

Fooji Crowdsail

The gifting solution to surprise and delight fans and empower brand community owners



A quick overview

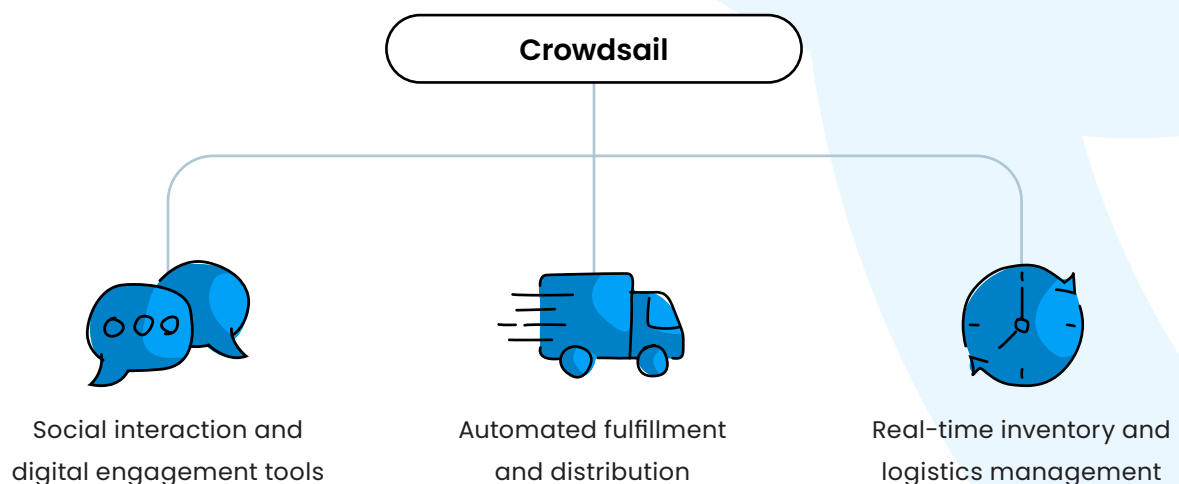
Fooji Crowdsail empowers brand community owners and managers. The subscription-based, self-service product manages social gifting experiences, enabled through the social network of brands. It provides tools to easily identify brand loyal and safe fans, and integrated fulfillment services to deliver branded merchandise and personalized gifts.

Crowdsail uses social gifting to surprise and delight consumers, prospects, and brand advocates with memorable merchandise and experiences. It's a great way to turn followers into fans — deepening relationships and creating viral value by identifying and interacting with those loyal to the brand.

With the right approach to social gifting and Crowdsail, brand community managers can shift sentiment, amplify visibility, boost pro-brand user-generated content (UGC), and encourage loyalty — and hit a range of other brand goals.

Fooji is the market leader in fan gifting through social channels. We have worked with brands such as Disney, Pepsi, Crocs, and Salesforce to boost their visibility, shift brand preference, and more — using branded merchandise and targeted, personalized social interactions.

Fooji Crowdsail at a glance

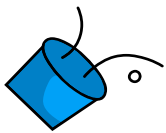


How Crowdsail works

Crowdsail is a market-leading social gifting solution. It's built on Fooji's unique Fan Experience Management Platform and provides everything brand community owners and managers need to achieve brand goals: all in a single, subscription-based, turnkey solution.

Crowdsail combines community member engagement, branded merchandise delivery, inventory management, and logistics monitoring in one elegant solution. It's the ideal approach for brands looking to manage gifting internally.

Engagement features and benefits of Crowdsail include:



An easy to run surprise and delight marketing interface that works in any browser and enables a simple, three-step gifting process.



Integrated merchandise and experience fulfillment with full management of warehousing, logistics, and distribution.



Working with all major social-media platforms and integrating with leading CRM and marketing platforms.



Powered by AI and ML technology, Crowdsail has built-in loyalty and brand safety logic to help brands identify their most loyal fans.



Automatic delivery of thank you and confirmation messages to engaged followers.



Real-time monitoring of stock levels, redemptions, and delivery status.



