Adobe Experience Manager Livefyre

Create authentic, trusted experiences with user-generated content

Adobe Experience Manager Livefyre gives marketers the ability to integrate trusted user-generated content (UGC) into their web properties to make static experiences engaging, enable deeper personalization and drive conversion. With Experience Manager Livefyre, tap into a powerful set of tools that makes it easy to publish UGC from social channels as well as foster community interaction with comments, ratings and reviews, and more—adding the authentic voice of the customer to your most important touchpoints.

Key capabilities

- Powerful tools to source and curate UGC and secure usage rights
- Endless options for delivering strategic, UGC-fueled experiences
- Engaging community interaction that reduces churn
- Centralized asset management with Experience Manager Assets
- Effortless publishing to your website through Experience Manager Sites
- GDPR-compliant privacy settings
- Fast deployment

## Tools to source and curate UGC and secure usage rights

Billions of pieces of UGC are created daily across social media platforms. The challenge is finding the exact content that is relevant to your brand. Experience Manager Livefyre provides powerful tools to quickly query these social channels and find the highest quality content that meets your marketing needs. Once you've discovered the ideal UGC, we provide a usage rights workflow to secure the approval to use it.
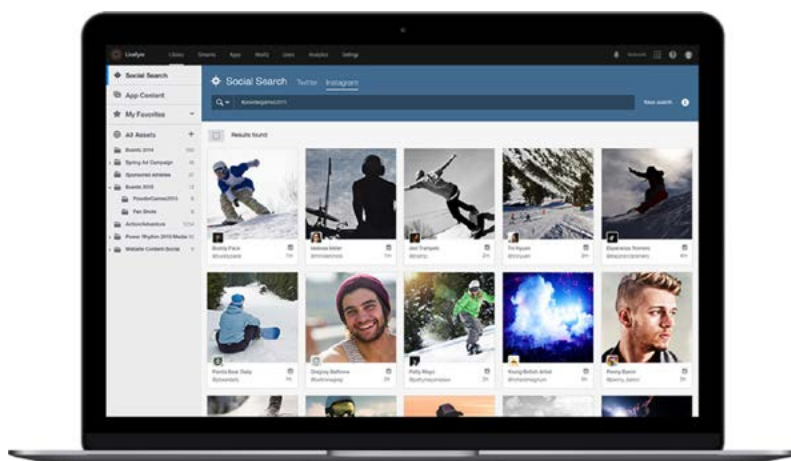
Search Instagram, Facebook, Twitter, YouTube, and more to discover exactly the content you need.

Key benefits include:

- **Easily add authenticity to your digital experiences**—Search across Instagram, Facebook, Twitter, YouTube, and more to locate the exact images, tweets, and videos you need to add social proof and authenticity to any marketing initiative. Experience Manager Livefyre automatically captures and stores the most relevant content and conversations about your brand in real time.

- **Significant savings**—Reduce the time and budget typically allocated to creating new content, including photo and video shoots, graphic design, writing, and project management. Eliminate the prolonged time that content spends in approval queues.

- **AI-powered image recognition technology**—The Smart Tags, powered by Adobe Sensei, feature dramatically reduces the time it takes your team to locate the perfect images. The intelligent software searches what's in images, not just text and descriptions, and then matches it with your search criteria.

▶ **Watch the Video**
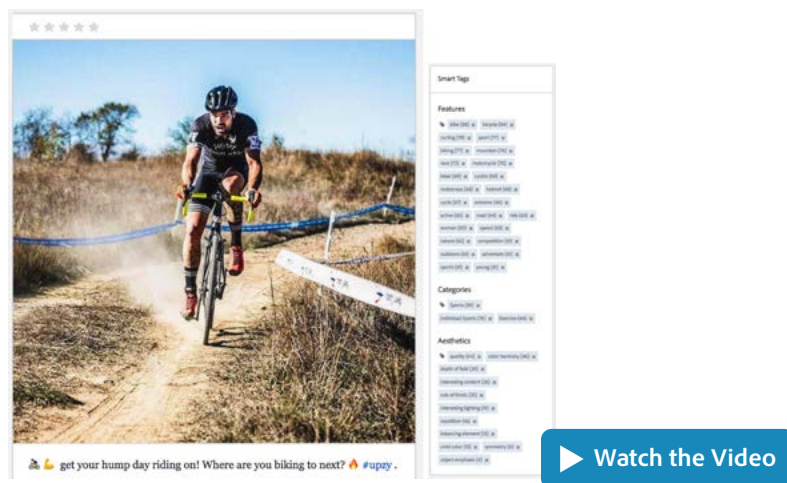
Locate the perfect image fast with Smart Tags powered by Adobe Sensei.

