

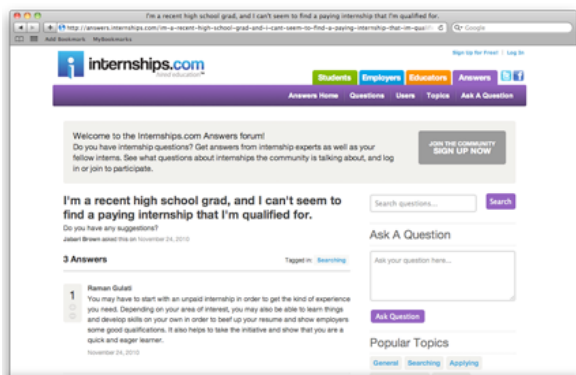


## About Sponge

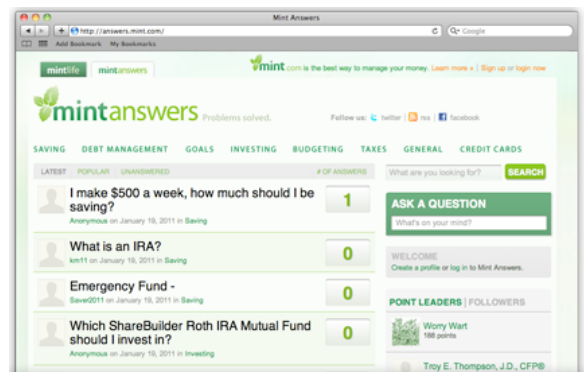
Sponge powers question and answer communities for brands, media outlets, and topical sites. Our Q&A platform enables online communities to ask questions and share answers in a structured manner. The result: high quality content, increased engagement, and fresh new visitors.

## Communication Software For Your Company and Your Customers

- ▶ Answer your customers questions
- ▶ Improve search rankings for long-tail keywords
- ▶ Organize your customers knowledge in one place
- ▶ Leverage social networks to increase the conversation
- ▶ Improve the customer experience through engagement



answers.internships.com



answers.mint.com

## Transform Customer Experience

Sponge is a proven, successful leader in developing customized, white-label Q&A communities. Our technology unites traditional social features with question-and-answer functionality to foster knowledge sharing, collaboration, and customer engagement.

## Integrate With Sponge Easily

The Sponge Q&A platform can be deployed in a timely manner with seamless integration into your company's website. Your fully customized site will remain secure, controlled and hassle-free.

## Easy To Set Up. Easy To Use. Easy To Grow.

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### Moderation & Admin Panel

Allows administrators to manage and moderate all user-generated content. Additionally, the panel allows for data extraction and has multiple reporting features.



### Content Optimized for Search

Our background is in SEO, and Sponge is designed to help sites capture long-tail keywords. Sponge comes optimized for search engines and it's performance is exceptional.



### Custom Design & UI Skinning

Customize the look and feel of the site based on current site layout and design preferences. Through our browser-based editor, it's easy to change the look and feel of your site using just CSS.



### Easy Social Integration

Allows users to authenticate their accounts using Facebook and Twitter profiles, importing profile photos and biographical information. Makes registration easy and adds a social layer to the Q&A community.



### Integrated User Profiles

Sponge is built to easily integrate into your current Authentication system via Single Sign On module. Profiles display a member's username, biographical information, and latest community activity.



### Activity Points Reputation System

Ranks users by a standard point system based on his or her contributions to the community. Promote active participation and create incentives for knowledge sharing.



### Cloud Hosting and Support

Sponge is hosted on Amazon EC2, which means deployment, uptime, and scalability are not a concern. We are always available to answer any questions you have.



### Custom Features via the API

We provide access to your data through our API, so that you can build features specific to your community. This allows you to easily build a deeper integration into your domain.