Taguj for brands

SOCIAL SHOPPING

Your customers become your sales team. Commission only on what they sell.

Taguj is an app where people show things they bought, and others shop them. Everyone who recommends your product gets their own link. You pay commission only on confirmed orders. Taguj Business has no monthly fee.

WHY WE BUILT IT

Today you pay for attention upfront, and only find out later if it paid off.

ADS

You pay for views and clicks

Ad prices keep rising, and even if nobody buys, the money is gone. Once you switch the campaign off, the content disappears too.

INFLUENCERS

You pay upfront per post

Tens to hundreds of euros per post with no guaranteed sales. A story disappears after 24 hours, and the searching, contracts and invoices are all on you.

AFFILIATE NETWORKS

Little for creators, little visibility

Commission is split between the network and middlemen. Creators often see just a few percent, and you can't see who got what.

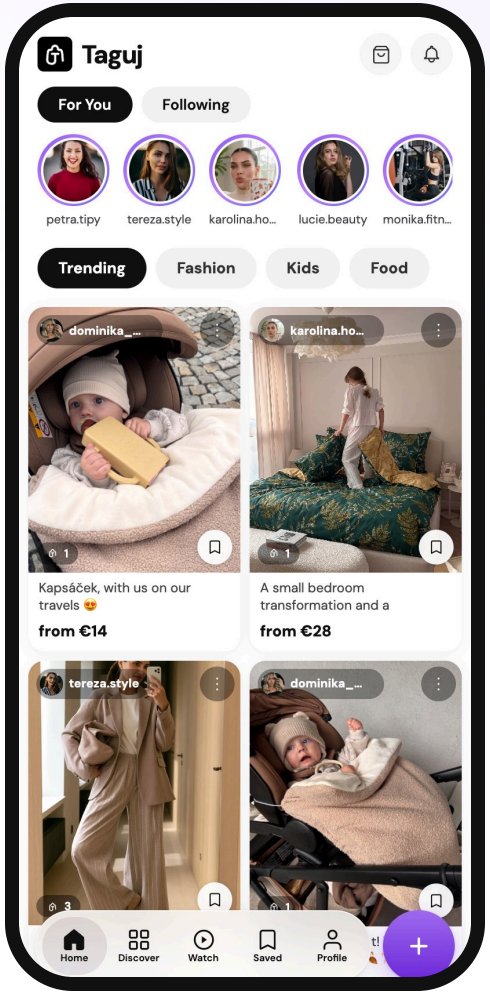
WHAT IS TAGUJ

A shopping feed of real photos from people who actually use the products.

Available on the App Store · On the web at taguj.io

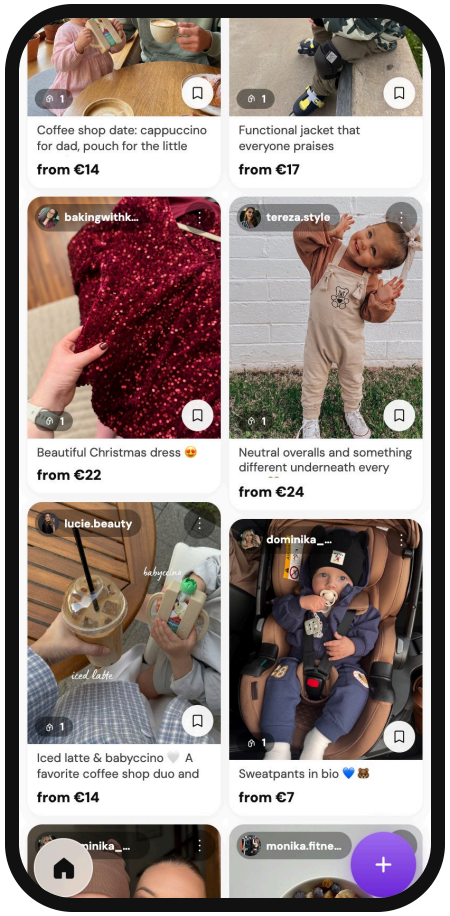
Instead of product shots, shoppers see your products in action: on a child at the playground, in a living room, in a morning routine. Every photo is both a shop window and a point of sale.

