

# 3 Differences Between ThumbStopper and Top Competitors



ThumbStopper enables you to promote your high-quality, **branded content on your retailers' social media pages**. Our **Brand Manager™** platform distributes organic content while **Brand Amplifier™** focuses on paid social advertising. Here, we will look at how these solutions compare with others in the market.

## Hands-Free Solution

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Getting your retailers to participate in channel marketing efforts, and to adhere to your brand guidelines, often proves challenging. Retailers are generally pulled in many different directions, and sometimes cannot give your brand the attention it deserves. ThumbStopper is 100% hands-free for retailers, so there's no extra work for them — or even login information from them to remember. You both benefit.

Because there is no calendar for scheduling content, once a retailer is enrolled and connected to ThumbStopper,

they never have to do anything to ensure quality brand content is flowing to their social pages.

Promoboxx, on the other hand, requires the retailer to log in each time a new campaign goes live. They then have to preview the content, customize the messaging, and push the content to their channels. SoCi, on the other hand is designed for resellers with many locations, who may have resources like their own marketing departments. It's not a practical solution for small, independent retailers with limited time to think about social media marketing.

## Best-in-Class Service

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ThumbStopper has a robust, multi-faceted **onboarding process** that ensures brands maximize the number of enrolled retailers on our platform. Participating brands have a dedicated Account Manager, focused on increasing connections to independent retailer social pages. From emails to webinars to presentations at dealer meetings, ThumbStopper knows how difficult it can be to get hundreds or thousands of stores to connect and has the requisite solutions already in place to maximize participation.

Software solutions similar to ThumbStopper provide the software itself to a brand — but that's where the service stops. Our competitors offer software, and it's up to the brand to get the dealers onboarded. It's incredibly time consuming to reach out to individual retailers, make the case for social media automation, and convince them to enroll. Instead, let ThumbStopper do it for you.

## Quantifiable Results

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ThumbStopper doesn't just make vague promises about what your brand will gain from using the platform. We back it up with **quantifiable results from real users**. Consider these facts:

- Brands who sign up with ThumbStopper typically see 85% adoption among their retailers within the first 90 days.
- We go above and beyond to ensure brands are fully on-board our platform within 30 to 45 days.
- A record **896,436 unique social media users** engaged with content deployed through ThumbStopper's Brand Manager in 2019, and we're on track to beat that record for 2020.
- Retailers using ThumbStopper see 5x as much organic social media reach as if they were posting on their own.

When your brand enrolls with ThumbStopper, we provide you with ongoing, **actionable data insights**, demonstrating the **ROI of your content**.