



Product Overview.

The *integrated platform* for every kind of
social media manager.



Why are we here?

Digital marketers use Falcon for:

- Content Planning & Collaboration
- Digital advertising
- Customer Service & Community Management
- Analytics & Insights
- Social Listening
- Competitor Benchmarking





Publish. 



Publish.

Schedule, edit, preview and publish all your social media posts and campaigns.

The Approval Flows ensure quality while the Campaign Planner aligns everyone on your team. Save time and ensure brand consistency and quality with the shared Content Pool.

The screenshot displays the Falcon.io interface. On the left is a dark sidebar with navigation options: 'CREATE POST', 'CREATE CAMPAIGN', 'PUBLISHING', 'Calendar', 'Content performance', 'Content Pool', 'CONTENT', 'All', 'Drafts' (203), 'Awaiting approval' (0), 'Scheduled' (0), 'Processing' (1), 'Publishing errors' (0), and 'Published' (18). The main area is titled 'Calendar' and shows a grid of posts for the week of July 1st to 6th, 2019. The posts are organized by day and network (Facebook, Instagram, LinkedIn). Each post card includes a preview image, a short text snippet, and a 'published' status with a time stamp. For example, on Monday, July 1st, there are two posts: one on LinkedIn about 2 billion messages and one on Instagram about a local meetup. On Tuesday, July 2nd, there are two posts: one on Facebook about social media users voting and one on LinkedIn about picking the right platform. The interface also includes filters, network selection, and a 'NEWEST FIRST' sorting option.





How We Can Help.

Publish



Schedule all your content in one calendar and align teams and channels.



Ensure quality & brand fidelity using approval flows.



Draft, preview & edit posts, choose networks and geo-targeting parameters.



Share & repurpose assets using the Content Pool.



Full Features.

Publish

- ✓ Publish to Facebook, Instagram, LinkedIn & Twitter
- ✓ Create, schedule and draft posts
- ✓ Album publishing
- ✓ Pick stocks from the Content Pool
- ✓ Promote content on Facebook & Instagram
- ✓ Video publishing
- ✓ Content Preview
- ✓ Content Calendar
- ✓ Campaign Planner
- ✓ Target by location / language
- ✓ Newsfeed targeting
- ✓ Approval flows
- ✓ User roles
- ✓ Team notes
- ✓ Mobile app
- ✓ Connect to Cloud storage
- ✓ URL Shortener
- ✓ Campaign tracking
- ✓ Google Analytics auto-tagging
- ✓ In-app photo Editor
- ✓ Granular filters
- ✓ Share content for external review



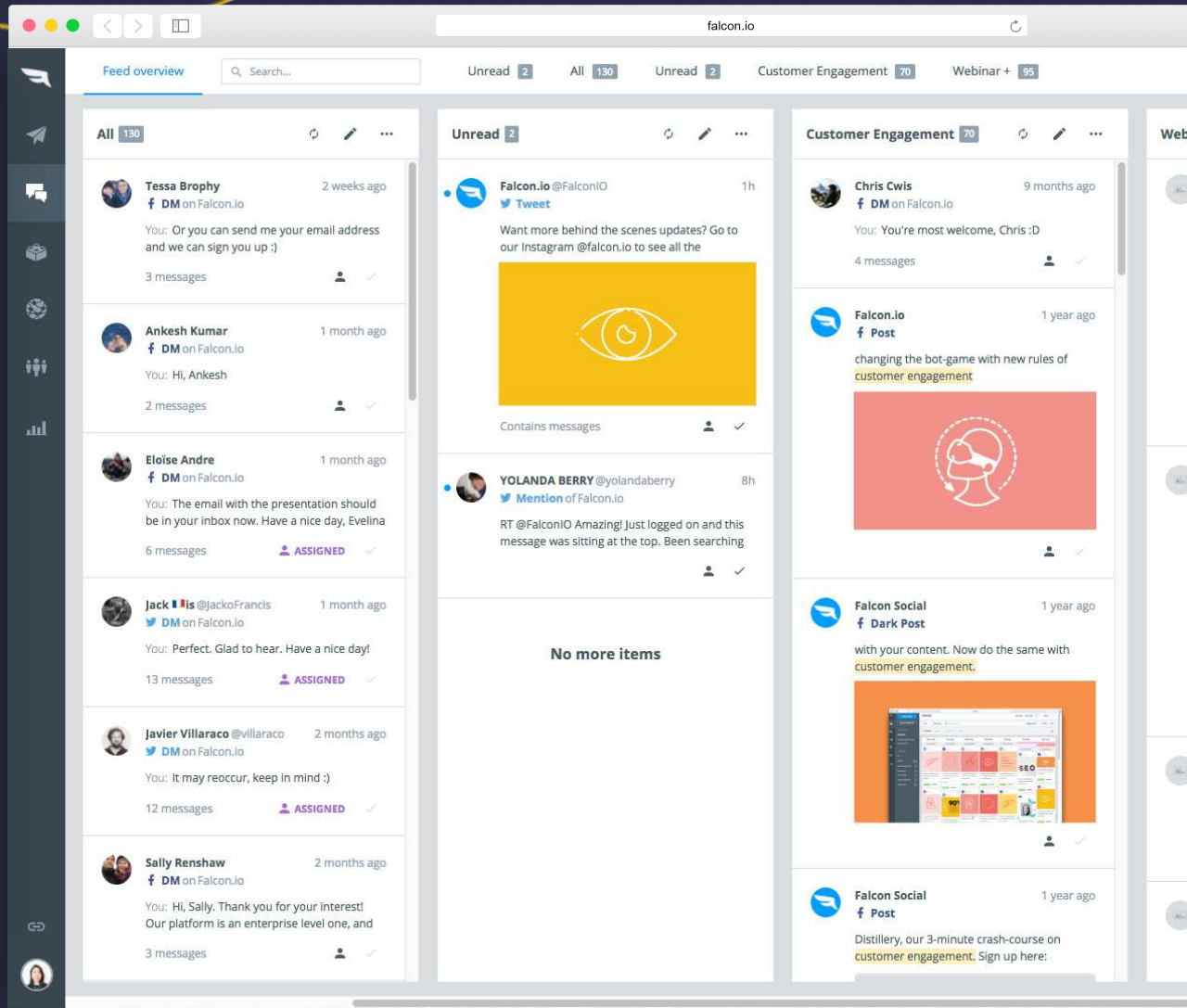
Engage.



