

FACELIFT PRESS KIT

THIS PACKAGE CONTAINS
PRESS INFO FOR FACELIFT
AND FACELIFT CLOUD

Welcome to Facelift

Empfang 5. Etage
Reception 5th floor

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FACTSHEET: FACELIFT AT A GLANCE

Facelift

Facelift offers user-friendly software with which organizations achieve measurable results on social media.

In other words, we make success on social easy.

Our customers come from different industries united in their goal of fostering sustainable corporate success. Facelift helps them to reduce complexity, improve teamwork, and analyze results with software and service.

Facelift was founded in 2011 and today has 250 employees with offices in Hamburg,

Paris, Dubai and London and is the European market leader. Facelift has been part of the DuMont Media Group in marketing technologies since 2016 and is led by Daniel Oliver Augsten as CEO.

Facelift Cloud

Facelift Cloud offers all the most important tools for successful social media marketing in one application. Content can be planned, shared and published on all major networks. Community management and customer service use a unified inbox with all relevant formats. Dashboards, reports and competitor analyses are available for success analyses.

Facelift Cloud pays particular attention to teamwork, data security and reliability.

The tool is interesting for medium-sized and large companies with high demands on service and quality. Facelift is an official partner of Facebook, Instagram and Pinterest, and is ISO 27001 certified as well as WhatsApp Business solution provider.

2 MANAGEMENT



Daniel Oliver Augsten
CEO

Daniel Augsten is our Chief Executive Officer. He has been a leader in the industry for nearly two decades. Daniel comes from the social media market leader Facebook, where he has served as Head of Tech, Telco, Utilities & B2B was responsible for the business development of the Facebook app family, which includes Instagram, Messenger and WhatsApp. He was also CEO of a Bertelsmann company, VP at the Deutsche Telekom Group, with positions at Vodafone and in an international management and technology consultancy.

Augsten holds an MBA from the WHU Otto Beisheim School and the Kellogg School of Management and is an international advisory board member, start-up mentor and speaker.



Fabian Schmidt
COO

Fabian Schmidt is our Chief Operations Officer and has been with Facelift almost since the start. Over the years, he left his footprints in the development of the after-sales division and the marketing division, to name just a few achievements. Fabian drives excellence initiatives across departments that are critical to our operations, significantly increasing our productivity. Prior to Facelift, he worked for several years as a creative and project manager for creation and eCommerce agencies with a focus on online and offline media.

Schmidt studied communication design from Hamburg. He is also a passionate musician.

THE FOUNDERS



Benjamin Schroeter
Co-Founder



Teja Töpfer
Co-Founder

Benjamin Schroeter and Teja Töpfer founded and led the company from 2011 to 2021. They now manage UNITED Marketing Technologies GmbH, the parent company of Facelift, which also includes censhare GmbH and Uplift GmbH.

3 FACELIFT CLOUD

Facelift Cloud offers the most essential tools for successful social media management in one application. Our smart software supports you no matter where you are and what challenges need to be mastered.



FACELIFT CLOUD – ALL PRODUCTS AT A GLANCE

PLAN & PUBLISH

Increase your Reach and Conversions

Plan and publish your content in one centralized editorial plan of all channels simultaneously with just one click. Increase your organic reach with Facelift Social Share by providing your teams with instantly shareable content via the app.

[Planner](#) [Publisher](#) [Advertising](#) [Social Share](#)

SOCIAL ANALYTICS

Understand the Impact of your Social Media Activity

Track all desired social media activities and KPIs in with comprehensive reports and have them mapped centrally. Present your compiled reports easily via the cloud in the integrated presentation tool. Always keep an eye on your competitors via benchmarking and compare your performance.

[Reports](#) [Dashboard](#) [Benchmarking](#)

CUSTOMER ENGAGEMENT

Make your Fans and Customers happy faster

Manage your community centrally and in real-time from one inbox. Keep an eye on everything, prioritize and answer all user comments, questions and conversations, even on your advertisements! And you can do it on the go via the mobile app.

[Moderation](#) [Messenger](#) [Mobile](#)