- **Industry-leading content moderation**—Automatically flag and remove content from your search results that includes hate speech and other offensive material.
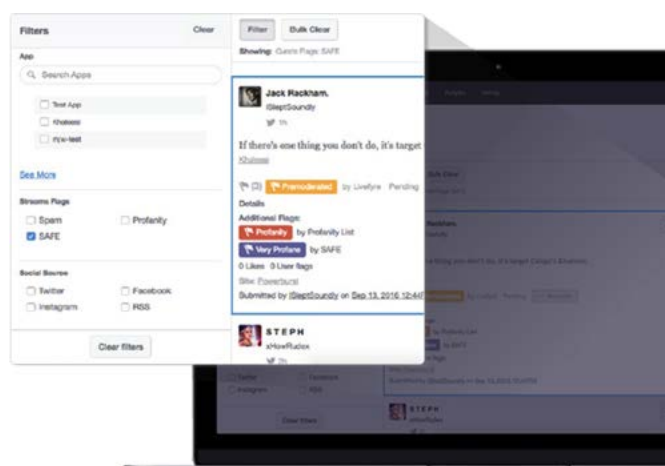
Catch questionable content that doesn't reflect your brand.

- **Usage rights workflow**—An easy, real-time rights request workflow enables you to get explicit approval from the content creator to satisfy your legal team with a complete audit history, protecting your organization from risk. Plus, get helpful functionality to track and record approvals when rights are requested outside of the system.

Endless options for delivering strategic, UGC-fueled experiences

Finding the perfect UGC is only half the battle—you also need to be able to employ it strategically. Experience Manager Livefyre, combined with important integrations across Adobe Marketing Cloud, lets you take advantage of countless creative ways to use UGC to meet your business goals.

Key benefits include:

- **An array of options to visualize UGC on your website**—Publish social content to cascading Media Walls, scrollable view Carousels, dynamic walls of authentic photos with Mosaics, and Filmstrips. Or find a perfect piece of UGC and publish it to a simple Feature Card.
- **Custom call-to-action buttons that make UGC actionable**—Add custom call-to-action buttons to UGC to drive sales or any number of other marketing goals and initiatives, including lead generation, app downloads, and deeper engagement.
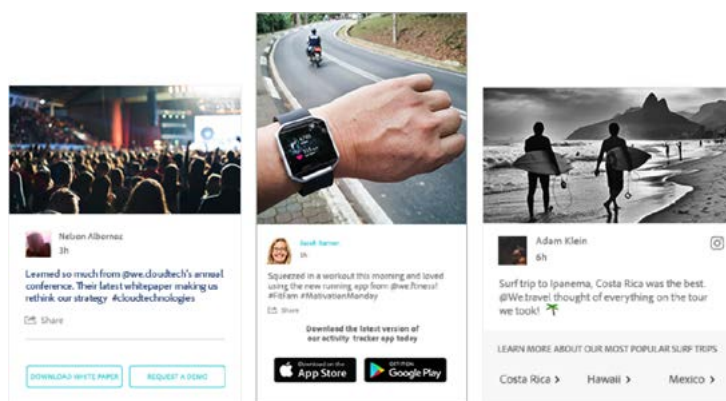

Make UGC work harder with customizable calls to action.