Engage.

All your social media channels' messages and comments come to your customizable inbox - with multiple feeds, labels and filtering.

A variety of features ensure your team can moderate and rapidly respond to them all. Custom response templates and bulk actions save you time and maximize customer satisfaction.





How We Can Help.

Engage



Don't miss a single comment and keep real-time conversation flowing with editable templates.



Receive real-time alerts if a specified topic has an unusual increase in mentions.



Engage directly with your audience to boost satisfaction and reputation.



Resolve customer complaints in real-time before they snowball.



Full Features.

Engage

- ✓ Respond to comments & direct messages
- ✓ Live message feed
- ✓ Priority inbox
- ✓ Custom inbox view
- ✓ Profile cards showing all previous interactions with users
- ✓ Sentiment indicator
- ✓ Like, favourite and reply
- ✓ Respond to Facebook recommendations
- ✓ Assign and archive
- ✓ Automation rules
- ✓ Forward to email
- ✓ Create message templates
- ✓ Bulk edit
- ✓ Deep search
- ✓ Real-time activity log
- ✓ Audit trail
- ✓ Team notes Notifications
- ✓ User roles
- ✓ Export conversations
- ✓ CRM integration
- ✓ Google Translate





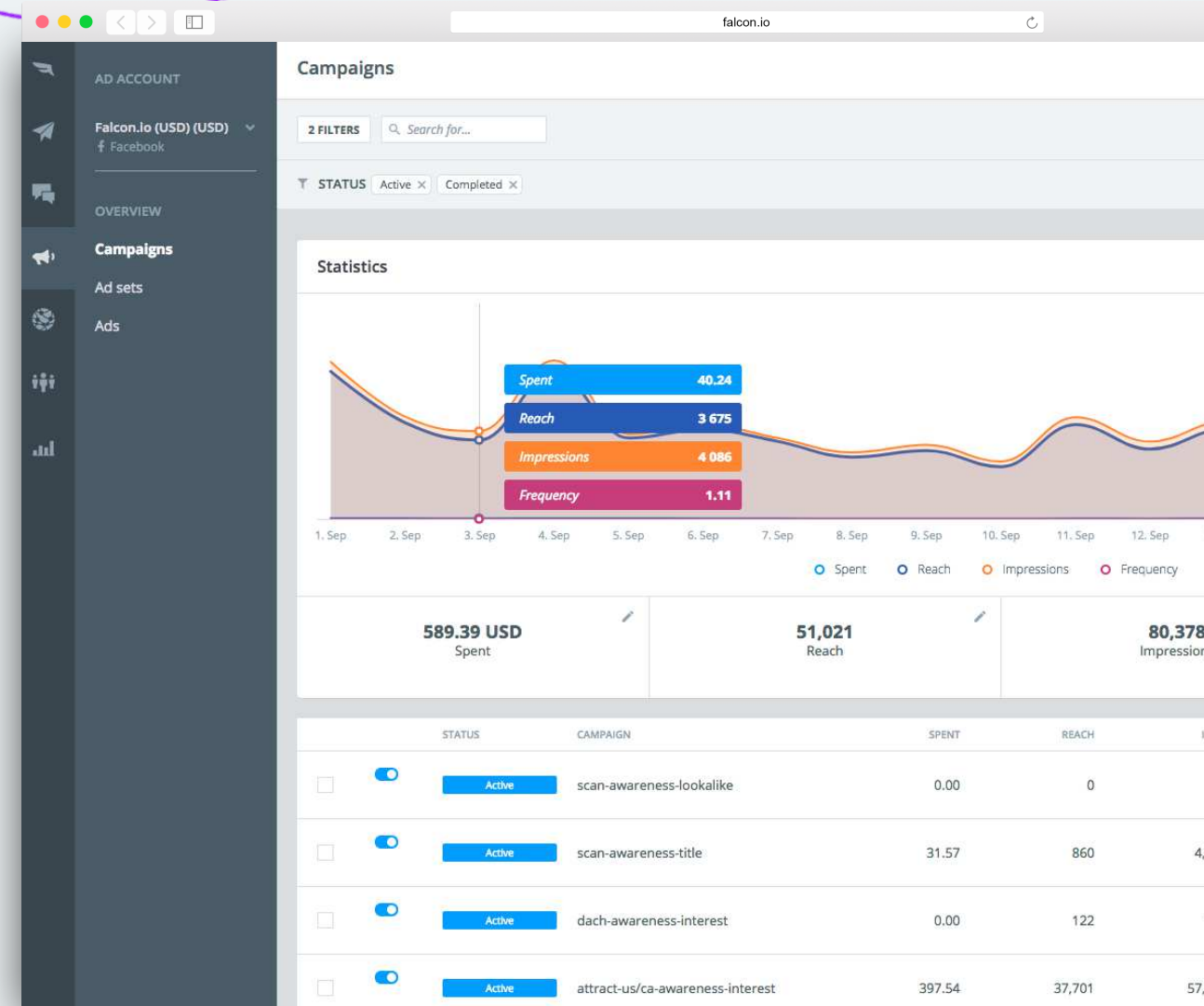
Advertise.



Advertise.

