

24 APRIL 2015

ASX ANNOUNCEMENT

MANALTO RELEASES V4.0 OF ITS SOCIAL MEDIA MANAGEMENT SOFTWARE

Manalto today announced the latest release (V4.0) of its social media management software, which delivers higher technology performance and scaling capabilities, and provides increased management and campaign functionality for organisations to achieve efficiencies in managing an expansive social media presence with alignment to their internal marketing frameworks.

Manalto has migrated its platform to the latest service-oriented architecture to enable the next level of operational scale. The new platform will deliver a faster, high performing and agile environment to underpin customer growth on the system. Also, this helps to pave the way for mobile product expansion, and to enable Manalto to offer its solution as an embedded third party service.

“It’s critical that Manalto leverages the best possible technologies, allowing for faster delivery of our product offering and continuously improving our ability to respond to market needs. Being a successful technology provider is about to ensuring speed-to-market of new features while maintaining high performance and customer usability. Our latest upgrade has been focused on all of these areas,” said Patrick Fong, Chief Technology Officer, Manalto.

Manalto has shaped V4.0 on the back of customer insights and analytical usage of the previous platform. It includes a range of new campaign-driven features to:

- Deliver greater targeting capabilities
- Enable customers to build and execute geo-targeted campaigns across multiple social media platforms and assets
- View aggregated or detailed singular analytics
- Enable increased centralised management control over targeted marketing activities across a widespread social media presence of up to thousands of social media pages and accounts.

A number of additional enhancements to the user interface and navigation of the solution have also been included in the release, designed to increase user efficiency and task-speed within the solution.

V4.0 NEW FUNCTIONALITY	BENEFITS
Service oriented (API)	Modularised service oriented architecture allows for the technical development of multiple applications (i.e. mobile app, 3rd party), not previously available.
Queue based processing	Ability to dynamically scale servers to enable continued real time operations and a seamless customer user experience at scale.
Improved Asset Management	Enhanced user interface, with more meta data enabling greater targeting capability for customers developing social media campaigns.
Scalable Create Post (Targeting)	Introduction of an advanced, graphical post functionality delivering geo-targeting capability for customer publishing posts across different locations.
Campaign Management	Introduction of campaign functionality giving customer the ability to cluster posts, profile and cover image updates, and schedule a planned series of posts in advance.
Schedule cover image updates	Ability to now schedule cover image updates inside Facebook using Manalto.
Schedule profile image updates	Ability to now schedule profile image updates inside Facebook using Manalto.
Asset stats page	Introduction of detailed asset analytics.
Meta: post queue management tools	Delivers greater capability for Manalto Support to view and manage posting and fix issues more easily.
Post Approval	Introduction of mandatory approval workflow in line with risk management features of solution.

About Manalto

Manalto is a provider of enterprise social media management solutions. Manalto enables organizations to efficiently manage their social media assets at scale, with alignment to their structure. Manalto delivers controls to support brand management and risk management inside Facebook, Twitter, LinkedIn and Google+. It has offices in Los Angeles and Washington DC Metro, and supports customers globally. For further information, please visit

Manalto.com