

Lithium Commerce

Custom Solutions for Increased Sales

It's All About Trust

Consumers want personalized information from sources they trust. It's old news that friends and family guide purchase decisions more than anything else. Consumers read reviews on commerce sites and they expect to be in the know. But when they have to wait for answers to their questions, they leave. When they can't access what they need from websites or their mobile devices, they don't buy.

It takes engaging, personal experiences during the entire purchase to build confidence in your potential customers, from the moment of inquiry to the closing of the cash register.

There are hot spots all over the social web where a knowledgeable voice from another customer is wanted, needed, and works for everyone—your customers, your superfans, and your brand. Build a community, get customer knowledge. Get Lithium Commerce, put community knowledge where it matters.

Lithium Commerce drives revenue through social channels by connecting social customers with trustworthy, timely, community-provided guidance and advice during the entire buying process.

What Do You Get with Lithium Commerce?

You'll get social apps from our Community Platform to connect your mobile and online customers with peer experts who help them to make good purchase decisions. Its Reputation Engine tells you who's trustworthy and lets your social customers know who they are. Product recommendations let trusted community members put add-to-cart functionality in their posts.

With Lithium Q&A, you can turn your product pages into a direct channel to your most enthusiastic customers, putting online buyers in contact with community experts right at the point of sale. And Lithium Mobile dials your social customers into community sources right at the cash register, validating their in-store purchases while they happen.

Lithium

In the US, electronics and entertainment retailer, Best Buy, calculates that its engagement with social customers—in terms of peer recommendation, sales influence, and returns avoided—returned upwards of \$5 million in the first year.



Gain Advocates



Increase Brand Loyalty



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The Path to Social Success

And because the path to social success is constantly emerging, Lithium is here to help. With Lithium Commerce, you get our crazy-smart technology and our crazy-smart people—a combination of services and technology that helps you to drive the business outcomes that matter: customers making more confident purchase decisions, purchasing more, and returning less. Happy, loyal customers who evangelize your brand and drive demand across the social web.

About Lithium

We help great companies build brand nations for their most engaged customers. With Lithium, clients such as Best Buy, AT&T, Research In Motion Limited (RIM), Univision, and PayPal turn their customers' passion into marketing, product development, sales and customer service assets. For more information, visit lithium.com, or connect with us on [Twitter](#), [Facebook](#), and our own nation - the [Lithosphere](#). Lithium is privately held with headquarters in Emeryville, California.

To Learn More

For additional information about Lithium or to request a demonstration, please contact your Lithium Sales consultant or visit lithium.com.

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Future Shop, who built the largest community for electronics enthusiasts in Canada, is using Lithium Commerce to connect buyers to their most passionate, social customers—providing expert-to-peer and peer-to-peer support while they buy.

► FUTURE SHOP

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