With Advertise, your team can save time while simplifying ad management and reporting for all your channels and audiences.

With Smart Labels, you can activate advanced, automatic advertising parameters for any organic post with just a few clicks.





How We Can Help.

Advertise



Create, manage and optimize **ad campaigns** and **ad sets** that fit your business objectives.



Streamline all campaign components with our platform-wide **labelling structure**.



Slice and dice real-time **performance metrics** across placements, audiences, and objectives.



Save time and optimize results with automated ads booking via Smart Labels!



Full Features.

Advertise

- ✓ Advertise on Facebook, Instagram, Messenger, and Audience Network
- ✓ Create campaigns, ad sets, and ads
- ✓ Create dark posts
- ✓ Smart campaign objectives
- ✓ Campaign-level budget optimization
- ✓ Advanced bidding strategies
- ✓ Saved target groups
- ✓ Facebook Pixel tracking
- ✓ Real-time insights
- ✓ Over 100 paid metrics
- ✓ Syncs with other ads tools
- ✓ Custom ad duration
- ✓ Granular user permissions
- ✓ Collaborate within teams
- ✓ Automated URL tracking
- ✓ Advanced filters
- ✓ Syncs Custom Audiences
- ✓ Easy automation with Smart Labels
- ✓ 2X faster than Facebook native
- ✓ All Facebook, Messenger & Instagram ad placements
- ✓ Video ads with CTA
- ✓ Custom Audience creation
- ✓ Lead generation ads