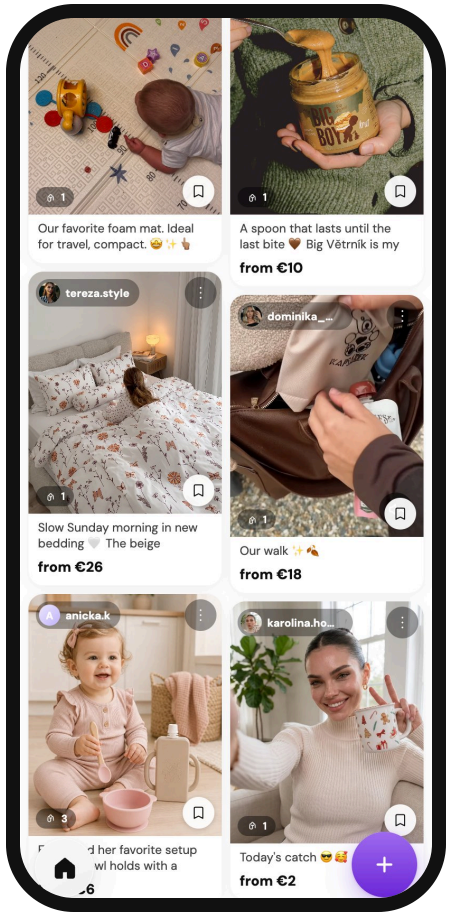
1. **They snap** something they bought
2. **They tag** the product right in the photo
3. **Others buy** from you in one click

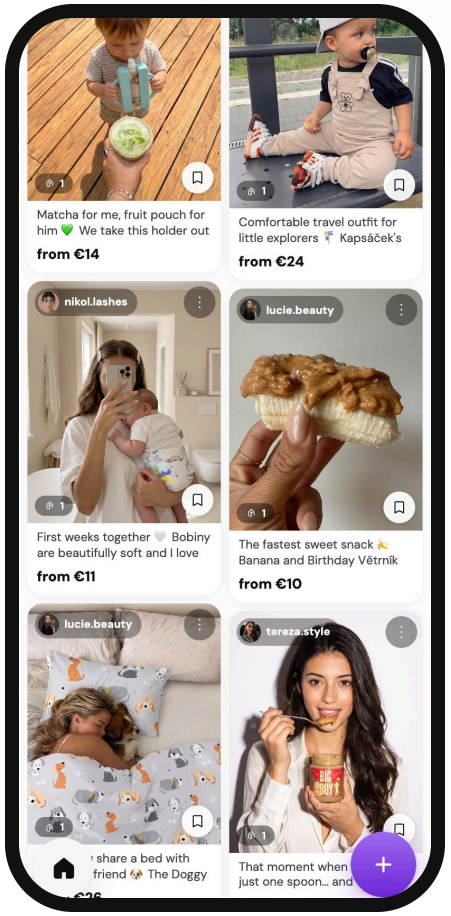


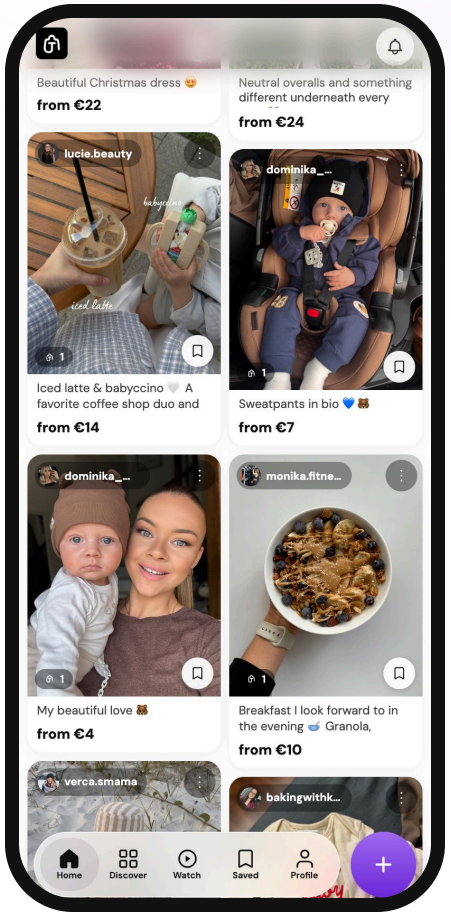
INSIDE THE APP

An endless feed of products in action.









THE KEY POINT

You get two things. You only pay for one.

FREE

Shop window

Your products appear in the feed in real photos from people who use them. A product on a child at the playground says more than a product shot. People see it, save it and come back to it, even if they don't buy right away.

