



About Tradable Bits:

Tradable Bits is a social media marketing platform that helps businesses in entertainment, sports, tourism, retail and events connect with their customers. We provide tools that help you:

- *Discover your fans' interests and friends*
- *Empower your influencers to sell for you*
- *Increase return on investment of social ads + more!*

Social media is integral to everything we do. From interactions with friends and family, to business associates at events, it's a core part of our everyday lives. The Tradable Bits platform helps companies capture these social interactions and turn them into more engagement, awareness and conversions.

Tradable Bits provides every tool you need for digital marketing all on one platform. Here's just a sample of our suite of tools:

Stream:

More than a social media aggregator, Stream goes beyond just collecting posts from every major social network. Distill social media into only the best posts about your brand by your top influencers. You have full control over how to showcase your content: embed on your website, blog, mobile app, digital signage or broadcast TV.

Campaigns:

Learn more about your fans every time they engage with your business through contests, registrations and games.

Open API & SDK:

The possibilities are endless with unlimited access to all of your data, fans and collected social content from every major network.

Social Login:

Discover which of your followers actually buy your products by integrating social media into your ecommerce site. Simplify your registration process for even more conversions and return customers - no usernames or passwords to remember!

Comments:

Spark conversions on your website or blog by encouraging fans to share their opinions.

Fan CRM:

Every time a fan interacts with your business online, Fan CRM captures their data footprint. Detailed fan profiles tell you who your fans are and determine which fans are your best leads. Integrate any of your existing data with your Fan CRM for a complete understanding of your audience.

Our unified platform ensures that every fan participation, interaction and connection adds quantifiable value to your business.