

## Easypromos: Table of features

Create and manage promotions on your Facebook page



1- Types of promotions			
Easypromos Features	Basic	Premium	White Label
Create and manage sweepstakes	Yes	Yes	Yes
Offer coupons	Yes	Yes	Yes
Create and manage text-based contests	Yes	Yes	Yes
Create and manage photo contests	Yes	Yes	Yes
Create and manage Instant Win promotions	Yes	Yes	Yes
Create and manage video contests	No	Yes	Yes
Create and manage category-based contests	No	Yes	Yes
Create and manage question & answer constests based on photos and videos (questionnaires and trivias)	No	Yes	Yes
Create and manage surveys and tests	No	Yes	Yes
Create and manage pools and draws	No	Yes	Yes
Recruiting contests (fan get fan, member get member)	No	Yes	Yes
Friend Gate functionality	No	Yes	Yes
Assign promotional codes	No	Yes	Yes
Validate promotional codes in real time in outlets and stores (Validation Portal)	No	Yes	Yes
Create and manage 'Redeem your code' promotions	No	Yes	Yes
Create and manage 'pick your favorite' type contests	No	Yes	Yes
Photo/video contests based on Twitter / Instagram (users participate with a hashtag)	No	Yes	Yes
Text contests based on Twitter (users participate with a hashtag)	No	Yes	Yes
Possibility to protect the promotions with a password in order to limit its access	No	Yes	Yes
Create Groups of Promotions to display a collection of individual promotions on the same screen	Yes	Yes	Yes
Responsive design of the promotion optimized for all devices and resolutions	Yes	Yes	Yes
Support for mobile devices (iPhone, iPad, Android)	Yes	Yes	Yes
Supported languages	English, Spanish, French, German, Italian, Danish, Catalan, Arabic, Turkish, Portuguese, Galician, Greek, Russian, Czech, Chinese, Korean, Slovak, Finnish, Hebrew, Dutch, Thai, Basque, Vietnamese, Swedish, Hungarian		
Multilingual support for the contents of the promotion	No	No	Yes
Self-manageable administration panel	Yes	Yes	Yes
2- Control of promotion-related dates			
Easypromos Features	Basic	Premium	White Label
Control over the time zone of the promotion	Yes	Yes	Yes
Control over when the promotion is published on the page	Yes	Yes	Yes
Control over when the promotion ends on the page	Yes	Yes	Yes
Control over when users can enter the promotion	No	Yes	Yes
Control over when entry to the promotion is closed	No	Yes	Yes
Control over the start date for voting	No	Yes	Yes
Control over the end date for voting	No	Yes	Yes
3- Information that can be required of a user			
Easypromos Features	Basic	Premium	White Label
User must be a fan of the page to register in the promotion	Yes	Yes	Yes
User must accept the conditions of the promotion in order to enter	Yes	Yes	Yes
Name, email address, telephone, year of birth, sex, city and country.	Yes	Yes	Yes
Chance to answer a question or leave a comment	Yes	Yes	Yes
Possibility to limit text characters in participants' answers	No	Yes	Yes
Upload a photograph or text to compete in a contest	Yes	Yes	Yes
Upload directly the video file to the contest	No	Yes	Yes
Upon participating, users can send by email the coupon or promotional code	Yes	Yes	Yes
Insert a YouTube or Vimeo address to compete in a video contest	No	Yes	Yes
Chance to make the photograph or video optional for the users	No	Yes	Yes
Configure checkboxes. For example: accept subscription newsletter	No	Yes	Yes
Make checkboxes an obligatory field for entering	No	Yes	Yes
Chance to insert additional and customizable text fields	No	Yes	Yes
Chance to make text fields optional for the users	No	Yes	Yes
Chance to make text fields public	No	Yes	Yes
Chance to insert customizable dropdown lists with closed options	No	Yes	Yes
Chance to make dropdown lists optional for the users	No	Yes	Yes
Chance to make dropdown lists public	No	Yes	Yes
Chance to validate text fields by a list of closed values	No	Yes	Yes
Chance to validate text fields by a regular expression	No	Yes	Yes
Recommend the users to become fan of other Facebook pages (the administrator will be able to know the clicks to the other recommended pages)	No	Yes	Yes
4- Finalists and winners			
Easypromos Features	Basic	Premium	White Label
Selection and filter of finalists	Yes	Yes	Yes
Assign additional participations depending on votes	Yes	Yes	Yes
Assign additional participations depending on recruits	No	Yes	Yes

Assign additional participations depending on score in the quiz	No	Yes	Yes
Manual selection of winners	Yes	Yes	Yes
Manual selection of alternate winners	Yes	Yes	Yes
Random selection of winners using Easypromos	Yes	Yes	Yes
Random selection of alternate winners using Easypromos	Yes	Yes	Yes
Issue of a certificate of validity of the draw using Easypromos	Yes	Yes	Yes
