



LITHIUM COMMUNITY FOR DIGITAL MARKETING

Place your website at the center of your digital strategy

ATTRACT
Optimize customer acquisition costs and boost SEO



Improved SEO garnered 100k+ additional unique visitors per month

SERVE
Increase conversion rates and sales

SEPHORA

Customer Spending
Average customer: 1x
Community user: 2x
Superfan: 10x

GROW
Increase brand loyalty and customer lifetime value

AUTODESK.

+10% NPS within 6 months of launch

barclaycard

25% improved customer retention

Create a branded experience that you uniquely own

Think beyond your brand—think about your category and own the conversation. By building thriving communities that blend branded and user-generated content, you can turn your website into THE destination for your category, not just for your own products or services. Unlock legions of your brand's enthusiasts to create user-generated content, enabling you to scale your content engine while driving traffic to your site.

Lithium helps you engage your customers across social channels and on your website with great digital experiences. We help you find them, connect with their passions by delivering awesome digital customer experiences and motivate them to participate so you can make good things happen for each other. They get to be heard and recognized; you get brand buzz. They make product recommendations to each other; you see conversions and loyalty increase.

The Lithium Digital Marketing Solution helps you:

- Increase traffic, conversion and sales: capture customers throughout the buyer's journey by engaging them on your website attracting search engine traffic and increasing conversion.
- Create a branded digital customer experience: customer experience is the last frontier for differentiation. Stand out from the crowd by creating a unique branded digital experience that you own.
- Identify and cultivate brand advocates: deepen your relationships with customers and increase customer loyalty by personally engaging more customers with trusted content. Turn fans into superfans who become extensions of your brand.

Capture customers throughout the buyer's journey

Instead of pushing your customers with paid advertising, pull them in with user-generated content, whether it's trusted peer advice or product reviews. Give them a good reason to keep coming back and spend more time with your brand on your website, even if they're not ready to buy. As they bond with others in your community, your brand will always be top of mind.

Lithium's native gamification cultivates and motivates superfans who invite other customers to your vibrant community where they can ask questions, give reviews, contribute product ideas, participate in contests and share their passions with millions of people, thereby motivating them to contribute content.

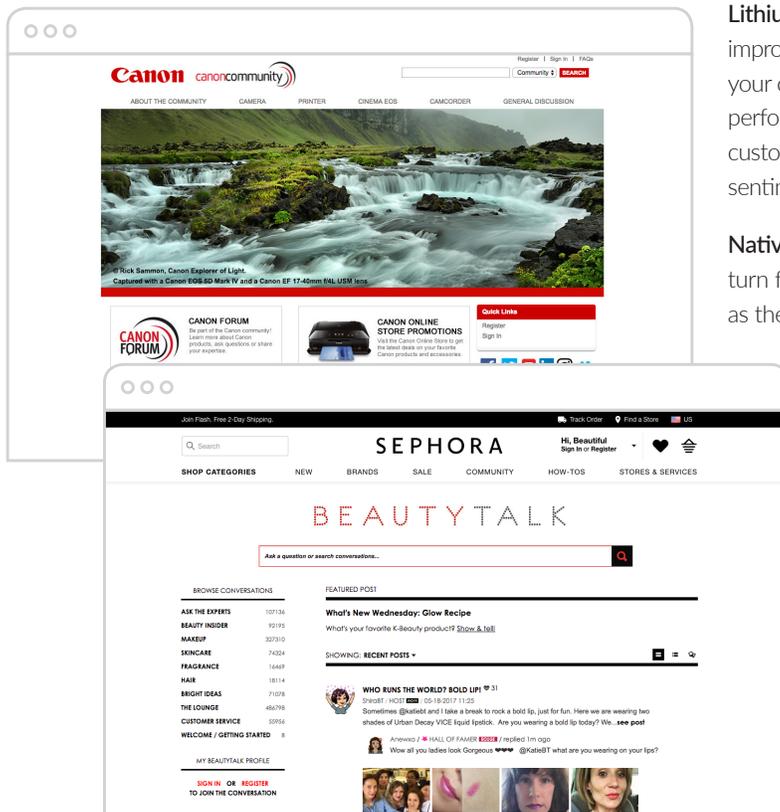
Turn your website into a digital hub for social conversations

With the Lithium Digital Marketing Solution, you get a complete set of tools for engaging customers on your website and connecting with users on social channels. Key features include:

*"Community SEO-sourced traffic is 68% higher than that of website traffic" **

Interaction Styles: increase customer engagement and conversion rates through a broad set of interaction styles designed to host and shape social conversations, such as Forums, Q & A, Blogs, Ratings and Reviews, Contests and Ideas.

Search Engine Optimization (SEO): Increase traffic to your website by hosting social conversations that attract the attention of search engine crawlers. As customers engage, you create a content asset that grows in value over time.



Lithium Social Intelligence: Our analytics enables you to measure and improve the performance of your digital programs by gaining insights into your community's health. Through a unique combination of social science, performance metrics and web analytics, we offer the deepest insights into customer engagement. Discover influencers and understand customer sentiment across millions of sites in the social web.

Native Gamification: Use gamification to motivate participation and turn fans into superfans. Social customers gain status in the community as they help others with useful advice and recommendations.

Rich Media: Crowdsource attention-grabbing photos and videos to attract site traffic and create a more visually engaging experience.

Responsive / Mobile: Engage customers anytime, anywhere, on any device so they can easily find what they need via the online community.

Customizable User Experience: Turn your website into a social destination that showcases your brand. Lithium gives you the flexibility to design amazing digital customer experiences and infuse conversations throughout your website.

To Learn More

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

**Data from a sampling of Lithium retail customers*

Lithium

Lithium delivers awesome digital customer experiences at scale for the world's biggest brands including Airbnb, AT&T, Sephora and Spotify. Comprising Social Media Management and Communities, the Lithium engagement platform enables brands to manage multiple digital touchpoints, facilitate millions of conversations, and drive smarter decisions through data – connecting customers, content and conversations at the right digital moment. Lithium has a massive digital footprint with approximately 480 million new digital interactions analyzed daily, 100 million monthly visitors across its Online Communities, and 850 million online profiles scored through Klout. Learn more at www.lithium.com, join our community at community.lithium.com, or follow us on Twitter @LithiumTech. Lithium is a privately held company based in San Francisco.