PRODUCT SHEET
REPORTS

May 2018

Social Media Data - Bundle Intuitively, Evaluate Live
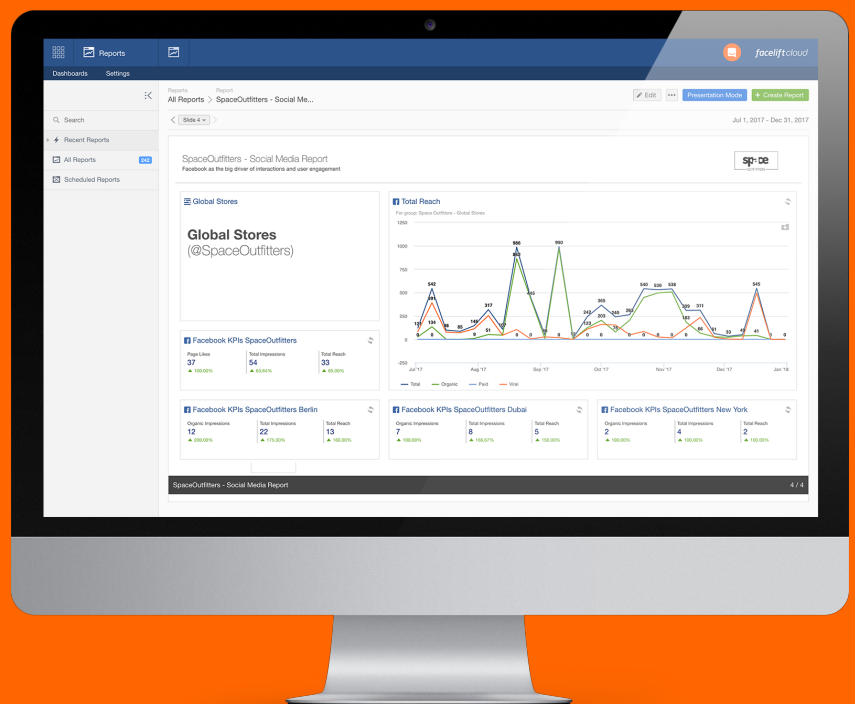
Features Summary

Bundle KPIs from all areas in one report
- Moderation
- Advertising
- Trendwatch
- Engagement
- Integration of external data sources

Observe performance of all channels
- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube

Integrated presentation mode
- Design according to your own CI specifications
- Easy integration of diagrams and statistics

User-friendly and flexible
- Create reports by drag and drop
- Export of diagrams as PDF, JPG, CSV, PNG, XLS or SVG possible

Report automation
- Scheduling of reports at fixed intervals
- Automatic email reminder

Highest data protection standards
- ISO 27001 certification
- According to German banking standards
- Facelift Cloud is "Made in Germany"

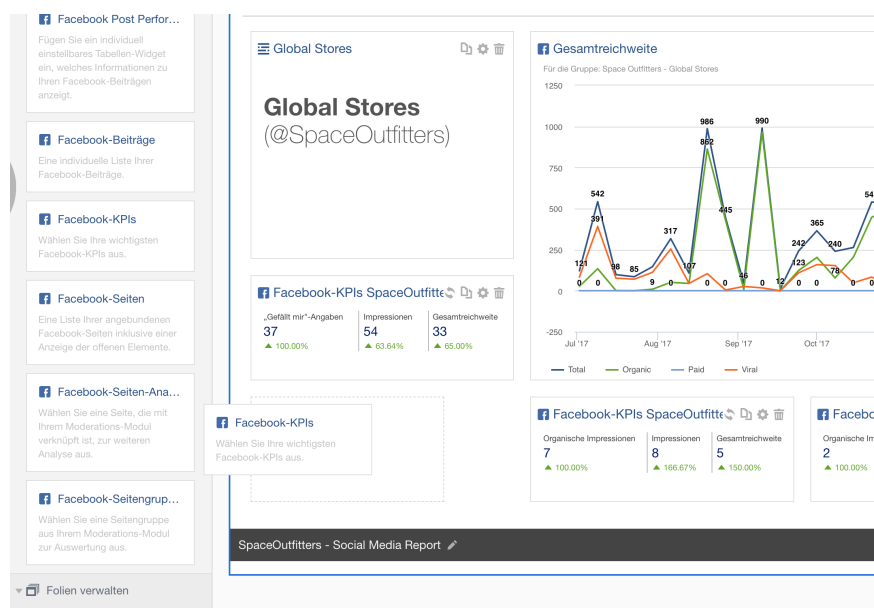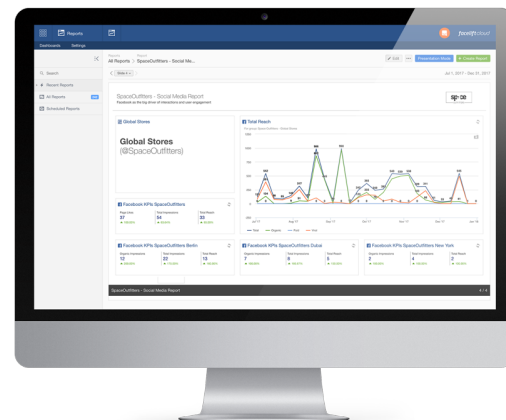#### Analytics for everyone - Quick and easy to monitor success

Without reporting and regular analyses, companies not only give away money, but also potential and resources. It is not enough to draw up an annual balance at the end of the year to evaluate the complex campaigns in social media marketing - where topicality and trends are more important than in any other area.