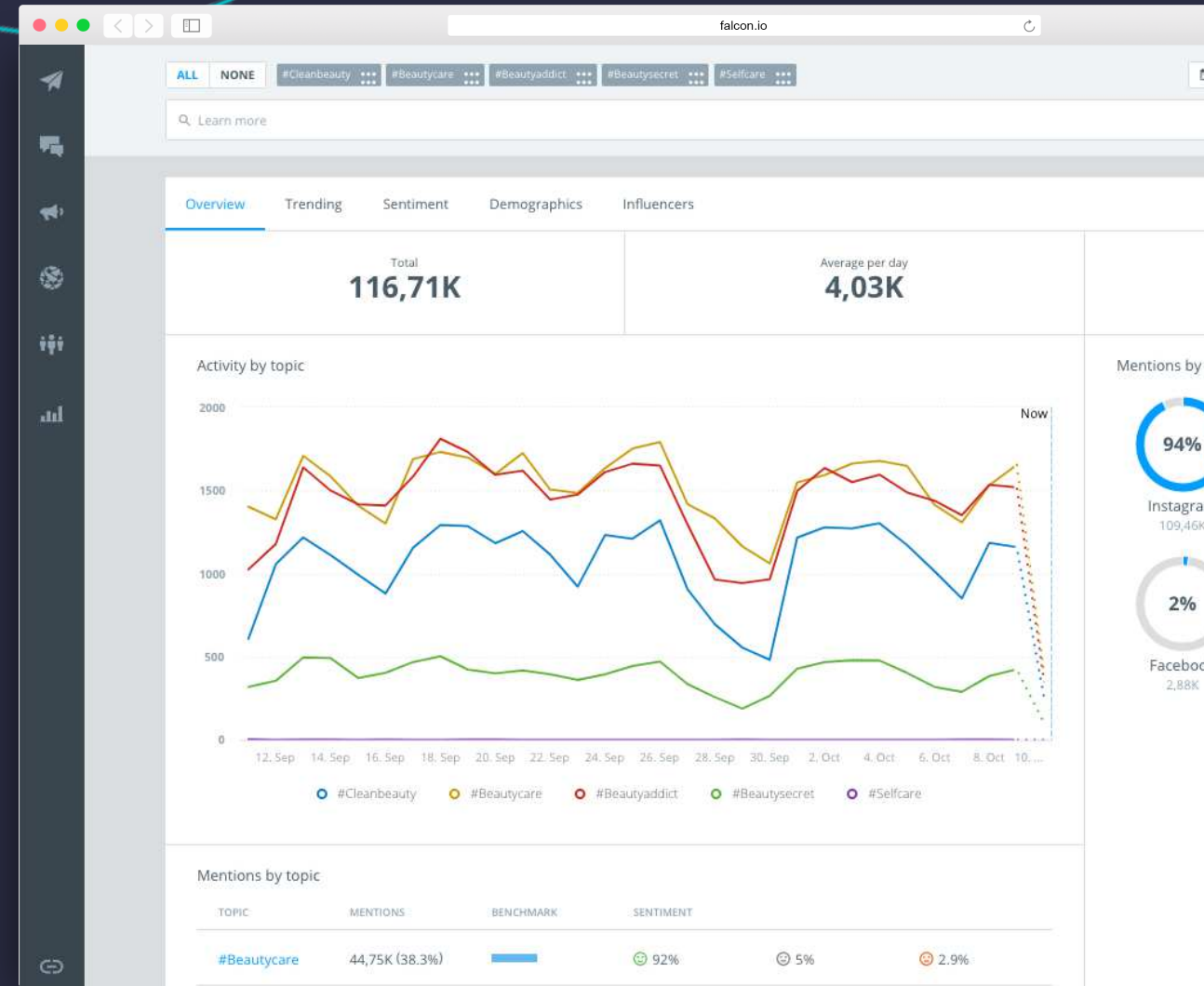
Listen. 



Listen.

Monitor social media and the internet to discover a goldmine of information:

From trending topics and hashtags to how your campaigns are doing. You can see the results broken down by demographics, sentiment and influencers.





How We Can Help.

Listen



Monitor brand mentions across social networks.



Watch for emerging trends and join relevant conversations.



Find new conversations based on your unique keywords.



Engage with potential customers or react quickly to new ones.



Full Features.

Listen

- ✓ 2.6 million sources
- ✓ Live mentions stream
- ✓ Demographic insights
- ✓ Trending topics
- ✓ Reply to and share mentions
- ✓ Create advanced queries
- ✓ Deep dive into trends
- ✓ Side-by-side comparison
- ✓ Share of voice
- ✓ Filter by post type
- ✓ Breakdown by source
- ✓ Project overview
- ✓ Interactive graphs
- ✓ Location filter
- ✓ Language filter
- ✓ Custom date range
- ✓ Unlimited projects
- ✓ Permission levels
- ✓ Audit trail
- ✓ Export as .pdf, .csv and .jpg
- ✓ Firehose access
- ✓ Create Audiences
- ✓ Report Generator
- ✓ Sentiment analysis
- ✓ Gender detection
- ✓ Influencer insights
- ✓ Alerts





