

SPEKTR expand your social spectrum

Management software for Facebook activity

List of all Features

<i>Features</i>	<i>Available now</i>	<i>Available soon</i>
<i>Design</i>		
Theme repository (currently 3 themes)	✓	-
Theme creation toolbox	✓	-
Custom theme upload & integration functionality	✓	-
white label	✓	-
Responsive design to support smartphones and Tablets	✓	-
<i>Content Hub</i>		
Content block layout definition	✓	-
Backend drag & drop sorting	✓	-
Video integration	✓	-
Configurable default content	✓	-
Automated on- offline of individual content blocks	✓	-
<i>Competition Activity Mechanics</i>		
Simple (checkbox)	✓	-
Multiple choice	✓	-
Text entry	✓	-
Numeric entry	✓	-
Photo upload + gallery with like functionality	✓	-
Video upload + gallery with like functionality	-	✓
Photo voting and comments	-	✓
Video voting	-	✓
Personality test	-	✓

<i>Other Activities</i>		
Voucher code generation	-	✓
Polls	✓	-
Optin tool to convert fans to mail-database	✓	-
<i>Other Functionality</i>		
Optional like gating	✓	-
Integrated referral functionality (invite friends functionality)	✓	-
Choice of short or long data capture forms	✓	-
Form builder	-	✓
T&C editor	✓	-
Post or pre-moderation for user upload competitions	✓	-
Facebook, twitter, google+ share functionality	✓	-
Preview of all stages of content and activity set up	✓	-
<i>Data Management</i>		
Data management	✓	-
Complete user data extraction and deletion	✓	-
Referral data extraction and deletion	✓	-
Competition entry data extraction	✓	-
Automated winner extraction	✓	-
Mailchimp integration via api	-	✓
<i>Integrated Tracking Tool</i>		
Complete activity participation overview	✓	-
Detailed participation overview of single competition	✓	-
Return user tracking	✓	-
Communication optins	✓	-
Tracking data download in .csv, .jpg, pdf formats	✓	-
Google Analytics tracking	✓	-
Customised Google Analytics tracking	-	✓
<i>Globalisation</i>		
Multi-market	✓	-
Multi-brand	✓	-
Multilingual	✓	-
<i>Service</i>		

User Manual	✓	-
Training	✓	-

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Interested?

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