

MODAVA

The Mall At Your Hands

BRAND PARTNER MEDIA KIT

Fashion discovery built for measurable commerce



Discover • Save • Shop

www.modava.app

The mall, at your fingertips

Modava is a mobile-first fashion discovery platform that brings products from multiple brands into one visual, filterable shopping experience.

Shoppers explore styles, filter by what matters, save favourites and click directly to participating retailers to complete their purchase.

Modava does not process the transaction or compete at checkout. The platform is designed to create high-intent, trackable traffic for brand and retail partners.



DISCOVER

Visual product exploration

SAVE

Preference and favourite signals

SHOP

Tracked retailer traffic

What makes Modava different

- Cross-brand discovery organized by market, audience, category, item type, colour, brand & price.
- Direct-to-brand traffic through approved affiliate links and product feeds.
- North American merchandising support with geography and currency-aware presentation.
- A low-friction path for shoppers from inspiration to the retailer product page.

Why brands work with Modava

01

DISCOVERY

Reach shoppers while they are actively comparing products, styles, colours and price points.

02

RETAIN CHECKOUTS WITH MORE TRAFFIC

Earn direct product-page visits without giving up ownership of checkout or the customer relationship.

03

BRAND-SAFE MERCHANDISING

Products are presented using approved data, landing pages, markets and program conditions.

04

PERFORMANCE ALIGNMENT

Standard participation is CPA-based, linking Modava compensation to attributable results.

05

PRODUCT SIGNALS

Product views, saves, filters and outbound clicks can identify which items and categories attract interest.

06

EARLY-PARTNER INPUT

Launch partners can help shape merchandising, campaign formats and reporting priorities.

The Commercial Principle

Modava is built to complement existing ecommerce and affiliate programs. Brands keep control of product, price, fulfilment, customer service and checkout. Modava strictly focuses on discovery and qualified outbound traffic.

North American Shoppers With Discovery Intent

PRE-LAUNCH DISCLOSURE

Modava is currently onboarding partners ahead of launch. Verified traffic demographics are not yet available. Audience descriptions below are launch targets, not historical performance claims. Modava is anticipatd to launch in September.

Launch Audience Profile

- Initial market focus: Canada and the United States.
- Mobile-first adults approximately 18-44, with an initial emphasis on fashion-engaged women and men.
- Brand-aware, comparison-oriented shoppers exploring styles across retailers.
- Users who value visual browsing, useful filters and a short path to purchase.

How Partner Performance Will Be Measured

FUNNEL	CORE SIGNALS	PARTNER USE
Discovery	Product impressions, filters and saves	Understand demand by product and category
Traffic	Outbound clicks and click-through rate	Identify high-intent products and placements
Commerce	Network-reported orders, sales and CPA	Measure attributable performance

As post-launch volume becomes statistically meaningful, targets will be replaced by verified first-party and affiliate-network reporting.

Simple Launch Terms. Measurable Upside.

Standard affiliate participation is deliberately low-friction. Modava can begin with a brand’s approved affiliate-program terms and evaluate enhanced opportunities only after useful performance data exists.

ITEM	STANDARD PARTNER POSITION
Integration fee	\$0
Setup / listing fee	\$0
Standard inclusion	CPA-based through an approved affiliate relationship and usable product feed
CPA approach	No rigid floor for strategic launch partners; preferred range is approximately 8-10% of net sale
Paid-media minimum	None
Long-term commitment	None required for standard CPA participation
Enhanced placements	Optional and quoted only by mutual agreement

Optional Future Media

- Featured brand or seasonal collection placement
- Category sponsorship or curated product edit
- Custom campaign reporting and product-level insights

Enhanced media pricing is custom. Modava does not quote unsupported CPMs, flat fees or audience guarantees before verified launch data exists.

From Approval To Launch In 10 Business Days

Timing assumes an approved affiliate relationship, usable product feed, tracking access and complete market-specific program terms. 5 easy steps:

- 01** **APPROVE** Confirm program relationship, CPA, permitted markets and promotional terms.
- 02** **CONNECT** Enable product feed, tracking links, approved creative and applicable program documentation.
- 03** **VALIDATE** Check product data, imagery, pricing, currency, landing pages and attribution.
- 04** **MERCHANDISE** Map eligible products into Modava categories, item types, filters and discovery results.
- 05** **LAUNCH** Publish eligible products and begin monitoring engagement and affiliate performance.

Affiliate And Catalogue Onboarding Experience

Current brand/feed work spans accessible fashion, contemporary apparel, premium women's apparel, men's lifestyle products and footwear. Examples include Garage, Dynamite, Levi's Canada, Diesel US, tentree, and more.

This reflects affiliate, feed or onboarding activity and does not imply a paid media commitment or endorsement from every named brand.

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LET'S BUILD A BETTER DISCOVERY PATH

Flexible launch terms. Direct-to-brand traffic. Performance-led growth.

PARTNERSHIPS

the.modava.app@gmail.com

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