



Tint is a visual tool to tell your brand's social story. Through their interface, Tint is able to collect and curate social impact through hashtags and social feeds. This story can then be displayed anywhere from a website to an in-store kiosk, to an event Jumbotron. The product helps organizations drive deeper relationships with their customers through social media, by offering a fun, interactive way to engage with their brands. With advanced analytics features, Tint can be used as a measuring tool to further develop digital strategy based on real data. Fueling campaigns for major companies across various industries, like Nokia, Travelocity, Loews Hotels, and the Dallas Cowboys; Tint is bringing the digital world to life.

### Capabilities:

- *Changes the reach of advertising*
  - Tint allows your ad reach to multiply by thousands. Instead of a billboard or magazine ad that's seen by only the people who pass the sign or read the issue, Tint harnesses the power of social media to foster brand advocates all over the globe with thousands of followers listening.
  - In addition to showcasing your own brand, banner spaces and pinned posts are ways to upsell ad space to local businesses and like-minded companies.
- *Tracks a campaign or hashtag's digital reach*
  - Through its analytics tool, Tint can provide insight to the true social impact of a campaign with information such as how many impressions the campaign generated; who the most influential contributors were; who the most outspoken contributors were; the most popular platforms; and the activity over time.
  - As a result, companies can build a strong social strategy from the data provided to best tailor to your customers' needs.
- *Provides customer insight*
  - Offers an understanding of what resonates best with your customers by analyzing their peer-to-peer conversations. Identifies what platforms your advocates are on, so your brand is able to invest time into the most effective space.
- *Incentivizes guests/customers to join the conversation*
  - Seeing their posts live at events, in-stores, or on a website is great incentive to get fans talking about your brand. People love to see their posts get love, so seeing it live encourages that behavior. It gives a focus to the constant chatter on social media to benefit a brand or event.
- *Moderate your feed*
  - With Tint's moderation settings, brands have full control over what content gets published. Using the Tint mobile app, this can be done from anywhere with a quick swipe left or right.
- *Identifies major influencers*
  - Using analytics, brands are able to tap into their audience and foster deeper relationships with social media influencers such as bloggers to create wide reaching brand advocates.
- *Aggregates user generated content*
  - User generated content can be used across all brand social channels. Brands are hungry for content beyond the stock photo, and Tint provides a real-time source to gather great images and brand experiences to enrich your social channels and blog content.

For more information, check out [Tintup.com](http://Tintup.com).





## Usage Examples:

### Events



Publicize campaigns at fundraising events, or aggregate posts from a geo-location during an event to spark conversation like Hyundai did with their #MakeHistoryNow campaign.

### Websites



Run a competition; rile up sports fans with a fan feed; as an agency, highlight your clients' social feeds; run a hashtag campaign or get a pulse on a festival – however you choose to use Tint online, your brand site becomes an interactive hub for fans driving traffic straight to you.

### In-store/Kiosk



Use Tint to meld the online shopping experience with the brick-and-mortar store or bring destination geo-tags to life in a hotel lobby. Kiosks bring Tint feeds to life for guests and customers to interact with in a real world setting.

### Conferences



Use Tint to gather questions from all over the world in a live conference setting. Curate and choose questions from social media and have them appear live on screen like the Nordic Business Forum did.

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