- **Add social proof to e-commerce experiences**—Influence purchase decisions by pairing relevant user-generated photos, videos, and reviews with products from your commerce platform, and then place them directly on product detail pages. Experience Manager Livefyre works with Google Shopping and most other popular e-commerce engines.
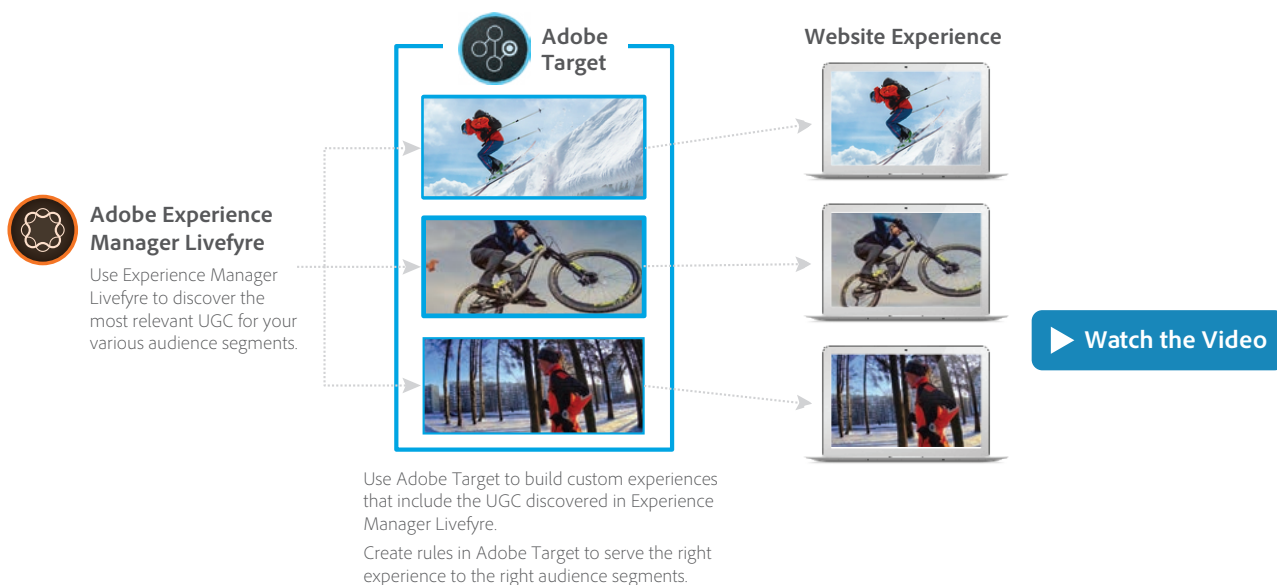

Pair relevant UGC with products to influence purchase decisions.

- **Bring UGC into physical locations**—Thanks to the responsive design in Experience Manager Livefyre, integration with Experience Manager Screens, and interoperability with other digital signage solutions, it's easy to format UGC experiences and showcase them on any size screen in any physical space.
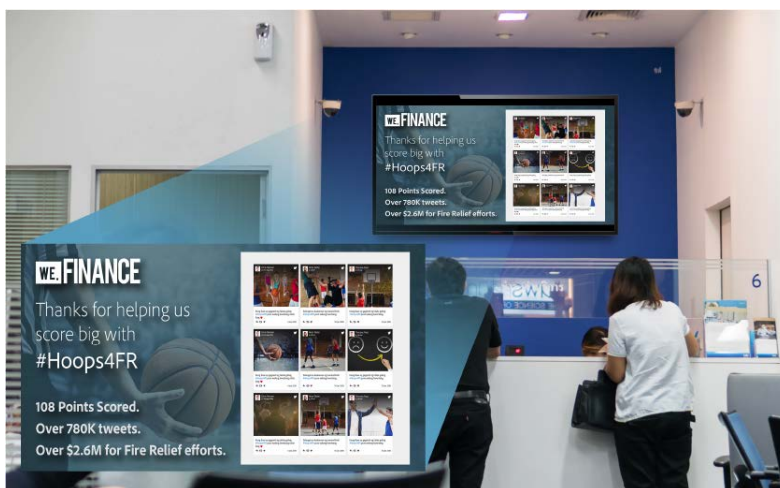
Make in-store experiences more relevant and engaging with UGC.