Publication of the winners of the promotion	Yes	Yes	Yes
Customizable templates to publish the winners	Yes	Yes	Yes
Possibility to automatically publish the winners assigned via 'Instant Win' system	No	Yes	Yes
Possibility to enable void prizes in 'Instant Win' promotions	No	Yes	Yes
Possibility to enable multiple prizes in 'Instant Win' promotions	No	Yes	Yes
<b>5- Administration of the promotions</b>			
Easypromos Features	Basic	Premium	White Label
Dashboard to manage the promotions of all your Facebook pages	Yes	Yes	Yes
Only Facebook page administrators can enter	Yes	Yes	Yes
Promotions which aren't published yet are available at "Drafts" section	Yes	Yes	Yes
Past promotions are available at "Old" section	Yes	Yes	Yes
Create simultaneous promotions	Yes	Yes	Yes
Publish simultaneous promotions in independent tabs	Yes	Yes	Yes
Publish the tab of the promotion on other Facebook pages	No	No	Yes
Tools for posting the promotion to the timeline of your page	Yes	Yes	Yes
Copy promotions functionality	Yes	Yes	Yes
Move promotions between different Facebook pages	Yes	Yes	Yes
Filter the promotion by countries (visualization, participation and votes)	No	Yes	Yes
Search for entries or participants using the search filter	No	Yes	Yes
Receive real time notifications by email with the latest entrants of the promotion	No	Yes	Yes
Administrator can delete entries	Yes	Yes	Yes
Administrator can edit entries	No	Yes	Yes
Administrator can activate new entries	No	Yes	Yes
Administrator can moderate entries before they are published	No	Yes	Yes
Administrator can rotate the photos sent by the participants	Yes	Yes	Yes
Administrator can edit the promotion information while it is active	Yes	Yes	Yes
Set the maximum number of entries	Yes	Yes	Yes
Set whether users can enter only once	Yes	Yes	Yes
Set whether users can enter more than once	No	Yes	Yes
Set the maximum number of entries	Yes	Yes	Yes
<b>6- Control and moderation of votes</b>			
Easypromos Features	Basic	Premium	White Label
Create photo and story contests with votes	Yes	Yes	Yes
Create video contests with votes	No	Yes	Yes
Select whether only fans of the page can vote	No	Yes	Yes
Order the list by "latest entries" and "most voted entries"	Yes	Yes	Yes
Filter entries by categories	No	Yes	Yes
Security check: Only Facebook accounts can vote	Yes	Yes	Yes
Only accounts of users verified by Facebook can enter	No	Yes	Yes
Only accounts of users verified by Facebook can vote	No	Yes	Yes
Users can only vote once per entry	Yes	Yes	Yes
Users can share their entry on the wall to get votes	Yes	Yes	Yes
Users can comment the entries of the promotion	No	Yes	Yes
Participants have a unique URL to be able to share on other social networks	Yes	Yes	Yes
Select whether only friends of the participant can vote	No	Yes	Yes
Select if the user has to first enter in order to be able to vote	No	Yes	Yes
Limit the total number of votes that a user can give	No	Yes	Yes
Limit the total number of votes that a participant can receive	No	Yes	Yes
Administrator can delete votes	No	Yes	Yes
Control over the frequency with votes can be made from the same IP	No	Yes	Yes
Limit the number of times a user can enter/vote from the same computer	No	Yes	Yes
Limit the entries/votes to users with a minimum number of friends on Facebook	No	Yes	Yes
Information about the list of voters: name, profile picture, time of vote and IP	No	Yes	Yes
Get the email of the users who vote	No	Yes	Yes
Publish the list of voting users for each entry	No	Yes	Yes
Export information about the contest voters to Excel or CSV	No	Yes	Yes
Download a ZIP file with the images of the entrants	Yes	Yes	Yes
Hide the vote counter	No	Yes	Yes
<b>7- Promotion design and customization</b>			
Easypromos Features	Basic	Premium	White Label
Customization of the CSS styles of the promotion	No	No	Yes
Available design templates	2	2	2
Responsive design template	Yes	Yes	Yes
Available templates to display the image gallery of the contest	1	2	2

Set up the number of photos that are displayed in the image gallery per page	No	Yes	Yes
Link on the foot of each page "created by EasyPromos" footer	Yes	Yes	No
Customization of the name and image of the tab	Yes	Yes	Yes
Number of available tabs for the promotion	3	3	3
Definition of the promotion's legal bases and conditions of use	Yes	Yes	Yes
Chance to add a disclaimer in order to specify any legal aspect related to the promotion	No	Yes	Yes
Insert the title and description of a promotion	Yes	Yes	Yes
HTML code support in the title and description of the promotion	Yes	Yes	Yes
Upload an image to present the promotion	Yes	Yes	Yes
Upload a video/flash to present the promotion	No	Yes	Yes