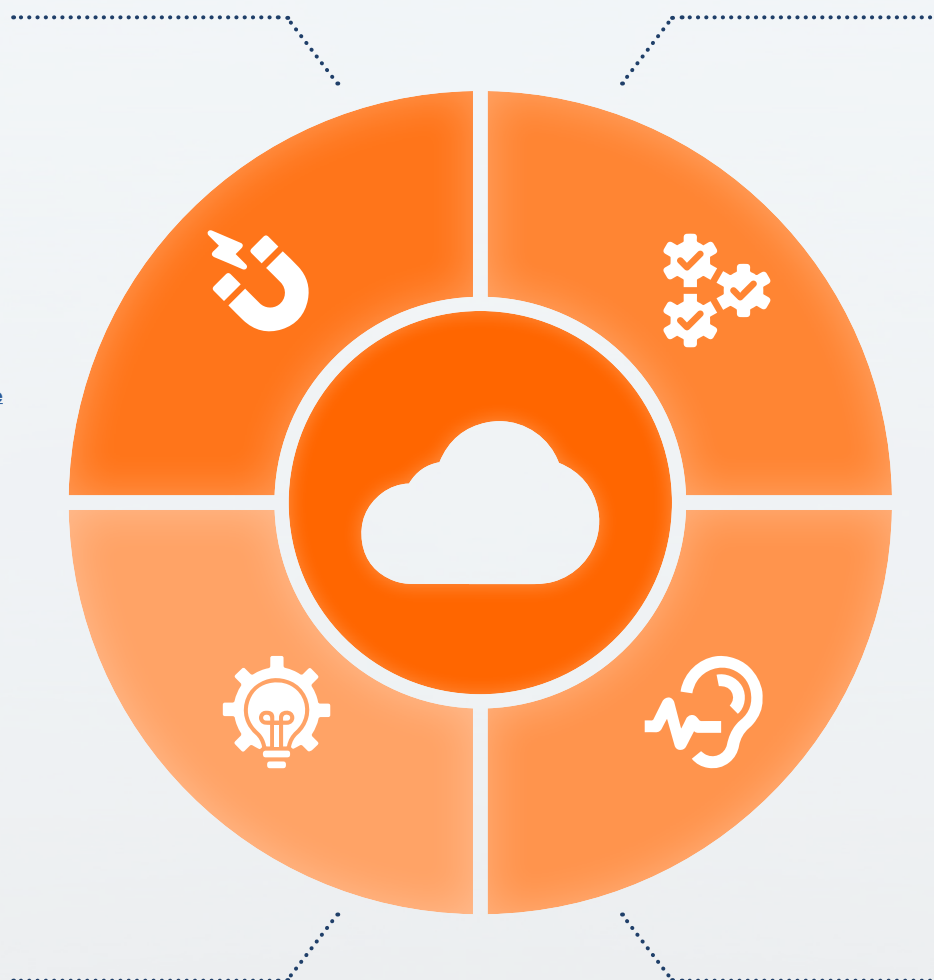
SOCIAL LISTENING

Measure and track the Impact of your Brand online

Find inspiration for new campaigns, determine the share-of-voice and analyze your brand image.

[Trendwatch](#) [Talkwalker*](#)

* Talkwalker is one of our technology partners and is available as an add-on for Facelift Cloud. Find more technology partners [here](#).



4 PRESSECONTACT

facelift

Facelift brand building technologies GmbH

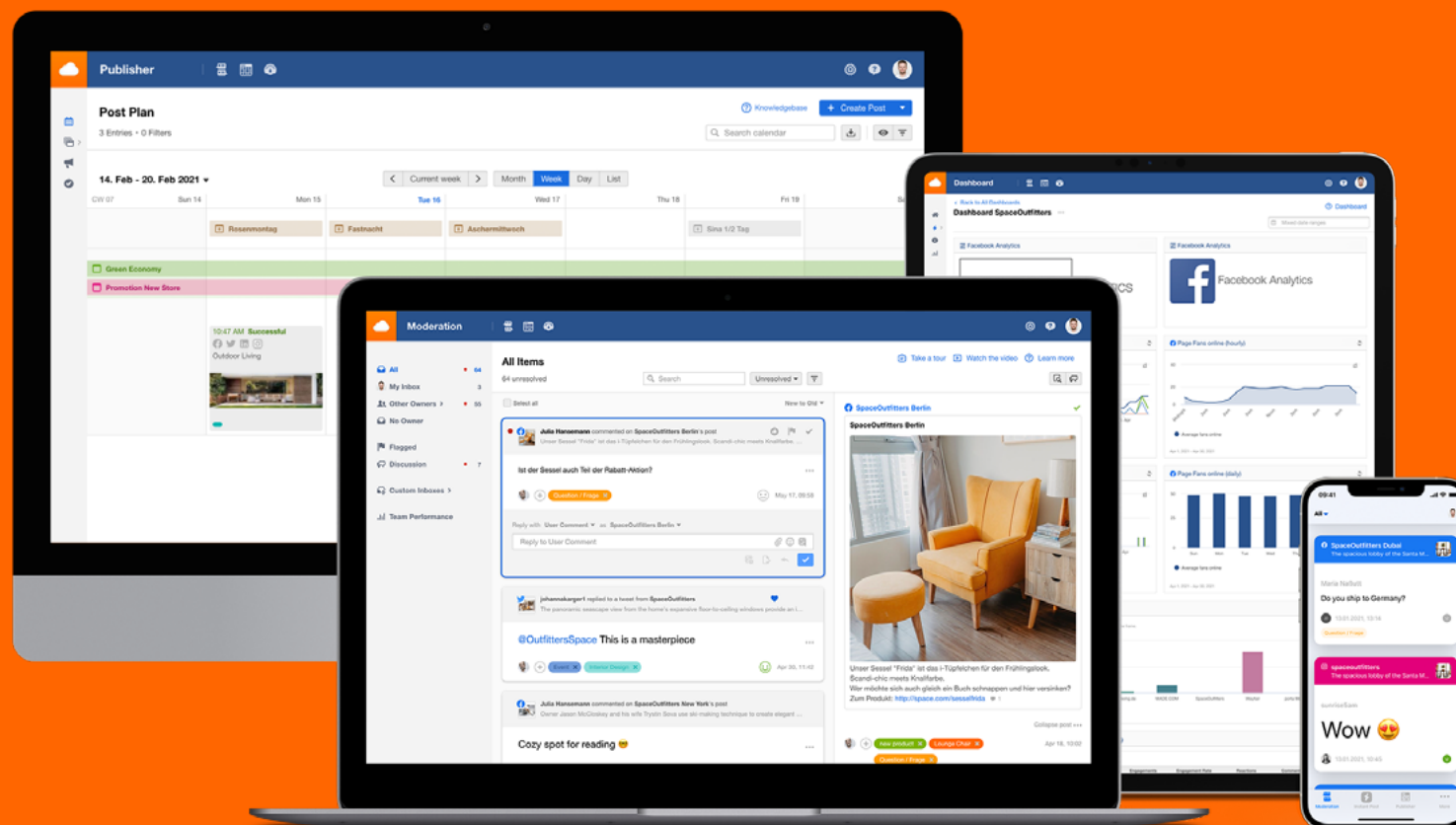
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Kontakt



Meta
Business Partner

Instagram
Partner

WhatsApp Business
Solution Provider

Pinterest
Partner

ISO 27001
Security