- **Deliver personalized experiences to multiple audience segments**—If you struggle to create enough compelling content for your personalization strategies in Adobe Target, turn on a stream of highly curated, authentic UGC for customized experiences for multiple audiences.

Adobe Target

Website Experience

Adobe Experience Manager Livefyre

Use Experience Manager Livefyre to discover the most relevant UGC for your various audience segments.

Use Adobe Target to build custom experiences that include the UGC discovered in Experience Manager Livefyre.

Create rules in Adobe Target to serve the right experience to the right audience segments.

▶ Watch the Video

Let UGC fuel your personalization strategies in Adobe Target.

- **Optimize experiences with A/B testing**—Integrate UGC into your testing strategies in Adobe Target to determine the right mix of UGC and brand content to drive more engagement and conversion.

Web experience with brand-created content
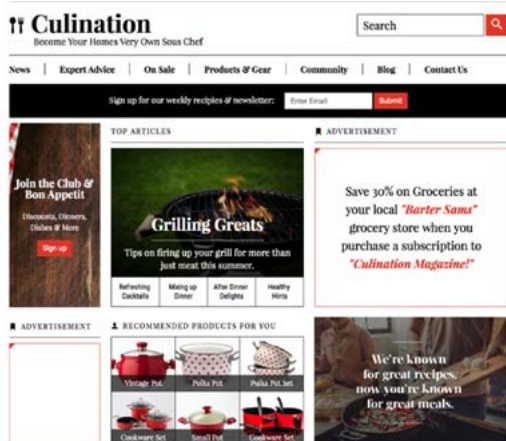
Web experience with brand-created content and UGC
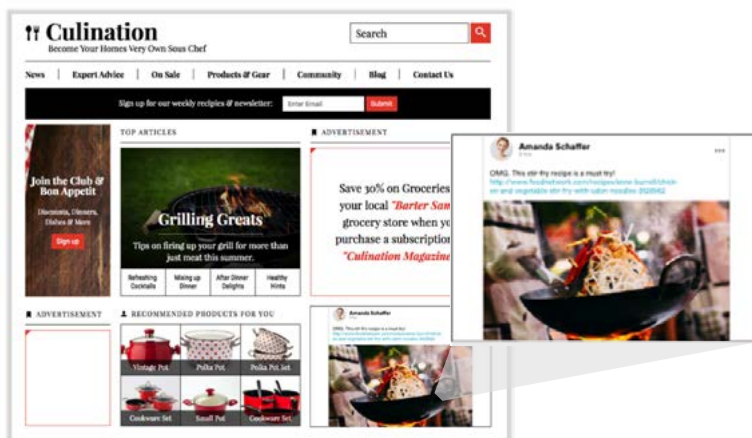
Include UGC in your testing and optimization strategies in Adobe Target.

- **Live blogging**—Put the power of the fastest collaborative live blogging tool on the market to work for you. Storify 2, part of Experience Manager Livefyre, lets you create your own narrative around breaking news, conferences, or other real-time events while weaving in the best, most relevant social content.
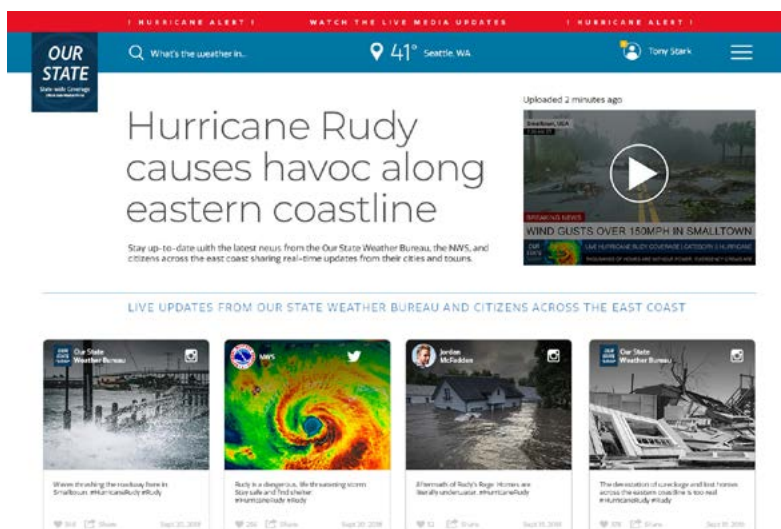

Combine brand editorial with UGC to craft an authentic, real-time story.

