



PROFILE PLUS

Take Community to the Next Level with Personalization

Create a personalized community experience based on member interests and expertise

People would participate in community more if they could more easily and quickly find relevant content and if their online community experience was more uniquely tailored to their interests. Profile Plus takes community to the next level, by creating a personalized community experience that enlists more participants and drives community members to be more engaged and create more high quality and relevant content. Profile Plus leverages Lithium's proprietary algorithms and data, and benefits from the large network of communities on the Lithium Platform.

How does Profile Plus benefit consumers?

- Registered community members get a better, personalized experience that shows content relevant to them and motivates them to contribute more content
- Registered community members get tailored recognition and rewards based on topical expertise and influence that can be linked to gamification
- Casual and anonymous users find better quality answers faster

How does Profile Plus benefit brands?

- Faster resolution rates and improved loyalty and satisfaction due to better user experience
- Easily identify top influencers and experts by topic
- Easily identify top interests and expertise of connected members

A personalized curated feed surfaces relevant content, based on topical expertise and interests, while a personal dashboard shows ranking and activity according to topic

Personalized Feed ProfilePlus settings

Choose topics of interest to influence the content you see.

Mobile Software Design UX/UI Technology Running 5K Run

Physical Therapy Sports Medicine Media Marathon Basketball

Save

Galway to Bunnratty via Cliffs tour by babyspic on 6/23/15	33 Replies	72 Views
Connemara or Aran Islands?? by Simba1 on 6/23/15	0 Replies	0 Views
first class train tickets vs. economy on train from Galway to Dublin or would it be cheaper and faster to rent a car? by kc_sunshine on 6/23/15	989 Replies	5478 Views
help plan/coordinate travel arrangements to/through Galway by Kaitlyn43 on 6/23/15	16 Replies	421 Views
Galway to Bunnratty via Cliffs tour by babyspic on 6/23/15	33 Replies	72 Views

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Welcome to Lithium Community

SEARCH LOG OUT

My Activity
Last 30 days

27 POSTS 280 VIEWS 1034 LIKES

Trending Topics & My Interests
Last 30 days

[Hauliking](#) [GoProStudio](#) [Kayaking](#) [Surfing](#) [Snowboarding](#) [Skateboarding](#) [Hiking](#) [Travel](#)

People like you are also interested in:
Topic A Topic B Topic C Topic D Topic E

Ranking by # of views
The more people who view your content, the higher your rank!
Last 30 days

Rank	Member	Views
1	Bobby Gordon	937 views
2	Edward Delgado	925 views
3	Cheryl Ward	822 views
4	Trace Lynch	817 views
5	Emma Solo	807 views

Hero4 Session
You are ranked 9th with 500 views on content about Hero4 Session.

1	Ryan Tucker	906 views
2	James Murphy	955 views
3	David Bates	800 views
4	Nancy Rodriguez	982 views
5	Natasha Evans	867 views

New Member Forum
This is a list of the main areas of your community. 27K POSTS 3.1K P

General Q&A
It is dynamically populated by your top-level community navigation items. 355 POSTS 12.9K P

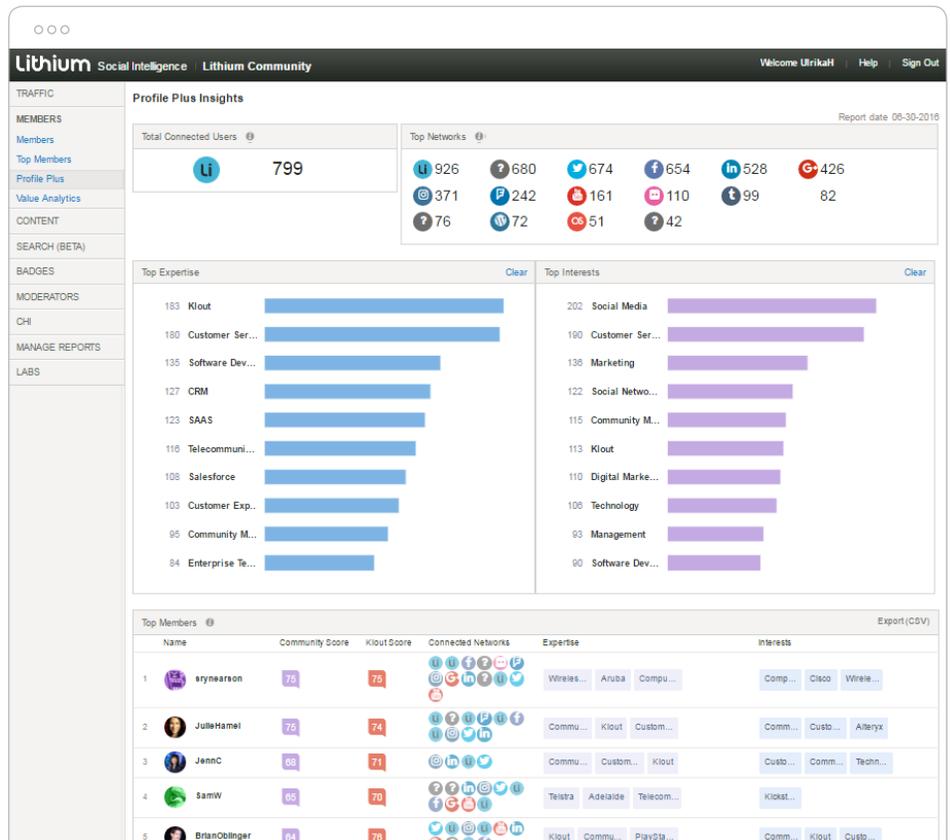
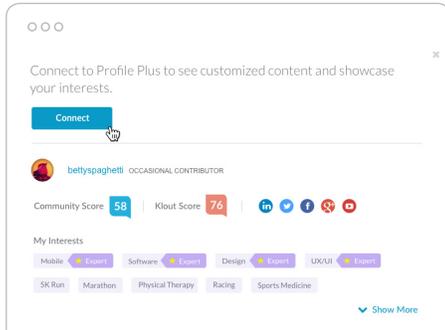
How does it work?

When a user opts into Profile Plus, based on his or her social activity in community and in their social networks, our algorithm surfaces topics that the user has an interest in and, if applicable, expertise. A user can then select or deselect topics they want to see in their personalized community feed, connect their social networks, and select signature interests that the user wants to display in their community profile.

Profile Plus is activated within the Admin console and Studio. A community manager can then enable co-registration, which allows for Profile Plus to be included as part of the default new community member registration process. After that a community manager has the option to select from various components that can be dropped into the community experience including:

- Personalized feed curated
- Personal dashboard shows rank and activity
- Advanced identity and privacy controls
- Call-to-Action (CTA) components motivate users to activate Profile Plus
- Hover card with topical expertise and in-place CTA for non-connected users
- In-context display of topical expertise at post level

Easily identify top experts and influencers by topic and leverage data for more personalized service and marketing



To learn more

For additional information about Profile Plus, please contact your Lithium Account Representative or visit lithium.com



Lithium builds trusted relationships between the world's best brands and their customers, helping people get answers and share their experiences. Customers in more than 34 countries rely on Lithium to help them connect, engage, and understand their total community. Using that data and the company's software, Lithium customers boost sales, reduce service costs, spark innovation, and build long-term brand loyalty and advocacy. To find out how Lithium can transform your business—and to share the experience enjoyed by 300 other leading brands around the world, visit www.lithium.com, join our community at community.lithium.com, or follow us on Twitter @LithiumTech. Lithium is a privately held company headquartered in San Francisco.