# ShareRoot

## ShareRoot to launch new user interface, advanced search and analytics capabilities

**Highlights**

- **New features to be rolled out to select customers in September with further commercial launch in 4th Quarter**

- **New simple, clean and elegant user interface that makes it easier for clients to use**

- **Significantly improved search capabilities and analytics with advanced reporting features - increases the effectiveness of client marketing campaigns**

- **Delivers on ShareRoot's strategy of driving sales and revenue growth by providing clients with significant new value-adding features to the UGC platform**

**ShareRoot Limited (ASX: SRO) (ShareRoot or the Company)** is pleased to announce the launch of major new features for its cloud-based legal rights management (LRM) platform for user-generated marketing content (UGC), including new analytics and advanced search capabilities as well as a major user interface overhaul.

The new UGC features will be rolled out to select customers in September and will be further launched in the upcoming quarter.  The new features will help to drive sales and revenue growth by providing customers with additional value through a simple, clean, and elegant new user interface that includes significant feature improvements to make it more user friendly and efficient.

The update, implemented by recently-appointed ShareRoot's Chief Product Officer Jason Weaver, delivers on the Company's previously announced commitment to progressively roll out new features for its UGC platform.

Mr Weaver said: "The new analytics and reporting features added as part of this upgrade will drive revenue and client growth by allowing clients to clearly see the effectiveness of their UGC-driven marketing campaigns.

"Based on extensive feedback from our loyal client base, we have overhauled the user interface and added a range of advanced search capabilities that make it easier for businesses to obtain relevant content from social media and secure the legal rights necessary to deploy it as part of their marketing campaigns."

The improved advanced search capabilities allow clients to find up to 10x more relevant user-generated content across Instagram and Twitter, easily request and obtain legal permission for the full legal rights to use the content, and then deploy these materials in marketing campaigns at the click of a button.

The introduction of advanced new analytics features, including a campaign dashboard, gives clients a visual summary of the most essential numbers that reflect the status and efficiency of their campaigns, as well as comprehensive new reporting features.

Mr Weaver further stated "This upgrade is the first in a series of updates ShareRoot is rolling out during 2017. We look forward to progressively updating shareholders as additional capabilities are added to the UGC platform."

## New simple, clean, and elegant interface
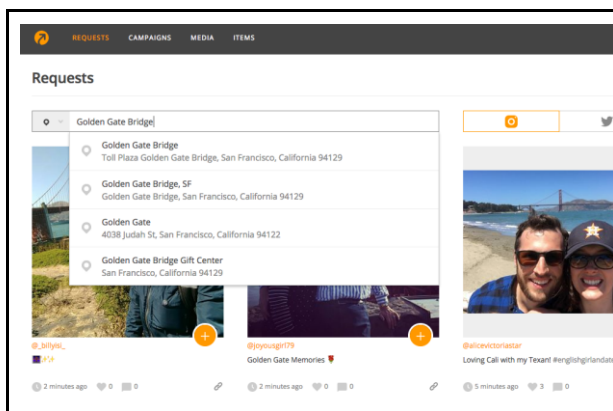


### Search By Places

Users can now easily search for content from particular  locations using Instagram Places.

A new Select Places icon in the main search bar drop down menu makes it easy to start typing a place name.
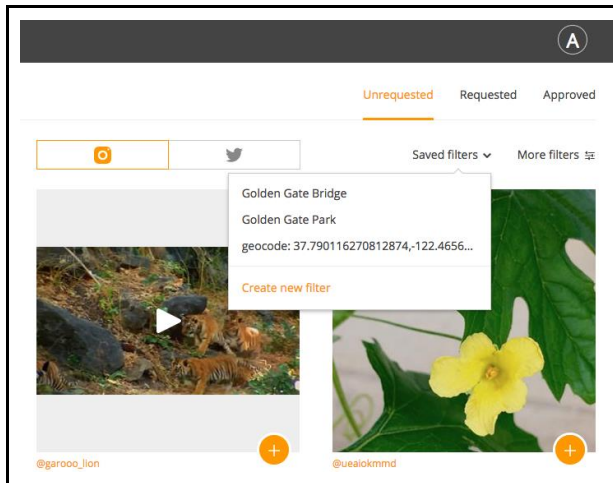
 Within moments, the system shows users an autocomplete list with suggested places, which they can then explore with a single click..
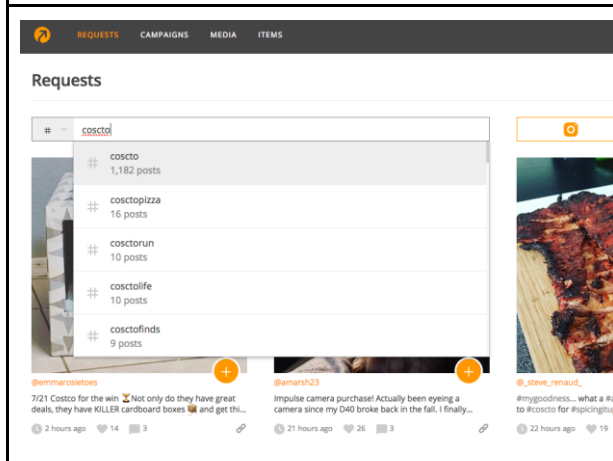


### Autocomplete

When users start typing a hashtag, username or place, the system will show autocomplete list with suggestions.