Engaging community interaction that reduces churn

There's much more to Experience Manager Livefyre than sourcing, curating, and publishing UGC from social media channels. It also integrates with your existing user profile system and lets you add powerful engagement features to your website that drive compelling and contextual on-site discussion. This kind of onsite engagement provides you with valuable user insights that inform your business, while building solid user communities.

Along with Chat to drive rapid, focused conversation, Polls to garner opinions, and Maps that lets you explore content where its created, Experience Manager Livefyre comes with the following engagement features:

- **Comments**—Add real-time conversation to any digital property by inserting the SEO-optimized Comments App that lets visitors offer opinions and other dialogue.
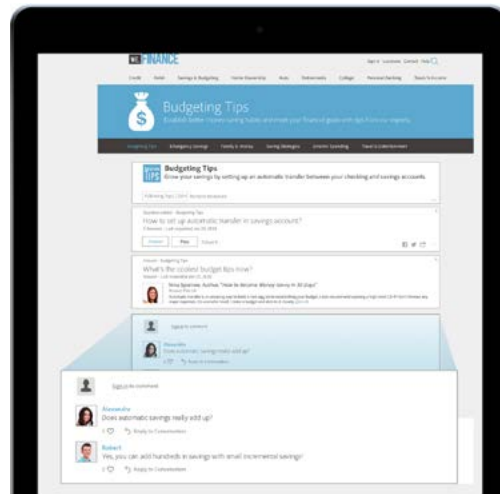
Integrate commenting capabilities to promote user-to-user dialogue.

- **Reviews**—Give users the tools to rate and review products, events, and content on demand. These features are fully customizable, so you can tailor them to your business requirements—such as promoting reviews of a new product line or gaining information on a new market—while matching your brand's look and feel.
- **Sidenotes**—Give your readers the ability to react and respond to any individual line of text. Ideal for technical documents.
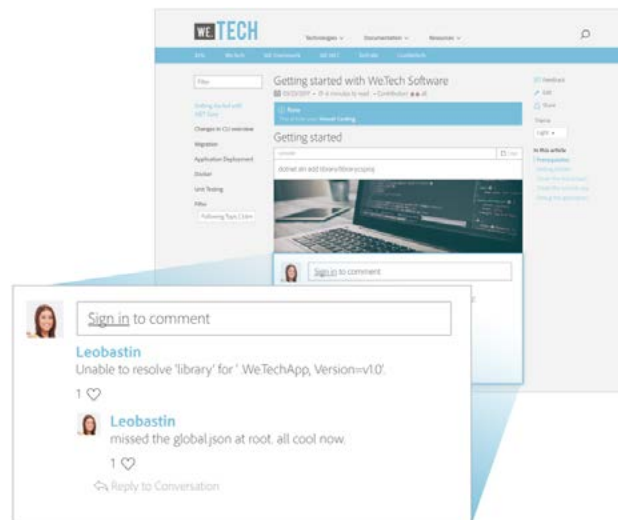
Empower readers to react and respond to any individual line of text with Sidenotes.