With the Reporting Module of Facelift Cloud you have the right partner to help you answer the following questions: Will I achieve my goals? Which posts, ads or engagement campaigns are going well and which less? How successful is my community management and how satisfied are my fans and customers? Which content can I save or make better use of?

Create professional reports in no time at all

A variety of data widgets are available for your individual reports. Combine them simply by drag & drop.
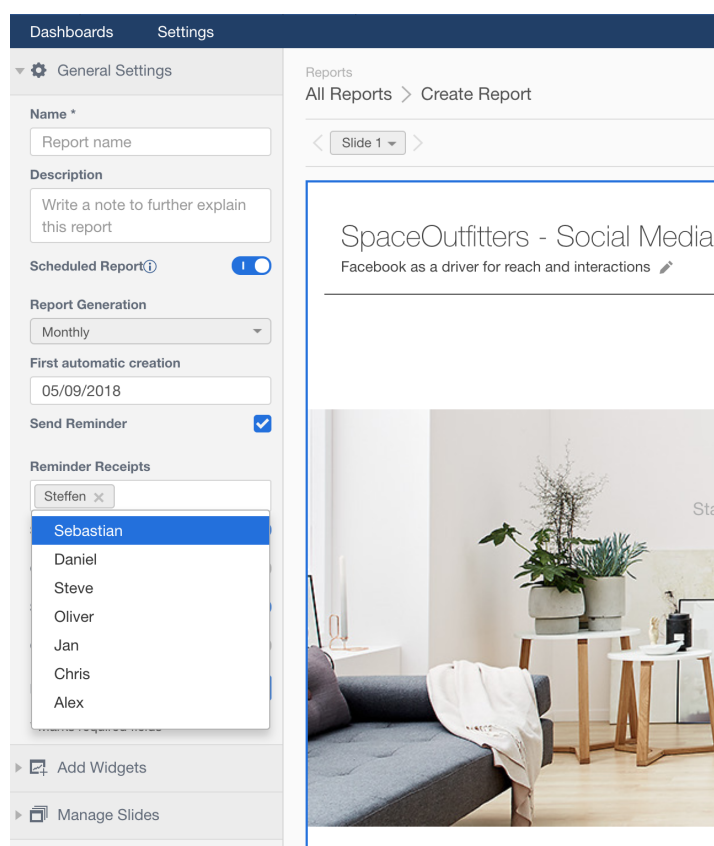
Created by drag & drop

By linking to your social media channels or applications such as Google Analytics, you have central access to individual data. This enables you to translate your findings into data-based and sustainable actions even faster. Always enjoy the certainty that your data and analyses are secure: Facelift Cloud is ISO 27001 certified and meets the highest data protection standards.

Save time and money: Schedule and automatically update reports

Manage updates and manually insert updates? With Facelift Cloud this is a thing of the past: In the Reports module, reports can be created, scheduled and automatically updated. You will receive reminders by email as soon as scheduled reports are available, so you can act directly. Within minutes you are ready for the next quarterly or target achievement meeting. The intelligent roles and rights system also allows you to easily define who has access to which report.

Easily schedule reports and receive reminders by email

Successful presentation - always and everywhere

The Reports module of Facelift Cloud provides an integrated, powerful presentation tool. You can intuitively create templates with your own design specifications. All this directly in one place, ready to be analysed. With this all-in-one solution you save a lot of time for building

separate presentations and can present your KPIs effectively and directly from the tool. If required, you can easily export your diagrams into all common formats.

The most important advantages of the report module at a glance:

1. **All KPIs at a glance** - track all desired social media activities and map them centrally
2. **Reports** individually configurable through **drag & drop**
3. The integrated presentation tool helps you present your KPIs directly from Facelift Cloud
4. **Export of KPIs** in all common formats: PDF, JPG, CSV, PNG, XLS or SVG
5. Save time with **automatic report generation**. Schedule easily and have it updated automatically on a regular basis
6. **Email reminders** when new scheduled reports are available
7. Adapt the user interface according to **your own CI specifications**
8. **Assign permissions for reports** and create dedicated templates
9. Highest data security through data storage in accordance with German bank standards

---

About Facelift

With over 200 employees and more than 1,200 customers worldwide, Facelift is the leading provider of social media marketing technologies in Europe. Facelift Cloud is a multi-certified software solution with all components for professional social media marketing at enterprise level.

Facelift Cloud is fully hosted in Germany as a SaaS (Software as a Service) system, is ISO 27001 certified and thus meets the highest IT security standards. Facelift is part of the official Facebook Marketing Partner Program and Instagram Partner Program.

Facelift brand building technologies GmbH
Gerhofstr.19 | 20354 Hamburg | Germany
www.facelift-bbt.com | + 49 40 2286 849 0

ISO 27001 Security | Marketing Partner | Instagram Partner