Upload a fixed image as the promotion header	Yes	Yes	Yes
Upload a final image to mark the end of the registration process (Coupon, Thank you message, etc.)	Yes	Yes	Yes
Upload an image as the promotion background (Promotion's home page)	Yes	Yes	Yes
Upload an image as the promotion background (Entry form page)	No	Yes	Yes
Upload an image as the promotion background (Entries and votes page)	No	Yes	Yes
Preview promotion before publishing	Yes	Yes	Yes
Preview the promotion in different devices and screen orientation	Yes	Yes	Yes
Chance to print, download into a PDF document and send coupons and promotional codes via email	Yes	Yes	Yes
<b>8- Integrations</b>			
EasyPromos Features	Basic	Premium	White Label
Integration with Twitter to import to the contest gallery all the tweets, both text-based and photo tweets, which include a specific hashtag	No	Yes	Yes
Possibility to exclude tweets from specific users on Twitter	No	Yes	Yes
Possibility to limit the contest to one entry per Twitter user	No	Yes	Yes
Possibility to exclude retweets so that these are not imported to the contest gallery	No	Yes	Yes
Possibility to customize a reply message that will be sent automatically to the user when a new tweet is imported	No	Yes	Yes
Integration with Instagram to import to the contest gallery photos and videos which include a specific hashtag	No	Yes	Yes
Possibility to exclude specific users on Instagram	No	Yes	Yes
Possibility to limit the contest to one entry per Instagram user	No	Yes	Yes
Possibility to import to the contest gallery photos and videos which include the hashtag of the contest in the comments	No	Yes	Yes
Possibility to customize a reply message which will be sent as a comment in the photo or video imported by the user on Instagram	No	Yes	Yes
Integration with MailChimp to sync and automatically import the contest participants into an email list	No	Yes	Yes
Manually map the users' registry information with the fields on the MailChimp lists	No	Yes	Yes
Integration with Dropbox to sync the video contest with a Dropbox account	No	Yes	Yes
Possibility to obtain the users' video files by synchronising the contest with a Dropbox folder	No	Yes	Yes
<b>9- Viral characteristics</b>			
EasyPromos Features	Basic	Premium	White Label
Users can publish the promotion on their wall after entering	Yes	Yes	Yes
Users can recommend the promotion to their friends and send invitations	Yes	Yes	Yes
Users can click on the "Like" button when they register	Yes	Yes	Yes
Participants have a unique URL to invite their friends	Yes	Yes	Yes
Participants can send invitations as private Facebook recommendations	No	Yes	Yes
Participants can send invitations as Facebook notifications	Yes	Yes	Yes
Participants can send invitations by publishing them on their Facebook wall	Yes	Yes	Yes
Participants can send invitations via Twitter	No	Yes	Yes
Participants can share the promotion on Pinterest	Yes	Yes	Yes
In contests with Friend Gate functionality enabled participants can send invitations to their friends to Like the Facebook page	No	Yes	Yes
On voting contests users can share on Facebook their entry to obtain more votes	Yes	Yes	Yes
On voting contests users can share on Twitter their entry to obtain more votes	Yes	Yes	Yes
On voting contests users can share on Pinterest their entry to obtain more votes	Yes	Yes	Yes
On voting contests users can have a unique URL to share their entry and ask for votes	Yes	Yes	Yes
Administrator can post the promotion to the Timeline of their page	Yes	Yes	Yes
Administrator can share the promotion on Twitter	Yes	Yes	Yes
Administrator can share the promotion on Pinterest	Yes	Yes	Yes
Administrator can write the content of users' publications when they share the promotion on Facebook	No	Yes	Yes
Administrator can write the content of users' publications when they invite their friends to enter	No	Yes	Yes
Administrator can write the content of users' publications when they invite their friends to vote for them	No	Yes	Yes
Administrator can write the tweets of users when they invite their followers to enter or vote for them	No	Yes	Yes
Administrator can write the content of the publication when users invite their friends to Like the page	No	Yes	Yes
Administrator can customize the invitation page where participants' friends are redirected in order to Like the page	No	Yes	Yes
When sharing a promotion with a presentation video in Facebook the video can be played from the wall itself	No	Yes	Yes
<b>10- Diffusion and communication of the promotions</b>			
EasyPromos Features	Basic	Premium	White Label