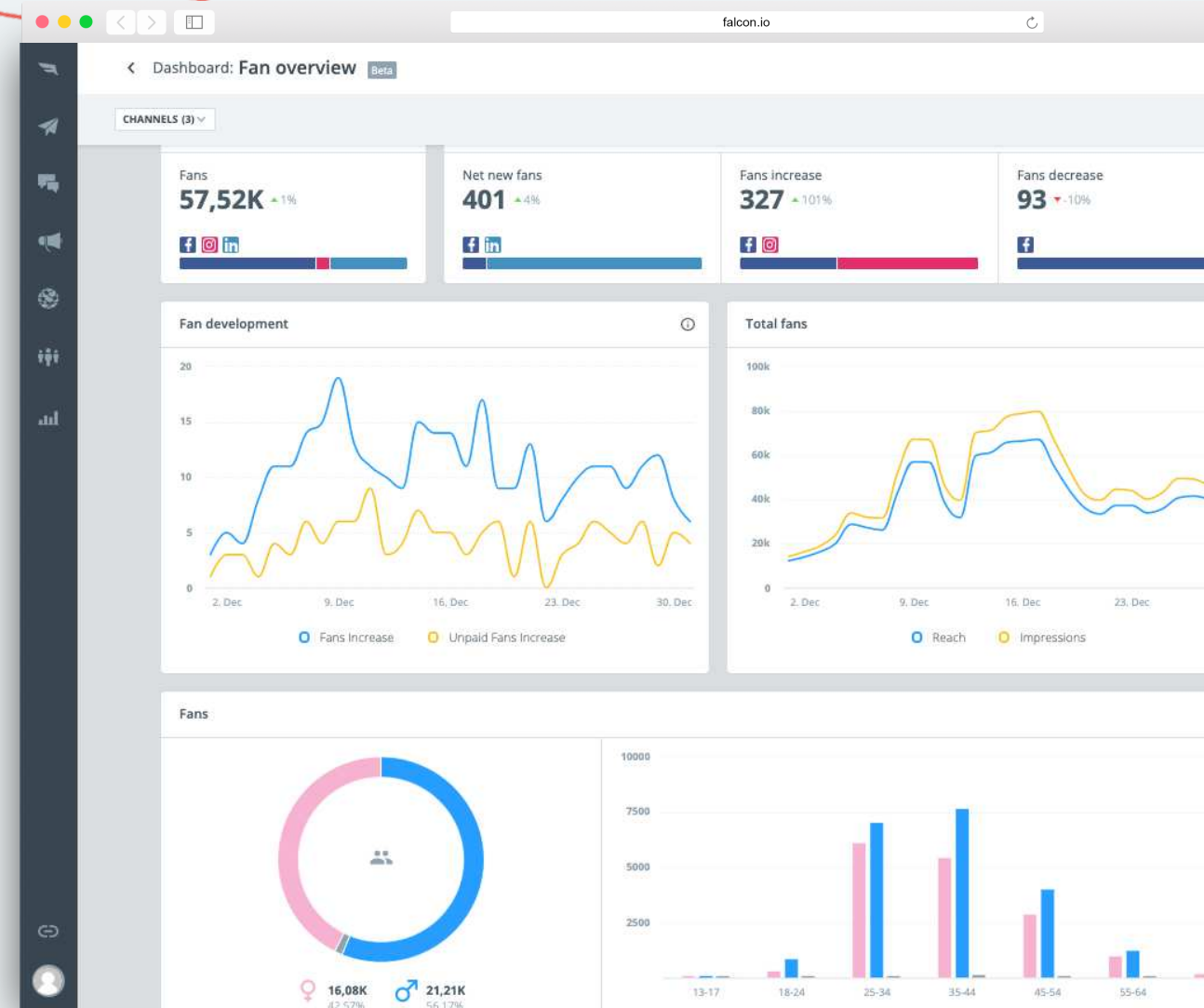
Measure. 



Measure.

Analyse how your business channels are performing including engagement and team performance metrics.

Showcase your efforts and **social ROI** in easy-to-build, unlimited reports. Plus, Falcon is one of the few platforms to support **Instagram Stories**.





How We Can Help.

Measure



Make informed decisions with global social media **analytics reporting**.



Observe how your **paid, owned and earned** content is performing.



Track traffic from social channels to your website.



Share insights easily - generate reports in a just a few clicks.



Full Features.

Measure

- ✓ Report on Facebook, Instagram, LinkedIn & Twitter
- ✓ Aggregated metrics across networks
- ✓ Pick and adjust hundreds of metrics
- ✓ Engagement metrics
- ✓ Content Performance Widgets
- ✓ Team Performance Widgets
- ✓ Customize & clone reports
- ✓ Organic and paid reach comparison
- ✓ Unlimited reports
- ✓ Real-time performance
- ✓ Historical data
- ✓ Intuitive & presentable graphs
- ✓ Report templates
- ✓ Export as .pdf, .csv and .jpg
- ✓ Schedule reports
- ✓ Drag-and-drop Dashboards



Audience.™



Audience.

Leave fragmented marketing behind.

Audience profile cards give you a handy 360° view of your customers and prospects at an individual and aggregated level.

