

PRODUCT SHEET ENGAGEMENT

March 2018



Features Summary

World's largest catalogue of Engagement mechanisms for social microsities

- Executable on Facebook, Web and Mobile
- Maximum freedom of design
- Operation on servers in Germany
- No insight into data through Facebook
- Same technical basic framework

All actions are individually configurable

- 100% White Label
- All media formats can be integrated
- Custom design with styling engine FASE
- CSS, HTML and JavaScript
- Simple templating
- Real-time previews
- Content library

Engagement-Hub combines all actions into one single hub

- All actions in one central Hub
- Execute all actions in parallel
- Immediate access to all mechanisms
- Unique permission for all actions in the Hub
- Forms can be integrated
- Personalised user address
- Activate users by Facebook notifications
- Lifetime tracking via auto sync with Facebook
- Social CRM integrated

Safe, certified and distinguished

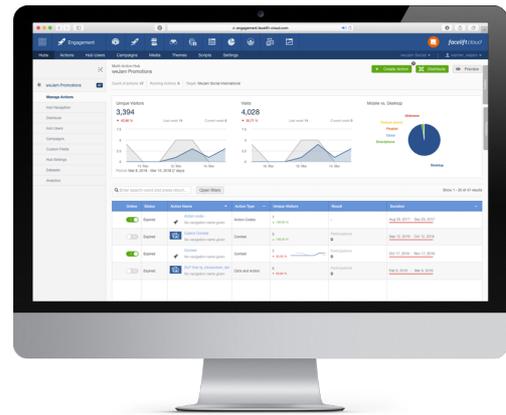
- Hosting in Germany
- ISO 27001 certified
- Facelift is part of the "Facebook Marketing Partner Program" and official "Instagram Partner"

Better engagement and higher conversion – social microsities increase the efficiency of digital campaigns. On Facebook, web and mobile.

Utilise a consolidated database to reconnect with your fans and customers

An integrated system for social marketing, optimised for Facebook.

The Facelift Cloud is a multi-certified software solution including components for professional social media marketing – optimised for the most important channel, Facebook. It combines the eight modules Dashboard, Engagement, Publishing, Moderation, Advertising, Trendwatch, Social CRM and Benchmarking into a scalable enterprise solution, making it possible for you to centrally and efficiently manage all marketing activities on Facebook and other social channels.



In simple terms, a social microsite is an HTML page – executed on Facebook, on the web and/or on mobile devices – which is designed and optimised for engagement with the user. Social microsities make it possible to transform marketing messages into user engagement, i.e. interactive user experience, simultaneously generating qualified user data. Using the Facebook login, you can also receive access to the users' Open Graph and therefore make essential Facebook functions usable. Since they can be accessed via desktop AND while mobile, completely independent of the platform, social microsities allow you the maximum reachability of the user – on Facebook, the web and while mobile.

You have access to the world's largest catalogue of success mechanisms

The Engagement module offers social microsities, which can be created with just a few clicks, entirely without programming skills or technical support. You have access to the world's largest catalogue of proven Engagement mechanisms for social microsities: with more than 50 interactive mechanisms, making hundreds of different marketing campaigns possible. Ranging from simple prize games to complex multi-fan campaigns and the integration of offline instruments such as coupons. All social microsities are editable, maintenance-free and can be used on all channels: Facebook, web and while mobile! Facelift Cloud guarantees maximum reach for each social marketing campaign.

Actions with social microsites increase the efficiency of your advertising campaigns:

- Actions with social microsites offer greater user interaction and higher conversion, thanks to the personalisation via the profile data of the user, a variety of Engagement mechanisms, and social context.
- Actions with social microsites allow brands the maximum freedom in the expansion of content, for the realisation of all strategic objectives, such as lead generation, multimedia content, and data collection
- Actions with social microsites allow for the structured recording and qualification of user data, e.g. via Facebook login or individual entry forms.
- Actions with social microsites provide for compliance with statutory regulations through the user-friendly integration of participation and privacy conditions; ideal for sales-oriented campaigns (vouchers, etc.), since personalisation and quantitative restrictions are possible.

Facelift exclusive: Bundle all actions into one hub with the Engagement-Hub

With the Engagement-Hub, all actions run in parallel and are bundled into one central location. In contrast to independent, side-by-side running or individually programmed actions, the Engagement-Hub allows the same master action. In turn, this enables the visibility of all the current actions of the brand. Another advantage is that the users only have to give consent once to retrieve their data (e.g. Facebook permission). The Engagement-Hub saves this permission and applies it to all following actions.