Tools for the administrator to easily post the promotion on the wall of their page in an unlimited way	Yes	Yes	Yes
Embed your promotion Widget: It allows to install the promotion in any website, blog or online store	Yes	Yes	Yes
Tab Widget: It allows to install a tab on one side of any website. When clicking the tab, the promotion is displayed in a modal box	Yes	Yes	Yes
Widget Media: It allows to install the contest photo, video or text gallery in any website, blog or online store	No	Yes	Yes

Each promotion has a unique link. This link is compatible with mobile devices and URL shorteners	Yes	Yes	Yes
Obtain the unique and definitive link of the promotion before it is active (to generate Newsletter, banners, advertising, QR codes, etc.)	Yes	Yes	Yes
Possibility to specify the target page of the promotion main link	Yes	Yes	Yes
Appear in the Easypromos list of active promotions ( <a href="https://apps.facebook.com/easypromos">https://apps.facebook.com/easypromos</a> )	Yes	Yes	No
Appear as featured promotion in the Easypromos list of active promotions (\$12 USD / 10€ per day)	Yes	Yes	Yes (2 days free)
Visibility of the promotion in the list of last minute promotions	Yes	Yes	No
<b>11- Metric and promotion results</b>			
<b>Easypromos Features</b>	<b>Basic</b>	<b>Premium</b>	<b>White Label</b>
Statistics and Graphs of the results of the promotion	Yes	Yes	Yes
Evolutionary graph of the participation	Yes	Yes	Yes
Graph of the evolution of voting and I Like through time	Yes	Yes	Yes
Graph of the evolution of recruited users through time	No	Yes	Yes
Graph of mobile devices use	Yes	Yes	Yes
Access to the list of registered users	Yes	Yes	Yes
Access to the information sent by users via the entry form	Yes	Yes	Yes
Information about which users have published the promotion on their wall after entering	Yes	Yes	Yes
Information about the number of friends invited by a user at the end of the registry	Yes	Yes	Yes
Information about the users who have voted in a contest	No	Yes	Yes
Information about the new users recruited by each participant	No	Yes	Yes
Information about the total number of fans obtained through the application	No	Yes	Yes
Information about the total number of fans obtained by each participant through the application	No	Yes	Yes
Tool for exporting all the information about registered users and their entries to a CSV/Excel file	Yes	Yes	Yes
Chance to print the list of registered users	Yes	Yes	Yes
Chance to sync and import the promotion participants into a mail list of Mailchimp	No	Yes	Yes
Promotion statistics: Google Analytics	No	Yes	Yes
Advanced statistics for 'Instant Win' promotions (participations per day, participations per user, unique users, average participations per user, average participations per day)	No	Yes	Yes
Export entries to JSON	No	Yes	Yes
Possibility to insert tracking pixels in all the screens of the promotion	No	No	Yes
Information about the source origin of the participant	No	Yes	Yes
Create link campaigns to measure the origin of the users	No	Yes	Yes
<b>12- Technical considerations, hosting and tailored development.</b>			
<b>Easypromos Features</b>	<b>Basic</b>	<b>Premium</b>	<b>White Label</b>
Shared server	Yes	Yes	Yes
Dedicated server	No	No	Yes
Support for large peaks in traffic	No	No	Yes
Support via the Easypromos wall in Facebook	Yes	Yes	Yes
Support via email	Yes	Yes	Yes (Premium service)
Installation	Immediate through the website	Immediate through the website	Immediate through the website
<b>13- Prices</b>			
<b>Easypromos Features</b>	<b>Basic</b>	<b>Premium</b>	<b>White Label</b>
Free trial version	Yes	No	No
Price per promotion	\$15	\$100	\$250
Price per monthly subscription for one Facebook page (unlimited promotions)	\$29/month	\$119/month	\$299/month
Price per monthly subscription for unlimited Facebook pages (unlimited promotions)	\$59/month	\$239/month	\$349/month
Annual subscriptions (contact at <a href="mailto:sales@easypromosapp.com">sales@easypromosapp.com</a> )	Yes	Yes	Yes
Payment method	Paypal / Credit card	Paypal / Credit card	Paypal / Credit card
<b>14-Contact</b>			
<p>Contact at:  <a href="mailto:sales@easypromosapp.com">sales@easypromosapp.com</a></p> <p>Contact at (USA &amp; Canada) :  <a href="mailto:salesusa@easypromosapp.com">salesusa@easypromosapp.com</a></p> <p>Web:  <a href="http://www.easypromosapp.com">www.easypromosapp.com</a></p> <p>Twitter: @Easypromos / @easy_promos_usa  <a href="http://www.twitter.com/easypromos">www.twitter.com/easypromos</a></p> <p>Facebook:  <a href="http://www.facebook.com/easypromos">www.facebook.com/easypromos</a></p> <p>Support:  <a href="http://easypromosapp.zendesk.com">http://easypromosapp.zendesk.com</a></p>			