RESULTS ONLY

Sales

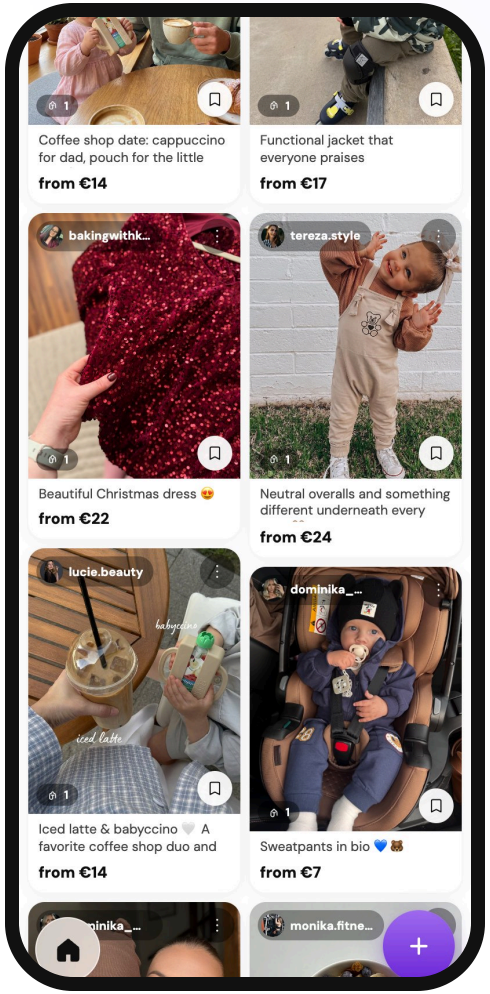
When someone buys through Taguj, you pay a commission. When nobody buys, you pay nothing. No paying for views or clicks.

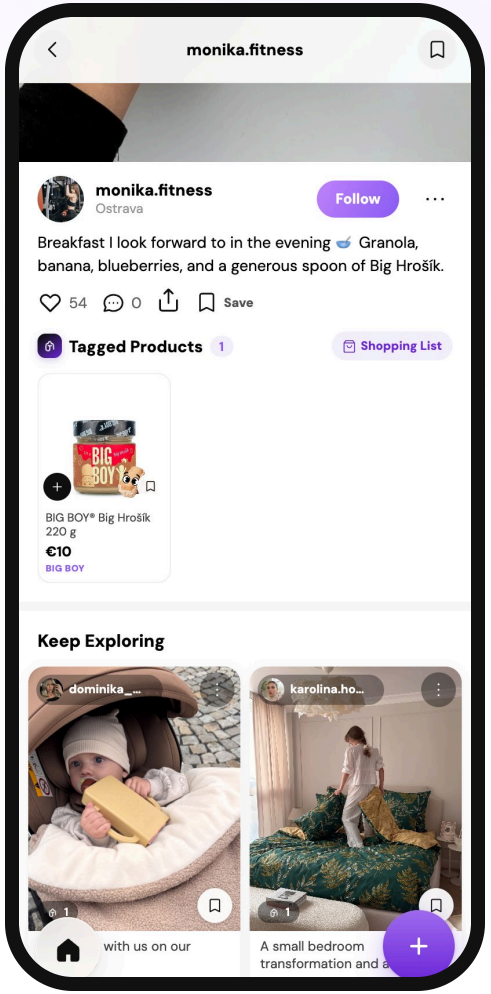
YOUR SHOP WINDOW

Posts live in the feed. Not for 24 hours, but for months.

Every post with your product shows up in the endless feed, in the “Discover more” section and on the creator's profile. Tagged products show their price and take shoppers to your online store in one tap.

- real photos from real use
- price on the product
- 1 tap to your store
- content stays





WHERE CUSTOMERS COME FROM

You're not borrowing one influencer's reach. You're where people shop.

The Taguj feed

People come to Taguj to shop and discover. Your products reach people who have never followed the creator.

Creators' social media

Creators share their Taguj profile and posts on Instagram, TikTok and in their bio. Their followers land straight on your products.

Taguj promotion

Taguj itself invests in promoting the app to shoppers. Not you.

HOW IT WORKS FOR YOU

From a photo to one invoice a month.

1

A creator tags

She snaps your product and tags it. She gets her own tracked link.

2

A shopper clicks

The link takes her straight to your store. Taguj remembers who sent her (30 days).

3

She buys from you

The order goes through your store as usual. Nothing changes for the shopper.

4

You confirm

You see the order in your dashboard. After the return period you confirm it and reject cancellations.

5

One invoice

Once a month you pay commission on confirmed orders. We pay the creators.

