



# Engage, entertain, and amplify

Through the power of TikTok for Business & Emplifi

## About Emplifi, a proud TikTok Marketing Partner

- Emplifi brings marketing, commerce, and care together in one unified platform to help brands close the customer experience gap
- Private, \$1B-valued CX software company
- Trusted by 7,000+ global brands across 25+ industries

## What Emplifi's deep integration with TikTok means for you

- Easily manage, publish, and measure the impact of your TikTok content.
- Scale your organic content both efficiently and intelligently.
- Deepen relationships with your fans with creative, engaging video.
- Achieve faster conversion, results and revenue.

## 3 reasons to partner with Emplifi

### Power data-driven, intelligent video strategies

- Gain additional analytics and reporting on your TikTok content (inc. interactions, engagement rates, video views, geographic data).
- Scale paid campaigns with confidence based on what performs best organically.
- Quickly access key campaign insights with cross-channel reporting and automated rule-based labeling.

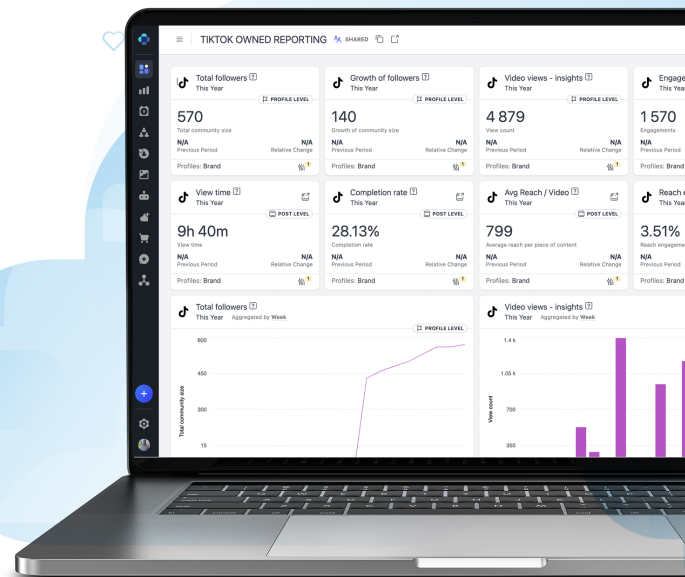
### Increase brand protection with content governance

- Integration with Emplifi Publisher streamlines content publishing and distribution on TikTok\*.
- One central place to store, manage, and publish all your content and video.
- Manage permissions across different teams and business units to ensure a seamless workflow from video creation to distribution.

### Engage and build lasting relationships with fans

- Integration with Emplifi Community empowers teams to easily engage, manage, and monitor conversations in one Unified Inbox\*.
- Flag and escalate the most crucial conversations to the right people using intelligent AI and task automation.
- Improve response times while handling messages with empathy.

\*Available late Spring 2022



## The Emplifi difference

Supports millions of social media profiles worldwide, from small agencies to global enterprises

Fast time-to-value and short implementation time. Get up and running in hours, not weeks/months

Scales to support the largest brands in multiple locations, languages, and social profiles

Customers are for life – partners from “start” to “success” with world-class customer success teams