The screenshot displays the Falcon.io Audience Insights dashboard. The interface includes a navigation bar with tabs for Overview, People, Audiences, Merge, and Import. The main content area is divided into several sections:

- Audience Insights:** A table showing topics being talked about, such as "sexual harassment", "#metoo", "women", and "social media", each with associated profile icons and a count of others.
- OTHER PHRASES:** A table with columns for phrases, counts, and related terms. For example, "money" has a count of 215985 and is related to "harassment" (215405).
- Merge candidates:** A list of potential matches for merging audiences, including "lerouxgu", "The Emotional Labor Union", "Klacksparkl", "Alex Kern", and "Incomaker", each with a "1 potential match" status.
- Summary Metrics:** A large number "3.9M" with "3.9M active" below it, and a line graph showing activity over time from March 3rd to 7th.
- NETWORKS:** A horizontal bar chart showing the distribution of the audience across various social media platforms: Twitter (89%), Salesforce (4%), Instagram (3%), Facebook (3%), Google+ (0%), and YouTube (0%).
- WHAT WE KNOW:** A sidebar with fields for "Full name", "Profile pi...", "Handle", "Profile URL", "Gender", and "Custom...", each with a dropdown arrow.
- Pinned audiences:** A section showing specific audience segments like "Listening Lead gen" (dated 10 May 2016) and "Formula 1" (dated 15 May 2016), with their respective activity levels over the last 7 days.





How We Can Help.

Audience



Aggregate records from any system and enrich with social data.



Merge social profiles across networks and data sources to get a full view of your customers.



Deliver more personalized messaging using Audience data.



Identify new customers and insights by analysing your social audience demographics and preferences.



Full Features.

Audience

- ✓ Profile merging
- ✓ Merge detection
- ✓ Notes
- ✓ Interaction history
- ✓ Profile labels
- ✓ Phrase extraction
- ✓ Advanced filtering
- ✓ Import .csv files
- ✓ Export to .csv
- ✓ Profile explorer
- ✓ Topic overview
- ✓ Facebook custom audience
- ✓ Lookalike audiences
- ✓ E-mail audiences
- ✓ Link, video and image ads





Benchmark. 



Benchmark.

With Unmetric, a [social media benchmarking platform](#) now a part of Falcon.io, you can analyze your own social performance and see how it stacks up against competitors and industry leaders.

Use Unmetric to create better content, mine relevant whitespaces and to benchmark performance.



PROFILE	FOLLOWERS	GROWTH ^	POSTS	AVG. ENGMT.	MOST ENGAGING POST	MOST ENGAGING HASHTAG
	481.6K ▲ 8.1K	1.7% ▼ 36.2%	31 ▼ 13.9%	595 ▲ 6.6%	GIVEAWAY! 🎁 Let's SCALE things up with another giveaway! For your chan... ENGAGEMENT: 857	mood 10 · 788
	10.6M ▲ 130.6K	1.2% ▲ 1.1%	18 ▲ 28.6%	655 ▼ 1.7%	Dream on 🌙 @selenagomez in Cali Chase. ENGAGEMENT: 948	PUMAxBALMAIN 1 · 258
	366.8K ▲ 4.4K	1.2% ▲ 62.4%	24 ▲ 41.2%	310 ▲ 42.2%	The Big Apple calls for a big shoe. Snag a pair of our limited-edition NYC... ENGAGEMENT: 624	Kinvara10 2 · 613
	3.3M ▲ 38.8K	1.2% ▲ 129.0%	5 ▼ 44.4%	290 ▲ 24.5%	newbalancehoops 🏀 Watch this space. OMN1S: 10.23.19. ENGAGEMENT: 478	wegotnow 2 · 276
	7.9M ▲ 76.1K	0.97% ▼ 9.0%	22 ▼ 4.3%	244 ▼ 34.2%	Defining the future of spacewear. In partnership with @virgingalactic, we... ENGAGEMENT: 671	projectrock 1 · 434
	832.2K ▲ 7.7K	0.93% ▲ 0.63%	13 ▼ 7.1%	225 ▼ 1.3%	"The entire city is full of energy and awe. No matter where you are along... ENGAGEMENT: 323	racedayready 1 · 263
	94.4M ▲ 853.7K	0.91% ▼ 41.4%	6 ▲ 100%	354 ▲ 20.0%	"I run to prove to any human in this universe that there are no limitations... ENGAGEMENT: 543	justdoit 4 · 387
	2.4M ▲ 15.7K	0.66% ▲ 0.99%	12 ▲ 9.1%	370 ▲ 22.9%	Always in demand. #SportTheUnexpected ... ENGAGEMENT: 786	sporttheunexpected 10 · 786
	24.8M ▲ 160.4K	0.65% ▼ 7.4%	4 0%	510 ▲ 71.1%	The places you'll go. The people you'll meet. The real stories are told by the... ENGAGEMENT: 824	HomeOfClassics 10 · 788



How We Can Help.

Benchmark



Analyze your own social performance and see how it stacks up against competitors



Improve your strategy by understanding what's working and what's not.



Explore creative content ideas and campaigns to power your own content strategy.



Make data-driven decisions to improve your social strategy.



Full Features.