Tracking campaign performance and customer responses with a built-in capability to conduct mini surveys and monitor feedback.

Crowdsail is easy to operate and can be made available to multiple members of your team. Our experts ensure everything is configured perfectly for your team objectives, with a fully managed inventory set-up and onboarding. And our customer experience team is always on-hand whenever you need support.

Crowdsail makes it easy to run fan gift campaigns at speed and scale, for a lower cost – and still deliver the best possible fan experience.



Integrated logistics and fulfillment

Crowdsail integrates with Fooji Doorstep, our warehousing, fulfillment and logistics network that ensures the integrated physical delivery of exceptional fan experiences –nationwide. When brand owners run social gifting and promotional campaigns with Crowdsail, Doorstep takes care of the rest, picking and packing, distribution, stock levels, and tracking are all taken care of automatically.

Doorstep features include:

- A complete warehousing, stock management, and delivery service, all visible and updated in real time.
- Comprehensive stock management — view redemptions and receive automatic out-of-stock warnings.
- Detailed shipping information, with the ability to track each item to see where it is and when it will reach its destination.
- Historical and real-time reporting, giving you a detailed understanding of logistics effectiveness in the moment and for the whole campaign.

Doorstep can accept your current branded merchandise catalog, or support you with customized content, gifts, or experiences to achieve your campaign goals.

Doorstep works with last-mile specialists such as FedEx, UPS, and USPS to offer the best solution to the brand owner requirements.

Use cases

Crowdsail is an easy-to-use, versatile, and scalable tool, to execute surprise and delight at scale, useful in the widest range of campaign models. Some of the most common use cases include:



Fan recognition

Give back to loyal fans and followers.



Brand affinity

Accelerate relationships with customized offers and promotions.



Sentiment shift

Increase positive perception with delightful experiences.



VIP engagement

Influence creators and commentators with innovative experiences.



Audience feedback

Get and share real reviews from your fans.



User generated content

Encourage users to share experiences, content, and perspective.



Product trials and sampling

Gift products for real reviews.



What's included

Application set-up and team enablement

Assist setup	✓
Setup inventory and stock levels	✓
Team onboarding and app/workflow familiarization	✓
Unlimited gifting for the year	✓

Social interaction and digital engagement

Microsite builder	✓
Survey, form, feedback builder	✓
Auto-generated reward link posts compatible with Twitter, Instagram, Facebook, TikTok, Snapchat, YouTube, Twitch	✓
Redemption monitoring	✓
CRM integration	✓
Fan loyalty scoring	✓
Brand safety scoring	✓

Automated fulfillment and distribution

Merchandise procurement	✓
Kitting	✓
Warehousing	✓
Packing	✓
Distribution	✓
Real-time logistics monitoring	✓
Real-time inventory monitoring	✓

Next steps

Crowdsail is the industry's first social gifting platform enabling brands to execute surprise and delight at scale to turn followers into fans and fans into advocates. Crowdsail provides your brand with the tools and support to form meaningful relationships with your fans.

Fooji is a market leader in fan gifting through social networks. Crowdsail, our easy-to-use, social gifting product, has the tools and functionality needed to make any social gifting strategy a success. And with logistics built into the service, fan gifting is easier than ever before.

To get the most value from your investment in Crowdsail, the Fooji customer experience team is always on hand to give you the support you need.

Get in touch with Fooji, to find out how fan gifting can help your business hit its targets.

About Fooji

Fooji partners with brands to turn consumers into forever fans. With the technology and people to do it all, our platform offers a range of innovative products — managed and self-managed — to build campaigns, handle logistics, and empower brand teams to grow their fan engagement and deliver business outcomes.

Spearheaded by founder Gregg Morton, Fooji started as a simple idea: take interactions on the internet into real life. We have become an industry leader in brand engagement, driving more than six billion impressions for over 150 brands and delivering more than 500,000 experiences worldwide. Learn more at fooji.com, and follow us @gofooji to experience brand magic.

Contact Fooji today

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[Fooji.com](https://fooji.com)





For the love of brands.