Livefyre for Retail, CPG, Food & Bev

Today, retailers must differentiate themselves within a hypercompetitive marketplace, and marketers must collaborate across functional teams to execute a consistent, engaging, and personalized shopping experience, online and offline. In addition, many commerce platforms rely on IT to enable content and changes, which makes it difficult to drive rich shopping experiences across all touchpoints.

Livefyre is a user-generated content (UGC) platform that makes it easy for retail marketers to find, manage, and publish user-generated content throughout the digital experience and the customer journey, turning brand advocates into your top content creators. Livefyre is fully integrated into Adobe Experience Manager, giving you instant access to UGC and engagement applications within other authoring environments.

- Search and secure rights to UGC, managed and tagged with your existing brand assets, increasing content velocity
- Turn UGC into shoppable media, adding product hotspots to the authentic content with the Experience Manager Dynamic Media capability
- Connect UGC to your product catalog and pages with the Experience Manager Commerce capability for more relevant assets in the buying journey
- Drag and drop content and engaging applications (media wall, comments, live blog, and so on) on to any page in Experience Manager

The Value Livefyre Provides Retail Marketers

Get more value from your brand and content marketing campaigns while saving time on content creation
- 28% increase in brand engagement when users are exposed to both professional content and UGC (source: comScore)
- Coca-Cola and Kleenex automatically collect all content created from hashtag campaigns and other marketing efforts and reuse them as key components of your digital experiences

Use authentic content to increase purchase intent and conversions
- 81% of consumers read what other people have posted online about products (source: Forrester), and 92% trust peer recommendations over other forms of brand content (source: Neilsen)
- Surfacing UGC, such as photos, videos, reviews, and Q&A, on product pages increases conversion (25% increase seen when organic images are used, Evercore)
- New opportunities for product discovery are made available by linking UGC to products using shoppable media
- Livefyre makes it easy to aggregate, filter, and secure rights to content for use throughout the buying process with automated moderation and rights management

Increase user registrations and retention, and reduce churn
- Increase loyalty and leverage brand advocates by incentivizing community participation through posting content, answering questions, and participating in content marketing campaigns
- Let top loyalty members feel more connected to the brand and increase engagement of newcomers
- Become the central hub of conversation around a topic related to your brand (Depend saw a 23% increase in engagement doing this)

Discovery Questions
- Tell me about your content strategy related to content marketing and for all your product and services pages.
- Which content challenges is your team experiencing? How difficult is it to update content on your website or mobile app?
- How do you work with your social team? What is the content collaboration process like?
- How do you leverage content found on social media?
- How do you engage with your most loyal customers? What are some ways that you would you like to get more value from your brand advocates?
- Which vendors do you use for UGC and community activities? How well do they connect with your current tech stack?

Objection Handling

This sounds time consuming, and we don't have the resources to start using UGC.
- Livefyre industry-leading moderation capabilities save you time sorting through the bad content. The automated SAFE filter removes spam, profanity, hate speech, PII, and more in text and removes images with nudity.
- With Streams, you can automatically capture content with specific keywords, hashtags, locations, and so on and save it into folders in Experience Marketing Assets for organizing and capturing metadata for use alongside brand assets.
- You can tag content with product SKUs to simplify access to content related to specific products for delivering on product pages or for discovery.

UGC is scary for our legal team. How do you manage the rights to the content?
- Livefyre has rights management built right into the platform and is accessible directly from Experience Manager Assets.
- You can send automated tweets and comments from your brand account to the content creator with a link to your terms and conditions. The creator only needs to respond with the specified hashtag to change the rights in Livefyre and Experience Manager Assets.

We already do UGC with Olapic. Why should we look at Livefyre?
- Livefyre helps you build an engaged audience across the entire customer experience, leveraging all types of content.
- Olapic was acquired by Monotype, a company in a very different market and has not integrated at all. Livefyre was acquired by Adobe, a perfect fit in terms of leaders in content and data, and already has integrated into several products.
- As part of the Adobe Experience Cloud, Livefyre brings UGC to your CMS, commerce platform, DAM, emails, advertisements, and more. Get the power of content and data by using a unified platform.
- Olapic is only image and video content. Livefyre allows people to submit content in the form of reviews, comments, videos, and photos and curates all types of content from networks, like Twitter, Instagram, Facebook, YouTube, RSS feeds, and more.

Customer Examples

Company	Challenge	Solution	Results
Coca-Cola	Coca-Cola's global technology team was running into multiple challenges delivering engaging content across hundreds of different markets. They experienced organizational complexities and duplication of efforts and investments, due to managing over 2,000 different websites (many orphaned) and over 600 agencies building from scratch.	Coca-Cola developed a strategy and selected a technology platform that could scale content marketing across their brands globally, while allowing the individual markets to maintain their own identity and authenticity. "AEM and Livefyre form the flexible backbone of the GO! Platform". With this platform, they were able to simplify the operational burden, feed the content ecosystem with UGC, and connect to consumers and through consumers.	• Faster time to market with ability to launch websites in 5 days, and easy-to-use systems that instantly populate sites with brand social content and UGC • Reduced costs on website and content production by leveraging reusable components that scale across all markets • Increased engagement by bringing interactive experiences to digital properties, allowing brands to embrace their own identity and fans
Craftsman	As part of a larger effort to grow their user base, the Craftsman brand marketing team redesigned their club website. They aimed to bring in new, brand-loyal members by creating an exclusive destination where members could share their personal projects and advice.	Using Livefyre, Craftsman's Inspiration Wall gives consumers a place to engage with UGC from DIYers and other tradespeople to encourage and inspire projects that their products enable. Craftsman curated content from social networks and from top users uploading it directly to the site.	• 190% increase in digital membership • 6X longer time on site • 78% increase in new online community members • Community members spend 5x more than non-members
Kimberly Clark	Depend wanted to provide their customers with a safe, knowledgeable, and easily accessible community to help them connect with each other and the brand on a more intimate level.	Depend used Livefyre to create a community experience where consumers can connect with each other without the hard push of a sale. This helped to make their customers feel more safe and more willing to engage. Using Livefyre Comments and Trending app, along with top moderation tools, gave their community an easy way to find conversations, and a safe place to participate.	• 23% increase in total comments YOY