

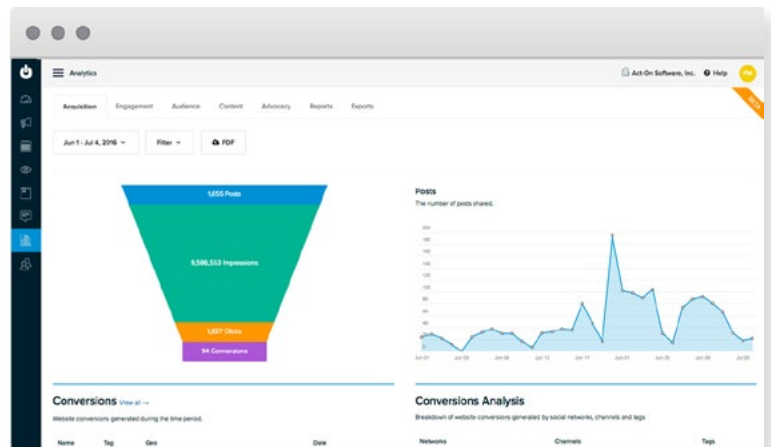
# ADVANCED SOCIAL MEDIA MODULE

## At Last: Bring Real ROI to Social Marketing

For everything we love about social media, it's had a fatal flaw: It lives in a silo, far away from the rest of your marketing. It's been difficult to really know how social contributes, and it's been impossible to make it an integral part of any of the programs you run via your marketing engine.

Act-On solves this challenge. Our new **Advanced Social Media Module** lets you integrate social media into your marketing programs, and measure your social media efforts, including:

- Conversion rates
- Sales velocity
- Revenue attribution
- Impact on retention



*Social Analytics Dashboard in Act-On*

**Attribute, segment, and score** behaviors across all channels, including social.

**Fold your social efforts into your nurturing program** and track results.

**Curate, schedule, and share** content with a click across social channels.

**Amplify your reach!** Empower team members to be advocates and ambassadors. Gamify their efforts to identify and reward your stars.

**Track acquisitions, engagement, audience, content, and advocacy** in your easy, intuitive social analytics dashboard.

**All this** in addition to managing users and permissions, social listening, competitive insight, and much, much more.