Setup: a short tracking code in your store (WooCommerce, Shopify, Shoptet, SimpleShop, FAPI…), or a server-side connection that confirms orders automatically. It takes about 15 minutes and we do it with you.

PRICING

Clear commission. No monthly fee.

20 %

total commission

You set the commission yourself, for example 20%. The higher it is, the more creators love tagging you. Creators see their share right in the app.

70 : 30

creator : Taguj

Of 20%, the creator gets 14% and Taguj 6% for tracking, the dashboard, billing, creator payouts and bringing in shoppers.

€0

per month, no flat fee

Taguj Business has no monthly or setup fee. Commission applies only to confirmed orders, on the amount after discounts, excluding VAT and shipping. Cancellations are free.

NEW: PAY-PER-CLICK CAMPAIGNS

Pay for sales, or for clicks too. Your choice.

Normally you pay commission only on sales. During your own campaign, you pay selected creators with 5,000+ followers on Taguj for clicks. All other creators, and everything outside the campaign, keep running on sales.

€0.05–1.20

per click, you set the price

You create the campaign yourself in Taguj Business: price per click, budget cap and a choice of creators with 5,000+ followers on Taguj.

1×

per person per day

One person = at most one paid click per day. You never pay for repeat clicks or bots. When the cap is reached, the campaign ends on its own.

+10 %

Taguj fee

Billed monthly with commissions: creator rewards + 10%. Purchases from paid clicks are free, so you never pay twice. Example: €0.12 × 1,000 clicks = €132 excl. VAT.

DIRECT PARTNER VS. AFFILIATE NETWORK

In a big network you pay more than creators see. With us you know where every euro goes.

LARGE AFFILIATE NETWORK

Creators may see just 3%

Yet you pay more: network and middleman fees are added on top of the commission. You can't see exactly who got how much.

DIRECT TAGUJ PARTNER

70% to the creator, 30% to Taguj

Nothing else along the way. For every order you see which creator brought it in and how much she earned.

WHY IT MATTERS

Higher commission, more tags

Creators see each brand's commission right in the app. They love tagging direct partners with fair commission. Already in a network? We'll help you switch to a direct partnership.

EXAMPLE IN NUMBERS

A €14 product. What you pay and what you keep.

PER ORDER

Net amount excl. VAT	€11.57
Creator 14%	€1.62
Taguj 6%	€0.69
You pay	**€2.31**
You keep	**€9.26**

PER MONTH

	50 ORDERS	200 ORDERS	500 ORDERS
Revenue incl. VAT	700	2,800	7,000
Creator commission	81	324	810
Taguj share	35	139	347
Total invoice	**116**	**463**	**1,157**
You keep	**463**	**1,851**	**4,628**

Amounts in € excl. VAT (except revenue). Illustrative calculation: €14 order incl. 21% VAT, 20% commission (14% creator + 6% Taguj). No monthly fee. If nothing sells, you pay no commission. Invoiced monthly by Taguj (Pro Tvůj Brand s.r.o., Czech Republic): VAT-registered EU businesses without VAT (reverse charge), others with 21% Czech VAT. Payment due in 14 days.

COMPARISON

Where the risk is yours, and where it's ours.

	PAID ADS	INFLUENCER DEALS	TAGUJ
You pay for	views and clicks	a post, upfront	**a confirmed sale**
If nothing sells	the money is gone	the money is gone	**you pay no commission**
Content afterwards	gone when switched off	story gone in 24 h	**stays in the feed as a shop window**
Working with creators	—	searching, contracts, invoices	**one invoice, we handle payouts**
Entry cost	campaign budget	fees	**€0 per month, 15 minutes to set up**

WHAT YOU GET

We handle the creators. You see the results.