Hashtag suggestions will have a number of posts sorted by popularity.

## Saved Searches

Users can now save their most commonly used search criteria in a list of Saved Searches and retrieve it for later use.

The saved search feature will remember all their selected criteria including maximum or minimum likes, content type, etc.
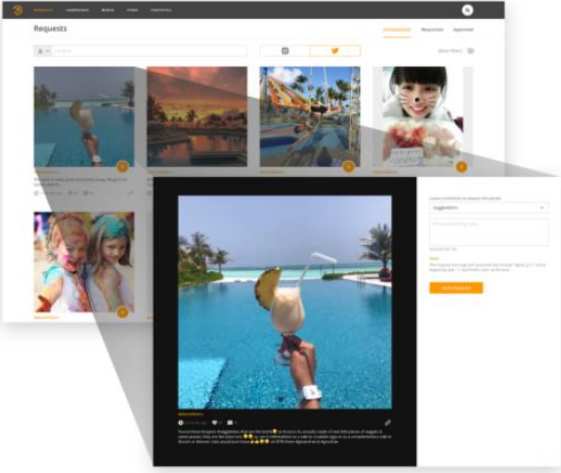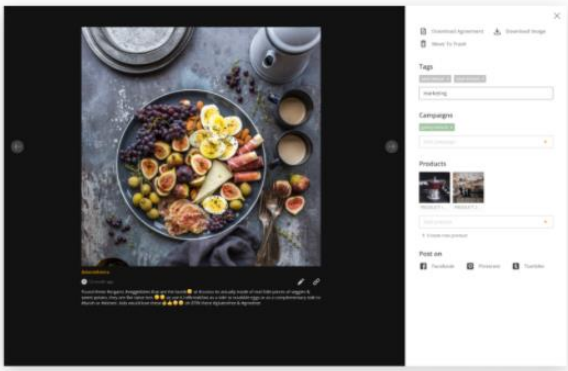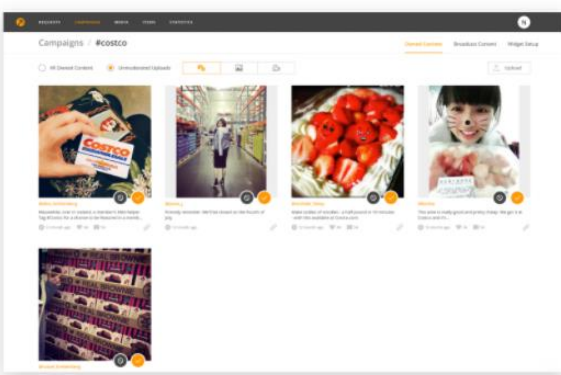
## Powerful new advanced search capabilities
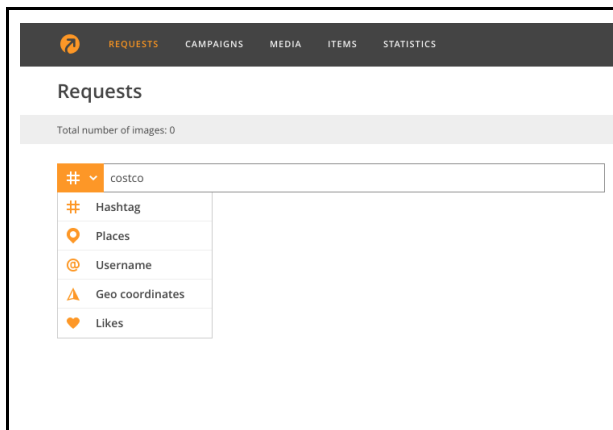


The user experience for Advanced search criteria has been significantly improved.

The most frequently used search types are exposed right on top of the page, while other advance search criteria are hidden in the expandable area.

Search field has a dropdown with four items: hashtag, username, geo-coordinates,and  liked. Clicking on "More Filters" icon gives users access to advanced filtering criteria like map location, maximum or minimum likes, resolution, etc.

The Search and Request pages are more structured, clean and user-friendly.

Clicking on the card or the plus icon opens the request form.



There is a brand new Detail View of the image that contains an actionable section with all available controls for this particular content, including adding/removing from campaign, tagging with organisation tags, mapping to products, re-posting to the brand's social media profile, as well as downloading an image or video.

Clicking on the card in Media or Campaign Owned Content opens Detail View, where users can download an agreement and image, assign tags and re-post the content on social media.



The Content Curation section makes it significantly easier for users to find and see whether there is any content to moderate.

Usability of the rejecting and approving content has been greatly improved by allowing users to change their mind or correct mistakes easily.

