



kitdigital

vision of the future

KIT Social Platform

Powered by KIT Cloud

Flexible, Powerful, Integrated
Social Media Solutions

KIT CLOUD

Flexible, Powerful, Integrated Social Media Solutions

With an incredible range of built-in applications and features, KIT Cloud gives you the power to build virtually any social media experience for your brand.

KIT Cloud, part of the KIT Video Platform, gives you the tools to put your customers and their world at the center of any interactive experience. Our powerful social publishing solutions let your customers express themselves and connect with other people just like them – all within the borders of your brand.

With all the pre-built social features and functionality available in KIT Cloud, we can help you develop and launch communities, social websites, Facebook pages, mobile apps and more in a fraction of the time it'd normally take to build from the ground up. We'll change your conversations from "How am I ever going to build that?" to "What do you want to build next?"

KIT Cloud is our cloud-based, turnkey solution for multiscreen social video publishing and monetization that helps the world's most recognizable brands build deeper engagement with their customers, employees, and fans. A leading SaaS solution, KIT Cloud's extensive set of built in features and functionality enable companies and brands to quickly, inexpensively build feature-rich social sites, socially enable their existing sites or publish shared content to the mobile and social web.

Custom Communities

Build an online meeting place for your customers, fans or employees to get together and share opinions and experiences. It's like a private-label social network for your brand.

▶ Extensive Built-In Functionality

Custom user profiles, message boards, commenting and ratings, badges, and more. All the features you'd expect from a leading message board platform with the added benefits of KIT's broadcast-quality video and multimedia functionality.

▶ User Generated Content

Drive more traffic and engagement with your brand by giving users the ability to share blog posts, videos, audio, images, and more with each other.

▶ Points and Levels

Keep your return visitors coming back for more and reward your community's most active members with custom Points & Levels and Badging functionality.

▶ Highly Customizable

Create a consistent online brand experience with a custom community, message board, or forum that matches your existing website in every way using CSS or our built-in site styler tool.

▶ Reviews

Enable users to publish detailed reviews on videos and other media content to drive viewership and inform your recommendation engine.

Facebook Publishing

Extend your KIT digital-powered website experience right onto your brand's Facebook fan page, with a custom and interactive tab or application that's fully integrated, letting you update once and publish everywhere.

► Easy to Publish and Maintain

Dynamically pull content updates from your site (or any other source) into Facebook, allowing you to publish once and keep your brand's message consistent no matter where people choose to interact with you.

► Consistency Across Platforms

Our design flexibility and ability to easily integrate content from multiple sources means that your Facebook page will

feel more like a part of your brand, not a cookie-cutter Fan Page template.

► Better Customer Experience

Go beyond Like buttons, coupons, and polls – with KIT digital, you can build immersive social experiences for Facebook that truly stand out from the crowd.

► Custom Analytics Integration

Embed tracking codes from Google Analytics or Omniture right into your custom Facebook tab, giving you one centralized report about how and where people are interacting with your content.



Social Websites

Reinvent your entire website with a fully functional Social CMS. KIT Cloud makes it easy to integrate commenting, ratings, polls, profiles, user generated content and other social features into your website.

▶ Customer-Focused Innovation

Increase interaction with your website by rebuilding it from the customer out and adding countless ways for people to get involved, including promoting your most popular content out on the social web.

▶ More Customer Data

Better understand customer behavior by capturing registration data from a larger percentage of site visitors, gathering feedback and giving them reasons to come back.

▶ SaaS Solution

KIT digital hosts and manages your solution so that you're always working with the most up-to-date version

of our tools. Deploy using a variety of methods including our complete set of REST APIs, hosted pages, or embeddable widgets developed in our web-based App Studio.

▶ Large Set of Built-in Features

With KIT Cloud, you have access to a wide range of social features, letting you recreate almost any functionality you've seen out on the social web for your own site. KIT handles the integration of features so that you can access commenting, ratings, forums, social sharing, and more from a single platform.

▶ User Generated Content

Manage your website's existing content side by side with user-generated submissions. Our tight controls allow you to manage and moderate user-generated content like photos, videos, blog posts, and more from a central platform.

Contests & Sweepstakes

Quickly build and launch a variety of different contests for your brand. Register submitters and voters, track their activity, and let the crowd decide who wins.

▶ Social Login

Reduce issues in the registration process by letting users log in using their Facebook, Twitter, or other social profile information.

▶ Social Promotion

Give entrants the tools to promote their submissions, via sharing on traditional social networks like Facebook

and Twitter and custom widgets that can be embedded anywhere on the web.

▶ Moderation

Maintain control of every submission to your contest with our powerful set of moderation tools and spam protection.

▶ Dynamic Leaderboards

Easily display the top ranked or most popular submissions with our points and levels functionality so that users can keep track of activity.

