knowledge in real time. Using existing content we make your information more accessible to users in one click.