

Wrapify Launches Huge Platform Update, Expands Options for Startups and Small Businesses

Wrapify, the Uber for Advertisers, has launched a redesigned and re-engineered platform update for clients, as well as expanded its variety of wrap options.

San Francisco, CA ([PRWEB](#)) February 26, 2016 -- Wrapify, the technology-based car wrap company that's been called "Uber for advertisers," has launched a redesigned and re-engineered platform update for clients, as well as expanded the variety of wrap options from which marketers can choose.

The Wrapify 2.0 platform expands, improves, and simplifies the information and user experience for current Wrapify clients, and is designed to draw new ones as well through its expansion of car coverage options.

Previously, the company offered full-wrap car displays for advertisers -- which include eBay, Harrah's and Petco -- but has now added half-wrap and panel wrap options as well.

Wrapify CEO James Heller says the expansion of design choices came in response to increasing requests from startups and small businesses who want to engage the Wrapify platform but have been stymied by the full-car wrap investment.

"We're a startup, we want to support other startups who recognize the power of our idea," Heller says. "These new options are designed to help small business tap Wrapify's success."

A small business can now put three panel-wrapped cars on the road for the less price of one fully-wrapped vehicle, Heller says. A three-month campaign commitment breaks down as:

- > Full Wrap: \$1600/month
- > Half Wrap: \$1,200/month
- > Panel Wrap: \$500/month - Includes two side panels plus the car's rear window

No matter which option a brand chooses, all receive the same features and functions, which include real-time vehicle tracking, traffic pattern recognition analysis, filtering for viewing data about active and previous campaigns,

"Wrapify is in the midst of changing the outdoor advertising industry, and we want everyone to be able to join," Heller says. "People told us what they want, we heard them and responded."

Wrapify pays daily drivers to wrap their vehicles in brand messaging by the mile. Drivers can earn up to \$450 per week, driving their customary routes.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).