



Word-of-Mouth made easy.

Clickst offers a simple way to generate, track and gain insight into referral and word-of-mouth traffic. Today more consumers are discovering information via their friends on social media, and the ability to stimulate, measure and act upon this behavior is critical to any online marketing effort.

Key Benefits to Clickst

Share

- One-click, multi-service sharing
- Share specific offers or items
- Completely white-label
- Control the message being shared

Measure

- Track referred clicks by share
- Measure engagement
- Track conversions by referrer
- Learn what social channels are most effective

Adapt

- Discover relationships between users
- Know what users are influenced on
- Identify influential users
- Personalize based on influencers & friends

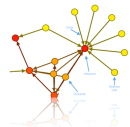
Proven Results

Clickst has proven its results with real-life campaigns and partners, in a range of industries including concerts & events, travel and financial services. Clickst has been able to drive up to *5% more reach* for websites via word-of-mouth traffic, and increase conversion rates by **5x**.

Clickst is especially well suited for:

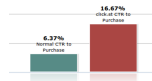
1. Marketing campaigns with a word-of-mouth element
2. Online contests or promotions with an incentive to share that requires tracking
3. Discovering and ranking social relationships within communities

Feature Highlights



Unique social insights

- Calculate a user's influence or inclination to follow
- Know what things your users are influenced on
- Deliver personalization based on the influence of actual peers



Comprehensive analytics

- Supports sub-segment, campaign level reporting within a single company
- REST API for integration into your reports
- Incremental, near-realtime updates



Full control over what's shared

- Easy-to-customize, white-label service
- Control the messages sent to social networks
- Log referrals & conversions by message
- Test different variants and calls-to-action



Advanced URL shortening

- API-driven service
- Custom domains
- Store and retrieve data along with the URL
- Trigger API events on URL clicks

Interested in learning more?

We offer affordable, monthly subscription plans based on volume. Whether you are an in-house marketer, an agency, or a prospective partner that can benefit from Clickst's social and word-of-mouth analytics, contact us at sales@clickst.com for more information.