Benchmark

- ✓ Benchmark on Facebook, Instagram, Twitter & YouTube
- ✓ Audience size metrics
- ✓ Analyze content performance
- ✓ Understand content performance using post types
- ✓ Share of voice
- ✓ Word cloud on main themes
- ✓ Detect Facebook Promoted Posts
- ✓ Access competitors' Facebook and Instagram Reach and Impressions
- ✓ Plan a better strategy with campaign intelligence
- ✓ Downloadable cross-channel reports
- ✓ Alerts on important happenings
- ✓ Custom content tagging
- ✓ Content Discovery and Ideation
- ✓ Explore whitespaces
- ✓ Benchmark performance with your industry
- ✓ Understand hashtag usage at granular level
- ✓ Company reply analysis





Manage.

Manage.

Falcon's *management features* reflect and support the diversity of your organization.

Administrators and team leaders can assign roles that define individual and team access to features.

The screenshot shows the Falcon.io management interface. The browser address bar displays 'falcon.io'. The left sidebar contains a navigation menu with the following items: PROFILE (My profile, Notifications), ORGANIZATION (Overview, Teams, Users, Label Management, Integrations & API, Audit Log), CHANNEL SETTINGS (Channels, Ad Accounts, Channel Groups, Campaign Tracking, Tracking Templates), and a user profile icon at the bottom. The main content area is titled 'Settings: Overview' and includes an 'Organization' summary table, an 'Add channel' section with social media icons (Facebook, Twitter, YouTube, Instagram), and two 'Create' buttons: 'Create a team' (with a text input field containing 'Eg. Marketing') and 'Create user'.

Organization			
Teams	596	Users	250
		Admins	225

Add channel

Permissions Please make sure to grant all requested permissions on the network to take full advantage of Fa

Create a team

Team name

Create user



Full Features.

Manage

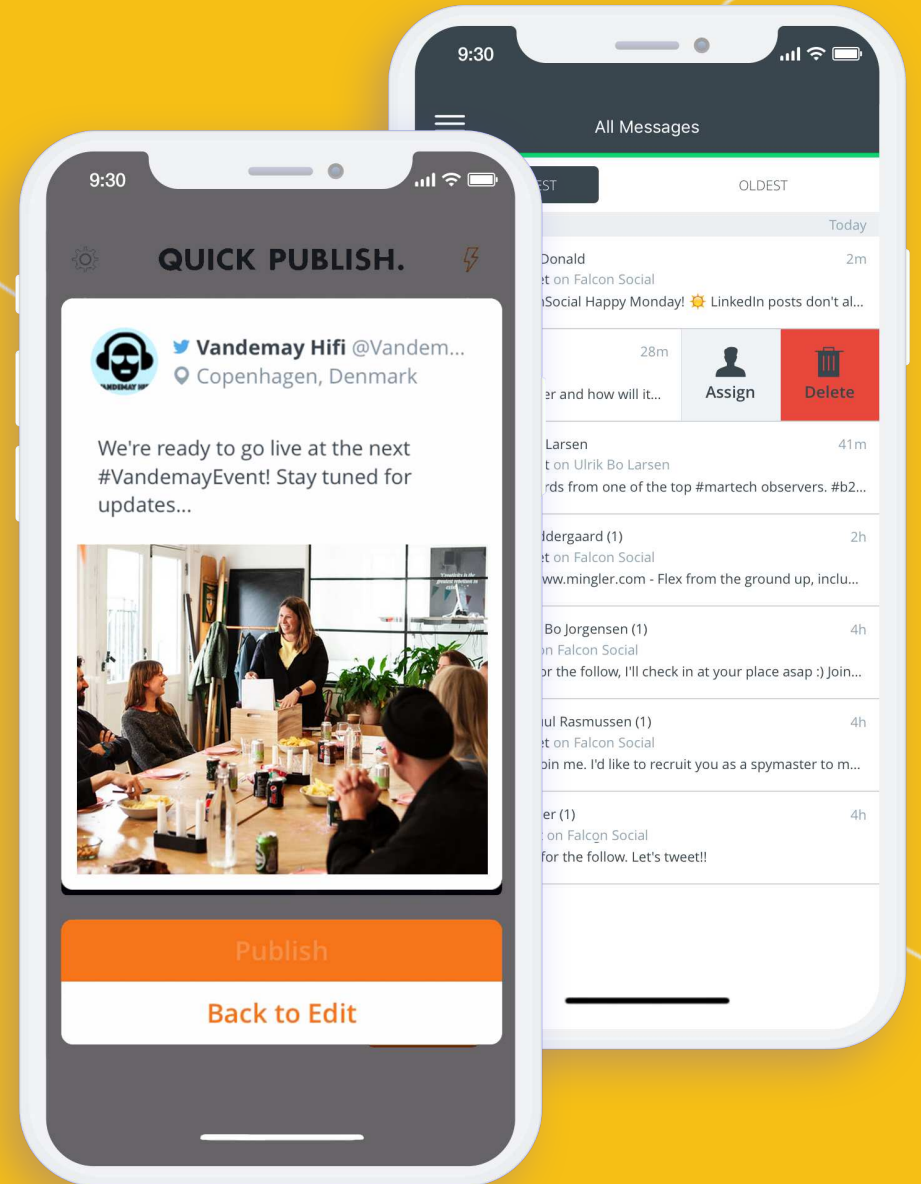
- ✓ User roles and teams
- ✓ Channel permissions
- ✓ User expiration
- ✓ Geo-fencing
- ✓ Activity dashboard
- ✓ Task overview
- ✓ Performance overview
- ✓ Team response rates
- ✓ Notifications
- ✓ Team notes
- ✓ Approval flow
- ✓ Audit log
- ✓ CRM integration
- ✓ HTTPS secure
- ✓ API access
- ✓ Export reports
- ✓ Label management
- ✓ Campaign tracking

