

A video is worth a thousand images: Warrp first to innovate with introduction of video listing option

Melbourne entrepreneurs launch a world-first video feature initiative for their online marketplace.

MELBOURNE, Victoria, June 14, 2021 - Australia's inventive new online marketplace, Warrp, has introduced a video listing feature that allows users to post their pre-owned items for sale using a short video.

No longer are Warrp users solely reliant on static images to buy or sell a product, with the video feature set to unleash user creativity unlike anything seen in online classified or marketplace platforms before.

Warrp Co-Founder and CEO, Matthew Ng, said no other online classified or marketplace platform provided users an option to sell their goods using video.

"Video advertising is bread and butter for companies selling online, but when it comes to consumers selling their pre-owned goods direct to other consumers, this hasn't been an option," said Mr Ng.

"Users can now list, describe and show off their items on Warrp using video they film themselves in any way they choose, providing a livelier and more engaging medium than imagery.

"Videos convey so much information and they tell a story, so why not give our users the option to sell their goods this way?"

Mr Ng said social channels such as TikTok and Instagram's IGTV demonstrated the growing trend in consumer-made video content that today's digital generation find appealing.

"The video feature option is set to revolutionise the way people engage and shop on Warrp, and we're proud to be the first online marketplace to incorporate this concept."

Warrp's platform innovations continue with its release of the Daily Warrp Counter, which tracks the number of times a user values different items, known as Warrping.

The Daily Warrp Counter is an industry-first model that gives users Loyalty Points that can be used to redeem Partner Offers and free transactions.

Warrp Co-Founder and CTO, Roman Granovskyi, said Warrp's unique selling point was driven by its dynamic crowd and community valuation system, a system further enhanced by the Daily Warrp Counter.

"The Daily Warrp Counter keeps track of your Warrping activity, with up to three accomplishment levels rewarded per day," said Mr Granovskyi.

"Firstly, users receive an additional five Loyalty Points for their first Warrp of the day, or the first item they value.

"Secondly, you can claim an additional twenty Loyalty Points for the first twenty Warrps in that day, points that can be stockpiled and redeemed.

"And finally, for those who qualify for our recently launched Ultimate Warrper Program, you can Warrp a maximum of one hundred items in a day to receive a \$5 credit to be spent through Warrp, which can earn you up to \$155 a month or \$1,825 in a year."

Visit the Warrp website to learn more about the Daily Warrp Counter and how to qualify for the Ultimate Warrper Program. For thousands of incredible deals on pre-owned goods, check out the Warrp Marketplace today.

Warrp is available to download on iPhones via the Apple App Store, and will be available on all other smart phone and web devices at a later date.

-ENDS-

About Warrp: Warrp is a digitally innovative iOS marketplace app that takes the hassle out of peer-to-peer shopping online with a world-first dynamic marketplace, Trusted Partner program, Loyalty Rewards program, and Secure Escrow facility. Easily list products to sell or browse thousands of items to buy all from the Warrp app. As a proud Australian online start-up company, Warrp's end-to-end experience is designed to change the way people buy and sell. Currently servicing Victorians but available to download nation-wide, Warrp's vision is to grow its presence globally as an online marketplace built on strong community values, innovation, safety and ease of use. Discover a marketplace where you are in control of the journey and destination.

Media Contact: <https://warrp.it/contact-us/>

Press Room: <https://warrp.it/press-room/>

Contacts

Matthew Ng
0403143003
mailto: matt@warrp.it