Centralized asset management with Experience Manager Assets

Experience Manager Livefyre and Assets are fully integrated, enabling your creative teams to get more content without more work. Find, curate and import UGC directly from within the digital asset management (DAM) system, and store it alongside brand content for a powerful, unified view of all your available content.
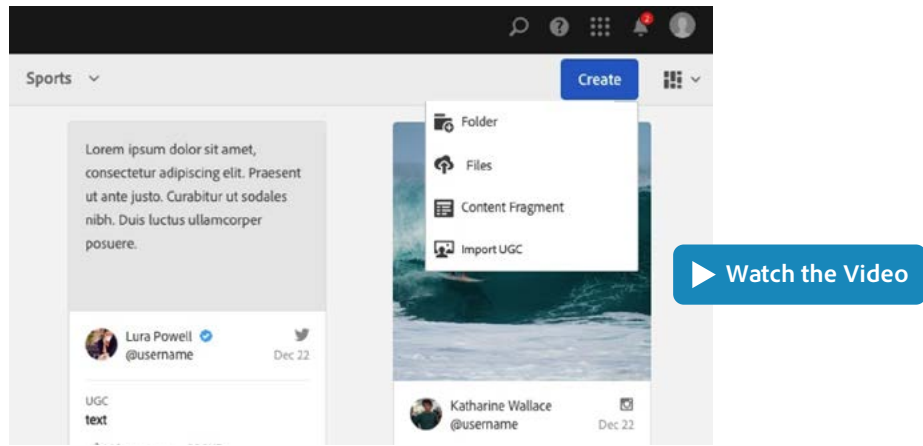
Create a unified DAM system containing brand-created and user-generated content.

Key benefits include:

- **A single interface**—View brand-created content and UGC in one unified, familiar interface.
- **Easily source UGC and exponentially increase high-value content**—Import UGC from your Experience Manager Livefyre library and conduct searches from inside Experience Manager Assets to dramatically increase the amount of fresh, relevant content available in your DAM system.
- **Flexible file types**—UGC imported from Experience Manager Livefyre is stored as both a UGC card and as a .jpeg (image) or an .MP4 file (video), making it easy to be creative about how you use the content.
- **Built-in rights request workflow**—With the rights request workflow built into Experience Manager Assets, you can easily get explicit rights and remove any legal worries of working with UGC.
- **Endless publishing potential**—Once the perfect UGC is stored in Experience Manager Assets, it opens up endless publishing potential across Adobe Experience Cloud. Easily publish to Experience Manager Sites, Screens, Adobe Creative Cloud, and Adobe Target.

Effortless publishing UGC to your website through Experience Manager Sites

Direct integration of Experience Manager Livefyre and Sites brings speed and efficiency to the UGC publishing workflow, enabling your team to boost content velocity with ease.
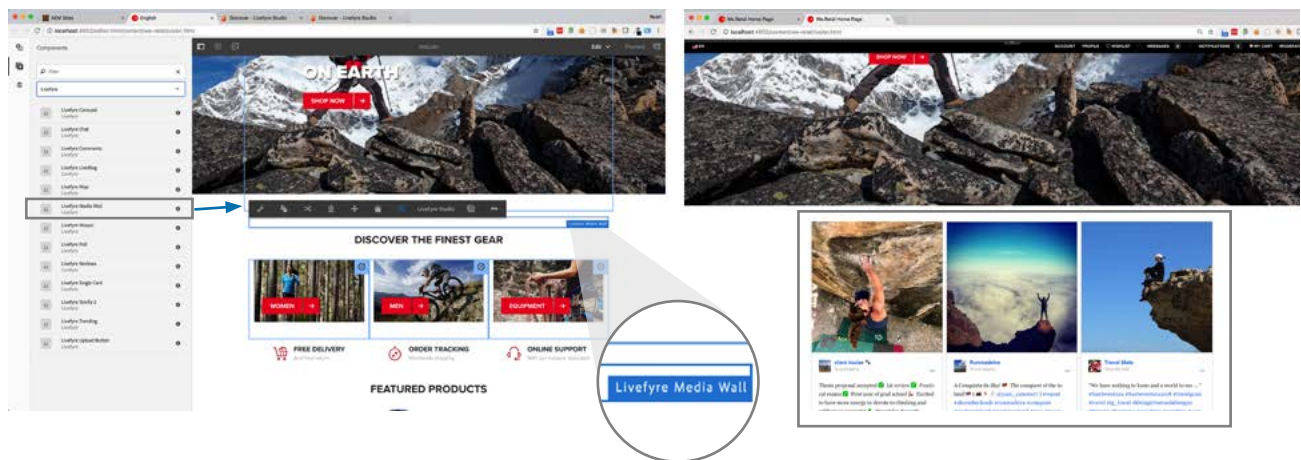
Publish UGC more efficiently via direct integration with Sites.

