ripple6

Creating vibrant online communities
that attract members and marketers alike.

product features & functions

Product features

Ripple6 combines technology and communication to create a product unlike any other.

The Ripple6 platform methodology starts with the personal interests of both marketers and consumers and builds upon them, helping both to create digital relationships.

social media

social marketing

website

content management system

analytics

ripple6 technology

For marketers. Rich analytics provide insight into how, where and why conversations flow throughout different sites and communities. Ongoing opportunities are created to engage and build relationships with consumers.

For consumers. A more personalized web experience, where users can determine the shape and scope of content they see, and where connections to like-minded people are facilitated for them

Advanced features

Ripple.

The Ripple tool provides members with the unique ability to connect and share information in the way that they choose as most relevant. Members can ripple content to groups or individuals, to their own private space (My Stuff), or outside the community via email.

Smart groups and invitations.

Smart technology is used to suggest or create connections where meaningful relationships are present or most likely to be. Members can be engaged immediately with a group of people, and they can share, learn or discover things together.

Ask/Answer.

This proprietary feature allows members to ask questions of their network or of different groups in the community. An algorithm determines which question is exposed to a member, in order to quickly generate high-quality answers. This 1:1 link helps build interaction and broader networks. Partners can customize this feature and direct questions to different member groups within their communities.

Data migratation.

The platform is capable of integrating data from other sites to create additional content or utilize existing profile data.

Single sign-on.

Members can log onto the network once and traverse multiple communities without obstacles. Profiles and My Stuff are centrally managed for a unified user experience across many interests. In addition, API's can be deployed to enable sign-on to a site with other member applications.
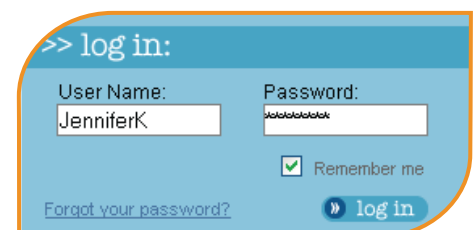
Core social media features

Member home page.
The member home page is the hub of activity, and it is central to each site's personal experience. From this point, members should be able to access the core areas of the community.

My Stuff.
My Stuff is a module of the platform that is unique to Ripple6. It integrates two complementary features:

- It holds a member's profile, including their list of friends, email and privacy preferences, and the security levels on what they want to share. Through these features, it allows members to express themselves.

- It provides each member with a tool set (including a personal blog, bookmarks and more) for their personal and private space. Any form of content (posts, articles, photos, video, etc.) from the community can be saved to My Stuff.

Member profiles.
Each member's profile is created upon registration. Members can build upon their profile to add personal information (age, interests, etc.), and they can control what information is publicly viewable. Partners can customize the questions asked in member profiles and the business rules governing them. Smart Groups can be created from information in each profile.

Groups.
Groups provide a basis for the sharing of information, simply by taking content from one group and making it available in another group.

From a pure community viewpoint, groups behave like other groupware programs: creating content and discussion and making it available to the members (and visitors) to that group. From a publishing viewpoint, groups also can behave like the sections of a site: relevant topics, broken down into articles, words and pictures.

The platform combines these two views with social capabilities so that all content can be easily created and shared. System tags and a Content Management System (CMS) enable the platform to remove many of the limitations of group-based structures. Members can customize small private groups, turning on and off features to suit their needs.

Content types.
The platform allows for different content types, including the following primary types for any community:

- Journal
- Trading Post
- Calendar - Personal and Group
- Ask/Answer (proprietary solution)
- Photo Sharing
- Private Messages
- Blogs
- Recipes Content Types

....

Additional core features

Member Registration Email verification and CAPTCHA
Friending Ability to share with specific friends or groups
Branded Micro-Sites Content can be Rippled by members
Recommendations Can be used as a search criteria
Tags User generated tags and system (Admin) tags
RSS Receives 3rd party feeds and provides external feeds
Report Abuse Enables community self-management

Invitations Individual or group invites via address book
Personal Message Boards With advanced privacy features
Ratings Supports many systems (e.g., numeric scale)
Search Integrated search across members, groups and content
Video Hosted 3rd party content
Forums/Message Boards Customizable for each community
Subscriptions/Notifications Customizable across several levels

Administrative functions

Content management system.
The Ripple6 platform methodology starts with the personal interests of both marketers and consumers and builds upon them, helping both to create digital relationships.

A key source to the simplicity of our CMS is the role of Administrators as specially-privileged Members within the community. Administrators serve as editors, with the ability to add, edit or remove content, and this allows most editorial changes to happen in real time.
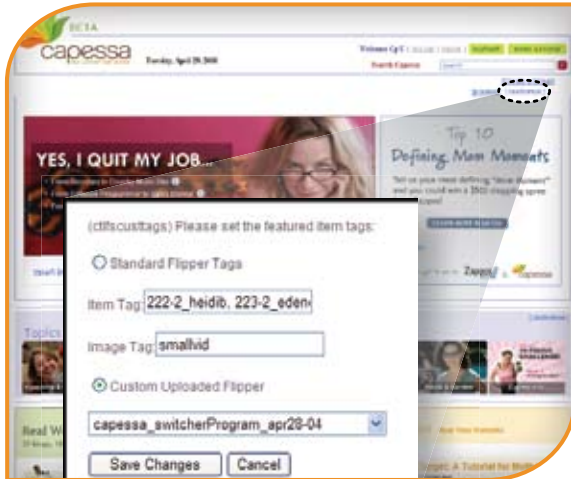
- Provides simpler interface for integration of Published and User-generated content.

- Administrators have a WYSIWYG interface for making changes in real time.

- The CMS allows for creation of highly dynamic and relevant pages at any level of the community with a combination of user-generated and editorial content.

- Administrators can add attributes for the purpose of features, highlights and headlines across the community.

- Admin privileges can be determined with multiple access levels.

Ripple Analytics.
Ripple Analytics provides a basis to understand the social media components of any segment of a website, including keyword content, reach, flow of messages and information, demographics, psychographics, and geographic distribution of members and messages.

Partners can access data across multiple views (community, groups, members, campaigns) with the ability to dig down into individual messages for insights.

Ripple Analytics offers a true word-of-mouth measurement and mapping capability. It helps measure the degree to which a message is amplified and where it goes by tracking the distribution of messages, further providing insight into who is most influential in the spread of communication and who are most affected by them.