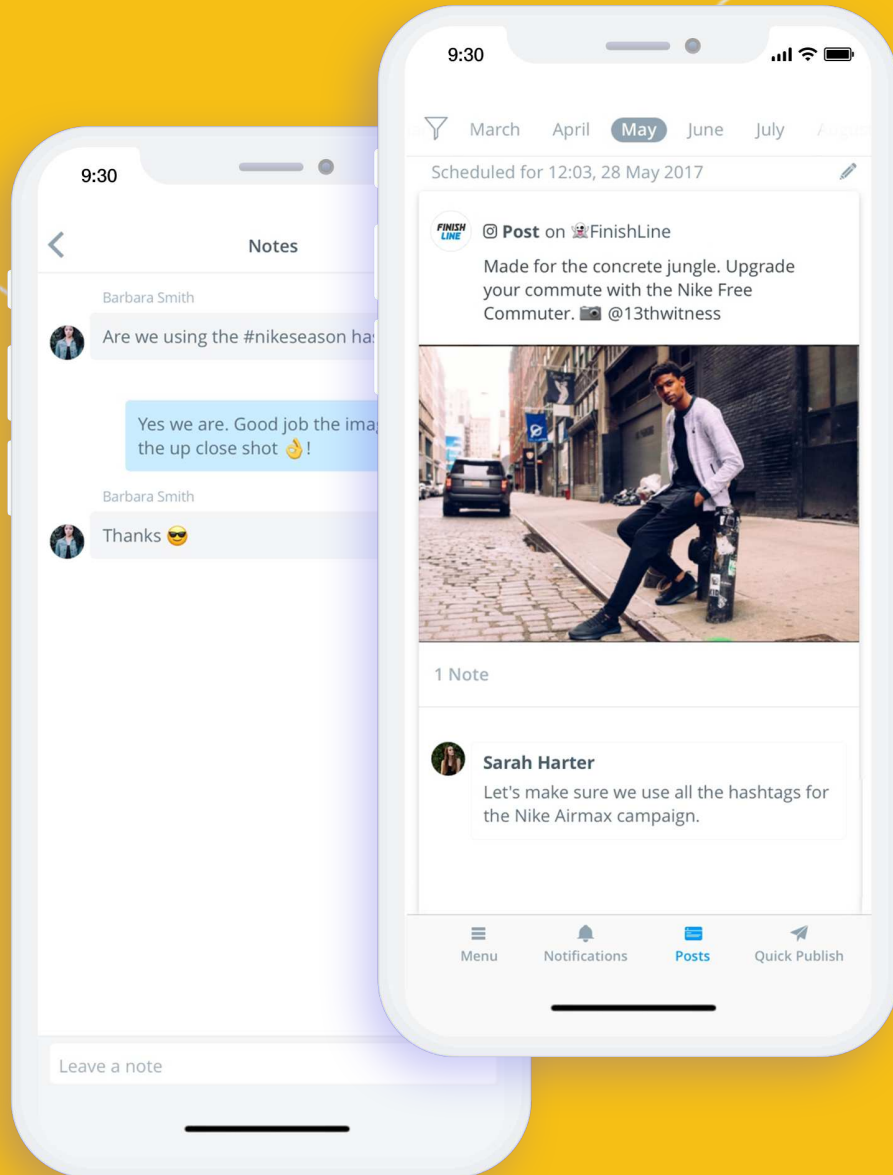


Falcon On The Go.

The [Quick Publish](#) mobile app allows you to do rapid, high-volume posting with just a few taps.

The [Engage](#) mobile app is your social inbox in the pocket for message and comment moderation.





Content On The Go.

Available on iOS and Android, the [Hub](#) app gives Falcon users the **full overview of all scheduled and published content.**

Use Hub to review your planned posts and collaborate with your team on scheduled content.



Networks.

We integrate with the most popular social networks.






FALCON.IO

 [@falconIO](https://twitter.com/falconIO)

 [@falcon.io](https://falcon.io)

 welcome@falcon.io