Key benefits include:

- **Publishing efficiency**—Direct integration of Experience Manager Livefyre and Sites lets you quickly and efficiently publish and refresh UGC on your site, enabling you to add real-time authentic content and boost content velocity with ease.

- **Drag-and-drop simplicity**—Easily drag and drop UGC visualizations like Media Walls, Filmstrips, Carousels, and Mosaics as well as engagement experiences like Comments, Reviews, and Polls directly into your site. Every Experience Manager Livefyre experience is quick to launch in Experience Manager Sites, customizable for any use case, and responsive across all devices.

- **Continuously fresh content**—Once visualizations are in place on your site, work directly from Experience Manager Livefyre to update the UGC manually, or create moderation rules and publish an ongoing stream so fresh content is continually published to the site.

GDPR-compliant privacy settings

With Experience Manager Livefyre you can rest assured that you have the tools you need to comply with the General Data Protection Regulation (GDPR), the European Union's new privacy law. GDPR is designed to provide individuals with enhanced rights to information that companies maintain about them and the ability for them to choose what happens to their personal data. The functionality in Experience Manager Livefyre helps you fulfill your GDPR obligations.

Submit four types of privacy requests on behalf of your users:

- **Access:** Collect all available data associated with an account, except for sensitive details like passwords.

- **Delete:** Delete or obfuscate all data associated with an account.

- **Opt-out:** Opt a user out of data collection based on user ID or other user name.

- **Opt-in:** Re-enable the system to passively collect data or content through streams or social search from a social account that had previously opted out.

For more information, read our *GDPR FAQ*.
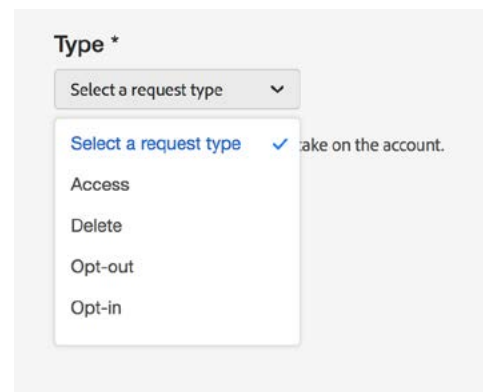
Fast deployment

While Experience Manager Livefyre is designed to become an integral part of your infrastructure, that doesn't mean installation and deployment will take eons to complete. Even with a highly complex integration, your team will be good to go within weeks, not months or years. All Experience Manager Livefyre features are ready to use out of the box, require minimal training, and are easily customizable as business needs change. Plus, you'll realize even more value from your existing Adobe investments.

Beyond product innovation: Transform the customer journey.

Adobe is committed to developing industry-leading solutions. We also offer essential resources to help you transform your entire organization to deliver better digital experiences. Here are some key resources to help you lead and succeed.

SERVICES	COMMUNITY	INSIGHTS	ORGANIZATIONAL SKILLS	GUIDANCE
400+ certified implementation partners	Industry-leading engagement (IMMERSE, Summit, and regional user groups)	Adobe Sensei AI and machine-learning innovations focused on experiences, 100 trillion transactions/year	Most extensive digital learning services, offering over 100 courses	Digital maturity assessment and prescriptive guidance for success

About Adobe Experience Manager

Adobe Experience Manager allows marketers and developers to create, manage, and deliver customer-facing digital experiences across every channel—web, mobile, social, video, in-store, and IoT. The solution spans digital experience management including web and mobile, digital asset management, user generated content, social communities, forms and documents. Experience Manager integrates with other Adobe solutions, allowing businesses to use data insights to deliver targeted content to identified segments and transform content into engaging, personalized experiences—optimizing customer engagement and lead generation and accelerating revenue.

For more information.

www.adobe.com/go/livefyre