Users can click the orange icon to approve and the black icon to reject when moderating their new uploads.
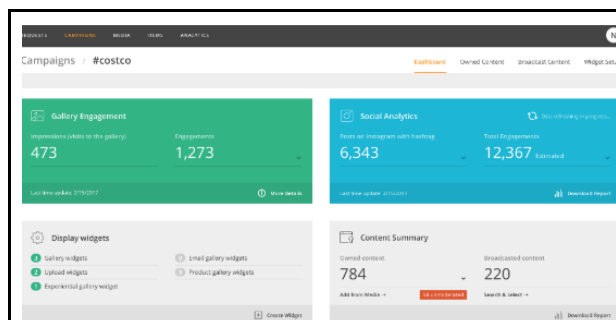
The Upload widget now has the ability to build a custom form with any type and quantity of fields.

The fields can be changed real time for any published widget without re-embedding the widget code.

Additional custom fields can be added to the users' upload widget form including dropdown, text area, checkbox, etc.

Users can also customise labels and the order of the fields.

## Analytics 1.0



## Legal Rights Approvals Stats Page

Now users can see a summary and monthly dynamics of their UGC requests and approvals.

The approval rate often depends on the industry and brand specifics, but can also be improved by applying requesting best practices.

## Campaign dashboard

Campaign dashboard gives users a summary of the most essential numbers that reflect the status and efficiency of their campaigns. They can see at glance the quantities and type of the content involved in your campaign, stats on gallery engagement and stats of your campaign hashtag performance on Instagram.

Clicking on dropdown arrows to see details on each number or download a comprehensive report in csv format.
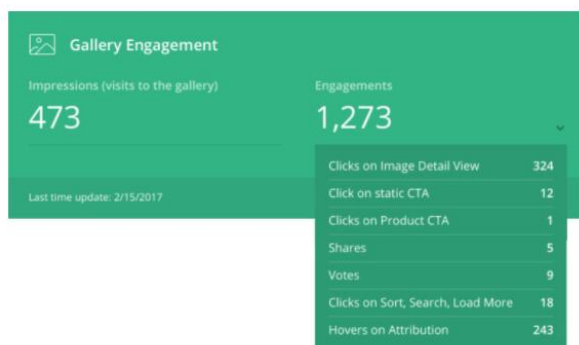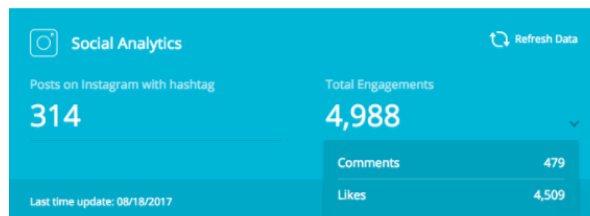
## Gallery Engagement

Now users can see an increase in their user engagement and conversion on their social wall or shoppable galleries practically real time.

Clicking on the drop-down to see a summary of users who viewed image or video details page, clicked on the call to action button or product snippets or shared the content on their social profiles.
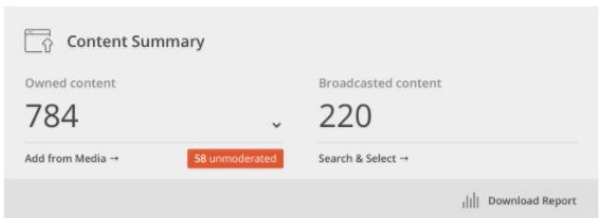
In the coming months, ShareRoot will add a details stats for each image where users can identify the most popular image or video and see dynamics of engagement over time.

## Social Analytics

Measuring performance of your hashtag campaign on Instagram is one of the most important and actionable tasks.

Users can now download a comprehensive report on their campaign hashtag along with summary engagement numbers, including a total number of posts, likes and comments.

## Content Summary

Content summary allows users to see totals of the content visible in their published gallery.

If they have any new uploads waiting for your approvals, the section will show a clickable red box with the number of unmoderated content.

Users can also check the sources of the campaign owned content (including requests and uploads) in the dropdown.

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**About ShareRoot**
**Based in Silicon Valley, ShareRoot is positioned to become a major player within the marketing ecosystem, that is growing at record pace, with a market size above $600 billion. Currently, ShareRoot offers a Software as a Service (SaaS) platform that works with brands and digital agencies to easily find and legally source user generated content (UGC). ShareRoot's proprietary, legally secure process is the first of its kind, but this platform is just the beginning for ShareRoot, as it rapidly progresses towards revolutionising the way that brands relate to and connect with the consumers they sell to. For more information about ShareRoot's award winning platform and why it can truly help *"Harness the Visual Power of Your Consumers"* please visit www.shareroot.co**

**About UGC**
**User-generated content (UGC) has emerged as a 'must have' marketing strategy for companies and brands. Industry data shows that visitors spend 90% more time on websites that include UGC galleries. Additionally, social campaigns that incorporate UGC see a 50% lift in engagement, ads with UGC content generate 5-times greater click-through rates, UGC drives a 73% increase in email click-through rates, and increases conversions by 10% when included in the online purchase path.**