

vSocial powers the most successful promotions on the Internet.

vSocial provides a customizable toolset that allows marketers to add social media to their promotions to increase traffic, registration, and return on investment.

- **We enhance online promotions by providing a platform that allows your customers to share videos, photos and to post comments.**

vSocial provides a platform that integrates video, audio, and images, with features such as commenting, rating, profiles, and voting to enhance online promotions. We enable end users to easily share content via email, embed video to personal websites, and share content on websites like MySpace and Facebook. The vSocial platform allows your customers to spread brand messaging that enhances customer loyalty, strengthens brand identity, and increases sales.

"Matrixx partnered with vSocial due to their expertise in the social media and user-generated video space. Their technology platform helped us to very quickly create the Go Green Vespa Challenge."

Van Vandegrift, Executive Producer, Matrixx

- **We deliver 'white label' service that enhances brand identity.**

Unlike our competitors, we don't force clients to include third-party advertising, awkward URLs, or our own branding. These restrictions erode the value of a social media investment.

- **Our platform integrates with pre-existing websites and 3rd party software.**

Our ability to integrate with current websites allows marketers to augment existing websites with social media elements that increase campaign effectiveness. Additionally, the exponential increase in web traffic that results from social media promotions is reflected in your websites page ranking.

- **We provide a customizable solution.**

While our competitors restrict you to a handful of templates, our platform gives clients complete creative control over the look and feel of their promotion.

- **We provide measurable results.**

vSocial provides you with real-time promotional campaign statistics. Available metrics include average time on site, number of page views, signups, ratings, sessions, and comments, as well as sharing statistics such as the number of times media has been shared on websites like MySpace, Facebook, and Digg. We can also include customized statistics based on your goals. Examples include number of sponsor clicks, and number of entries by category. Unlike competitors, we don't penalize your promotions success with added charges for the increased bandwidth that results from a great promotion.

When you vSocialize your promotion, you win.

- **We provide Software as a Service (SaaS).**

vSocial is a hosted software platform. We host the content and power the social media tools that engage the audience. As opposed to on-site installations, our solution requires little to no client-side I.T. support. Our SaaS solution frees clients from any hardware installations, software updates, or system maintenance.

- **Web-based statistics and campaign management**

vSocial's web-based dashboard is the window to your promotion. Our dashboard gives marketers the ability to manage, report on, and optimize their campaigns. The dashboard allows you to moderate comments and media, and view your campaign metrics.

- **We are a trusted agency partner.**

We believe that successful promotions result from the creativity of an agency partner. While we do recommend best practices, at the end of the day, we are a software company. vSocial has partnered with world-class agencies like Ogilvy, Matrixx, and LBi to implement successful promotions. As agency clients place more emphasis on social media, vSocial's experience, combined with the complete freedom enabled by our platform helps agencies develop successful promotions that differentiate and exceed client expectations.

"vSocial was the only choice of partners for Foster's Laidback Legends website. Their social media campaign solution offers best of breed functionality with super-fast deployment but they also understand the need for the flexibility to allow agencies to create unique experiences for brands."

Donnie Kerrigan, Chunk

- **A proven solution.**

vSocial has handled promotions for major brands including:



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