For every contact with the users, the Hub synchronises their data so that a qualified user database can be gradually built: name, birthday, email, education, city, friends, likes, check-ins and/or photos, etc. The Engagement-Hub uses this data for all further actions, e.g. to personalise content and therefore to increase the intensity of use and conversion. It is the de facto starting point of your own “social CRM”! The “interconnection” of actions leads to a measurable increase of use of the individual actions, easier administration and higher advertising efficiency.



Perform adjustments easily with the Facelift Style Engine

The eight advantages that the Engagement of the Facelift Cloud has to offer:

- 1. Quick and simple realisation** of mobile-optimised social microsites and interactive Facebook microsites at any time
- 2. World's largest selection** of success mechanisms with over 50 mechanisms for hundreds of different marketing campaigns
- 3. Implement all actions with little effort in your own design and content**
- 4. All actions can be easily executed in Facebook, on the web, and while mobile**
- 5. Test, optimise, and adapt all actions**, even while being live
- 6. Full transparency of all participant data and performance values** of every action, including the source of the traffic
- 7. Social logins (Facebook, Twitter, Google)** enable convenient and simple participation for each user
- 8. All actions are guaranteed to be Facebook-compliant**, including automatic updates

Conclusion: Actions with social microsites use Engagement, personalisation and data collection to greatly increase the efficiency of advertising campaigns within and outside of Facebook and facilitate social CRM.

Create

Options for every action

- Design settings
- Campaign-specific settings
- Additional settings

Basic settings per action:

- Action name
- Target fan page
- Action description
- Duration of action
- Notes
- Language selection
- Final page
- Sharing
- Send dialog

Additional settings for every campaign possible

- Mobile devices
- Short URL
- iFrame integration
- Canvas
- Promotion rules

Three different design settings for every action possible

- Standard configuration
- Own design with FASE styling engine
- Individual programming in code view

Content library

- Comprehensive Facelift Cloud archive for all content assets, such as graphics, images, videos, logos, texts
- Categorisation function
- Integrated editing function for all images (e.g., cropping, filters, texts, size changing, etc.)

Design

Standard design „base style“

Standard components for each action, easily interchangeable:

- Background image
- Images and graphics for header and footer areas
- Action motto
- Headlines
- Copy texts
- Predefined CSS themes and scripts

Own design with „FASE styling engine

- Sophisticated web design toolkit
- Meets the latest HTML5 and CSS3 standards
- Design in real-time

Individual CSS adaptation via the “theme roller”

- Texts
- Colours
- Buttons
- Navigation
- Forms
- Containers
- Overlays

Individual programming with scripts

- Change to code view and overwrite the existing code
- CSS, HTML and JavaScript

Mobile device simulation possible for

- Desktop
- iOS Tablet
- Android Tablet
- Windows Tablet
- iOS Smartphone
- Android Smartphone
- Windows Smartphone

Publish

Publish each campaign in different channels

- As a social media microsite through iFrame integration on a website, subdomain or microsite
- Automatic generation of the embedded codes
- As a Facebook microsite by adding to the fan page
- Set and change the start and end date of the campaign at any time
- Different presentations possible on Facebook and the web: The header image, background theme, and footer area are variable
- Always mobile optimised

Evaluate

Analyse campaigns during and after the runtime

- Performance analysis: Clicks, visitors, visits, visit time, visits by weekday, length of visit, outgoing links
- Technical analysis: Browser used, devices, screens, operating systems
- User analysis: Countries, geo, IP port function: Export data as a CSV file, reports as PNG, JPG, PDF, SVG
- Extensive Hub analytics
- Participant tagging and filtering

Manage

Clearly arranged dashboard for every campaign:

- Campaign overview with the main KPIs
- Edit action
- Participant management
- Participant groups
- Edit key messages
- Statistics and analyses
- Event handler for integration of external sources
- Campaign-based email notifications and HTTP interface
- Short URLs for action

Clearly arranged dashboard for all participants:

- Participants
- Winners
- Participation on (date, time)
- Attempts
- Viral boost
- Export function
- Various filters available: Time period of participation, first name, last name, email, Facebook ID, city, country, birthday, winner

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.

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