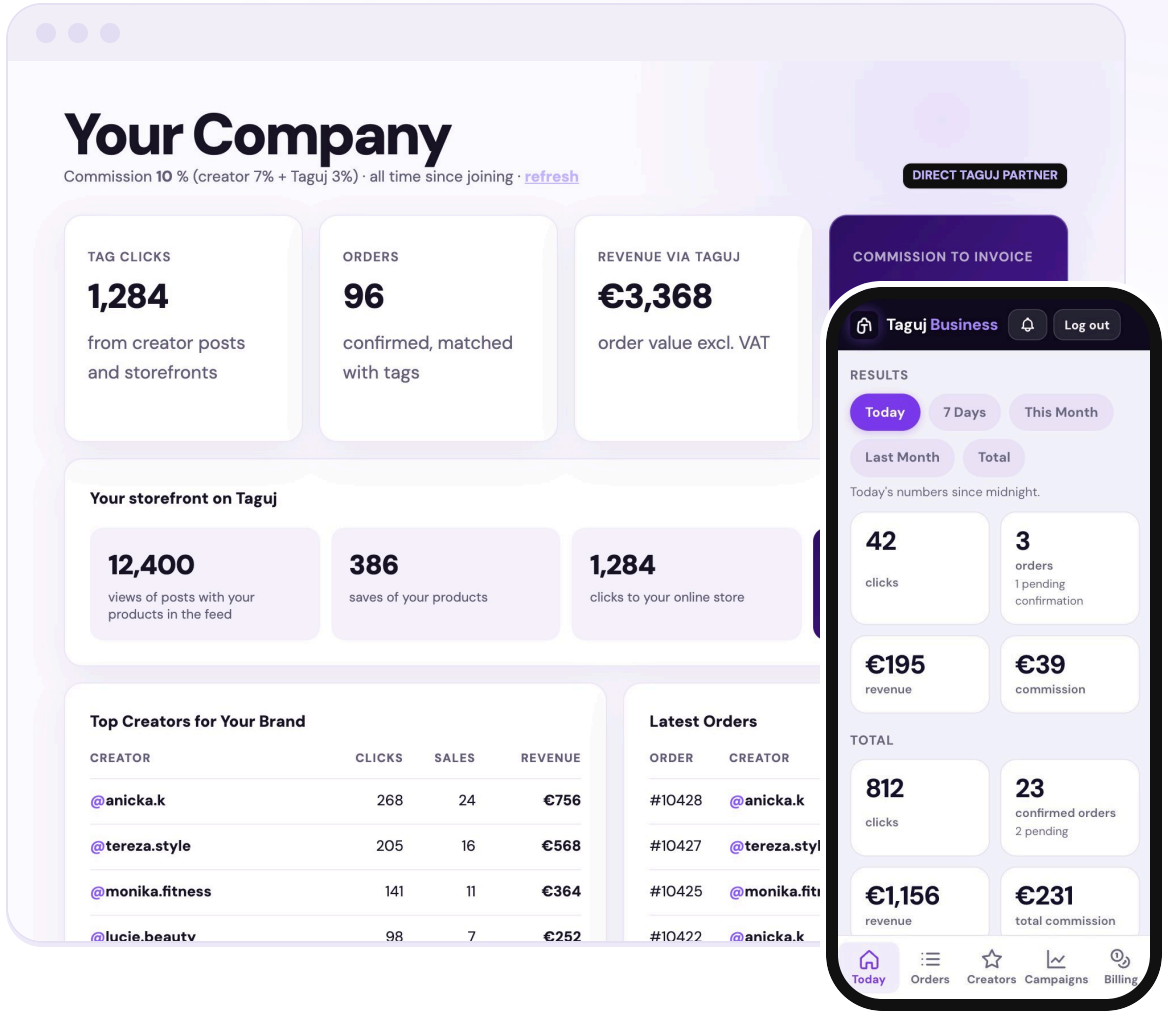
1. **Effortless tracking**
   Every click and order matched to a specific creator.

2. **Dashboard on the web and in the Taguj Business app**
   Clicks, orders, revenue, commission and a creator leaderboard. On iPhone: a notification for every order, Face ID login and a widget with today's numbers.

3. **Shop window stats**
   How often people saw and saved your products, even before buying.

4. **Control over orders**
   You confirm them. You never pay for cancellations or returns.

5. **One invoice a month**
   Taguj takes care of contracts, paperwork and creator payouts.



