



Cinch White Label Solutions



Cinch is a “real-time” engagement platform that enables your company to build unique online communities and create compelling content. It is a fully customizable solution, with integrated moderation and administration capabilities, that empowers users to generate **audio, text and photo** content and share it on Facebook, Twitter and across the social web.

How does Cinch work?

Create.



Users create Cinches (audio, text, and/or photos) with a phone, computer and/or a custom iPhone app

Share.



Users publish Cinches to your community website and can automatically share them to Facebook, Twitter and across the social web

Connect.



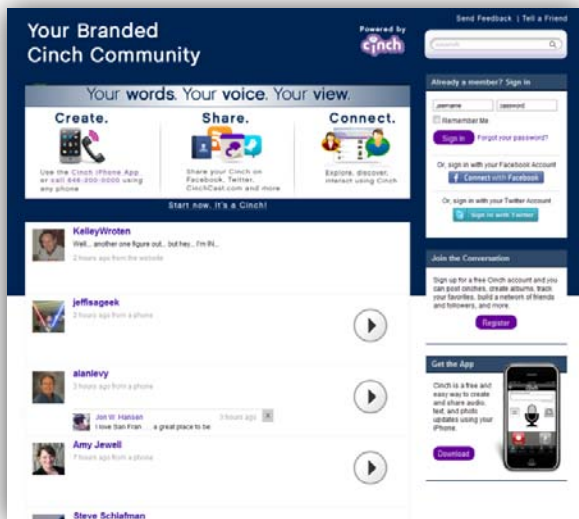
Users can interact and engage on your community website by commenting, voting, “following,” and more

How can my company use Cinch?

Cinch can help your business:

- Create a unique, multi-dimensional user-generated content campaign
- Build an engaging online community
- Easily collect and leverage customer feedback and testimonials
- Create and broadcast viral brand messages
- Empower your people with a simple way to create and share content
- Provide a simple phone-based call to action for any campaign

Cinch White Label Solutions Overview



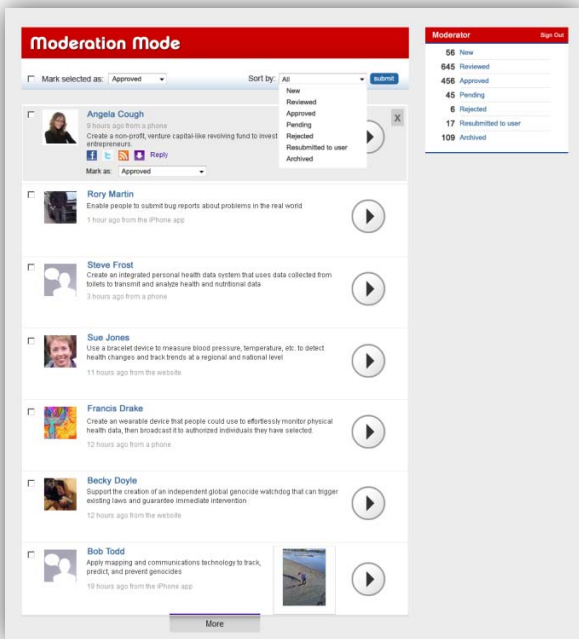
The Cinch platform can be easily customized to meet your brand requirements

Branded Cinch Communities

Power up your campaign or community website

Programs include:

- Branded, “real-time” engagement platform
- Customized iPhone App
- Robust moderation dashboard
- Branded Cinch phone numbers
- Customized social stream using #hashtags and keywords (Twitter, Blogs)
- Ability to collect, store and own user data (Name, Phone, Email, Opt-in Data)
- Automated messaging system to drive community engagement
- Ability to syndicate moderated content across Facebook and Twitter
- Reporting and analytics and much more



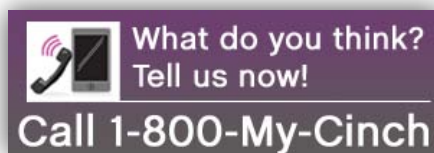
Easily review, publish, edit and manage your content and campaign with a user-friendly moderation dashboard

Cinch Basic Phone Solutions

Easily and cost-effectively collect feedback, generate audio content, and capture campaign responses

Programs include:

- Branded Cinch phone numbers
- Interactive Voice Response Systems (IVRs)
- Moderation dashboard for managing and leveraging audio content
- Branded Player for publishing and sharing approved content
- Ability to collect, store and own user data (Name, Phone, Email, Opt-in Data)



Enable simple, phone-based calls to action.

For more information on Cinch white-label solutions, contact: PMILead@cinchcast.com.