



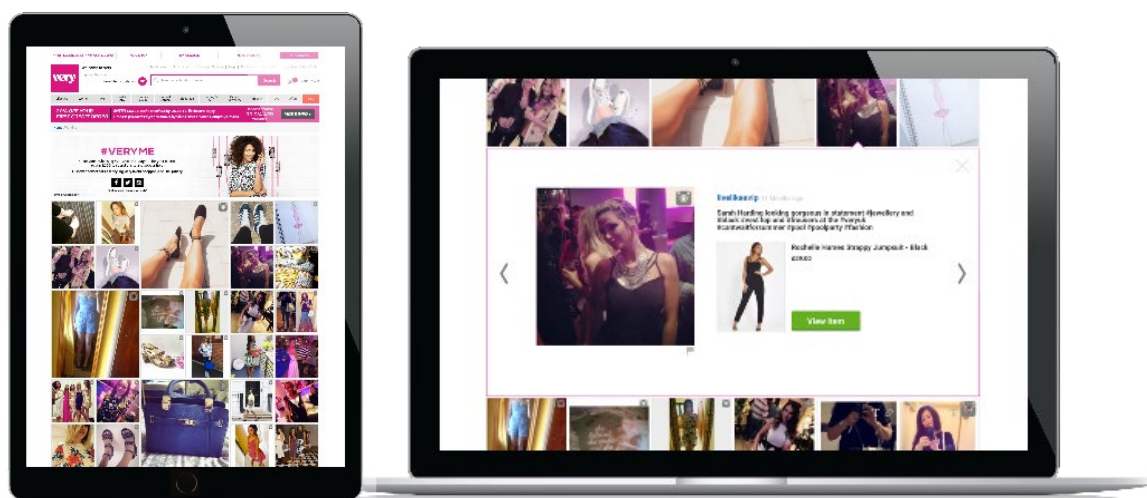
Amplience™

POWERING RETAIL ENGAGEMENT AT SCALE



# Social & User Generated Content

Amplience Social and User Generated Content (UGC) simplifies the integration of user generated and social media content for use on retailers' home and landing pages, grid pages, and product detail pages.



## Key benefits

- Take advantage of social proof with compelling customer images
- Increase conversions with more credible product images
- Reduce content production costs by using user generated images
- Increase the productivity and ROI of social media campaigns
- Internationalize social content for all markets
- Mobile-first responsive players work cross-device

## Solution overview

Amplience's Social and User Generated Content tools give brand marketers, merchandisers, and content professionals the ability to integrate high value customer images into their customer experience strategy from a single platform. Fresh, exciting experiences can be built in real time, and optimized to drive conversions for your customers.



*John Varvatos uses Amplience to boost campaigns by utilizing content shared on social networks*

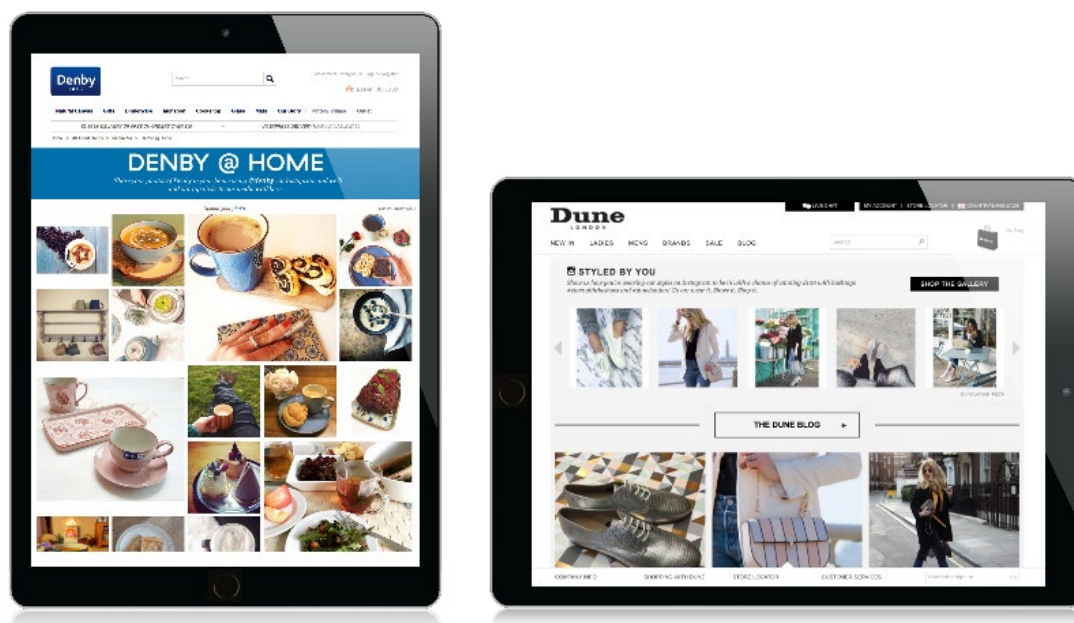
### Key benefits

- Automatically ingest content from major social platforms for curation
- Enable customers to upload content directly to platform
- Moderate content with a simple accept/reject mechanism
- Enrich images with one or more product SKUs or destination URLs
- Curate, track, and publish multiple UGC streams
- Configure pre-built carousels and create custom players with the SDK
- Combine social and branded media into shoppable campaign content
- Automate the publication of approved media to product detail pages
- Advanced event-based analytics for all user interactions, tracked to basket

Retailers can automate the placement of social content in product and landing pages, and combine it with pre-integrated commerce feeds to create the perfect blend of branded and user-generated content.

Approved content follows the same workflow process as other assets in an ecommerce platform, allowing users to add layers and other dynamic changes.

The Amplience UGC viewers are completely customizable, using the viewer Software Development Kit (SDK), which enables retailers to display social content in custom layouts across any page type. This SDK is built to be mobile-first, enabling content teams to quickly build responsive designs and media viewers, ensuring flexibility and extensibility.



Amplience Social and UGC allows users to extend and scale social content across different international locations. Images can be enriched with localization information to create localized shoppable content. Retailers can then be confident that they are building experiences that are truly relevant for any visitor.

The Social and UGC solution forms part of the overall Amplience offering, rather than acting as a standalone feature. This means that users have all the benefits that the Amplience Content-as-a-Service (CaaS) platform provides, as well as bringing the curation and publication of social content into one simple workflow.

## Architected for Enterprise scale

Amplience Social and User Generated Content also benefits from Amplience's event-based analytics that give users an understanding of the value of their content in terms of conversions. As part of the Amplience platform, customers also benefit from best-in-class 99.99% content delivery SLAs and a dedicated Customer Success team.

## About Amplience

The Amplience platform signals the end of today's content production and publishing bottlenecks, accelerating processes and transforming assets into reusable, highly engaging digital content that can be delivered consistently across every customer segment, channel and locale. With Amplience, retailers finally have the velocity of continuously fresh content required to convert customers at every point of inspiration, driving higher sales and productivity -- all without scaling up the team.

More than 200 of the world's leading brands, including John Varvatos, Rag and Bone, and Tumi, benefit from Amplience's specialized digital shopping expertise. For more information, visit [www.amplience.com](http://www.amplience.com)