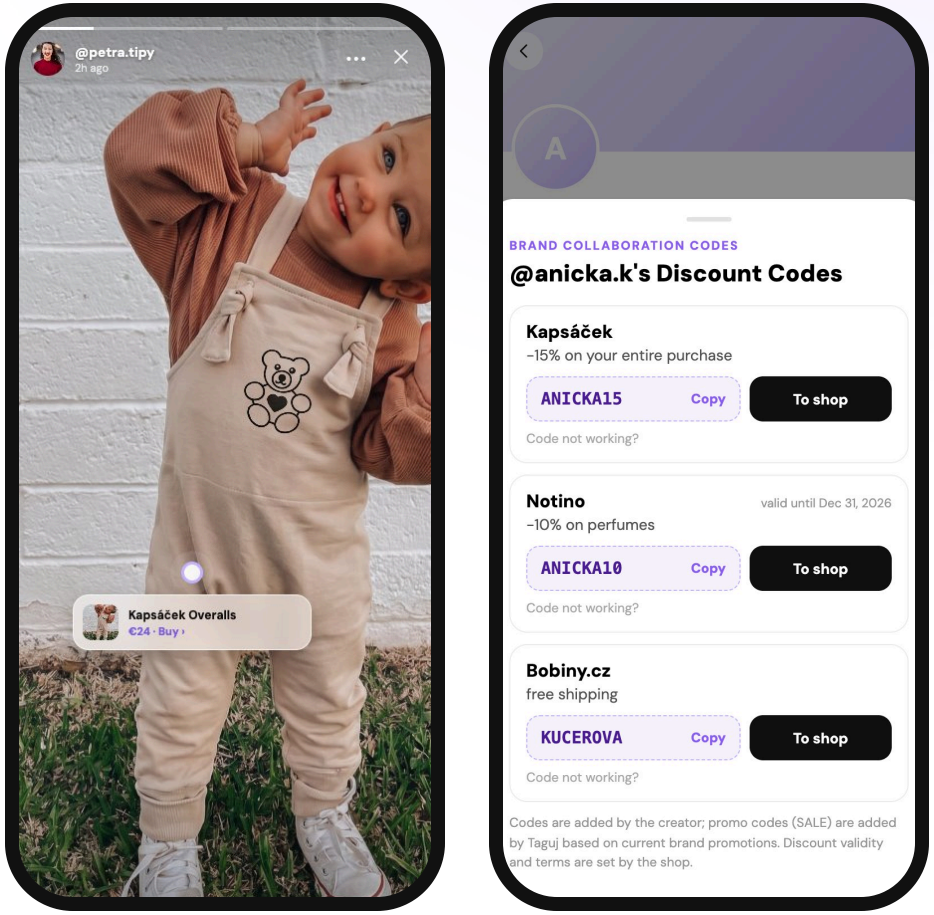
STORIES AND DISCOUNT CODES

Your products in stories too. And your promos on every creator's profile.

1. **Stories with tags on products**
   A creator posts a photo for 24 hours and taps to tag your products. Purchases from a story tag are tracked just like from a post.

2. **Discount codes on the creator's profile**
   Each creator keeps her collaboration codes in one place. Followers copy them in one tap and shop through her link.

3. **Your promo spreads by itself**
   Set up a promo with a code in Taguj Business. Creators get a notification and the code is added to their profile automatically, end date included.



WHO TAGUJ IS FOR

For brands people love to show off.

ONLINE STORES

Kids, home, beauty, fashion

Products that photograph well and that people recommend. Typically smaller independent brands that don't want to pay for ads blindly.

COURSES AND DIGITAL PRODUCTS

Graduates as promoters

On your thank-you page, offer “earn your course back”. Every happy graduate becomes your promoter, and you pay commission only on sales.

SERVICES AND VENUES

Salons, cafés, restaurants

Lashes, nails, massages and bistros. The customer says the creator's code, staff redeem it in the app, and you pay only for visits brought in.

SERVICES AND VENUES

Salons, cafés, restaurants: you pay only for customers brought in.

1

A creator recommends

She shows off your nails, massage or brunch, with her personal code in the post, like PETRA27.

2

A customer comes in

She says the code when paying and gets the perk you offer: a discount, a dessert, an extra glass.

3

Staff redeem it

They type the code in the Taguj Business app and confirm the visit. It takes seconds, no till or integration needed.

4

You pay for results

A fixed amount per visit, or a percentage of the bill. By default only for a new customer's first visit, invoiced monthly.

Why Taguj and not just a discount on the side? A post about your venue stays in the feed, reaches people who don't follow the creator, and keeps bringing in customers for weeks. A side discount ends with one visit. Staff get a ready-made guide in the app, and we make sure no customer is counted twice.

HOW TO START

Up and running within a week.

1

Sign up

At taguj.io/en/firmy in 2 minutes. Set the commission for creators.

2

Connect

Tracking code in your store. 15 minutes, we do it with you.

3

Test

A test order appears in your dashboard and in the Taguj Business app.

4

First creators

Your products appear in the app and we reach out to creators who fit your brand.

5

First billing

After a month you confirm orders and receive one invoice.

Taguj

Show your products where people shop. Commission on sales only.

Write to us at **ahoj@taguj.io**, or sign up right away at **taguj.io/en/firmy**. We'll gladly work out what Taguj could bring to your online store.

Taguj on the App Store **Taguj Business on the App Store**