

About Viafoura

The Viafoura Promise — At Viafoura, we are committed to being your partner in audience engagement, and to meeting the needs and interests of all our customers as they build their brands and create loyal audiences around their content.

Through natively integrated cloud solutions, Viafoura helps media brands establish and deepen a direct relationship with their audience. Our solutions work seamlessly with existing tools, while powering new and innovative capabilities directly on our clients' own websites and applications. Whether you're working to build audience engagement, enhance loyalty, or increase revenue and trust, we make it our job to help you meet your audience goals. Innovative technology, an adherence to regulations and compliance, and our dedicated team of content analysts ensure we always deliver on the following promises [documented as goals and objectives in this StratML rendition]

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DEMONSTRATION ONLY



Viafoura (VFR)

Stakeholder(s):

Media Brands :

Viafoura partners with over 600 media brands to engage, convert and monetize their digital audiences. Using best-in-class engagement and content moderation solutions, Viafoura helps companies create active, civil and loyal online

communities — all while driving higher registrations and subscriptions.

Companies

Online Communities

Vision

Active, civil and loyal online communities

Mission

To help companies create active, civil and loyal online communities

Values

Activity

Civility

Loyalty

1. Implementation

Make implementation easy

Ease of Implementation

1.1. Integration

Integrate with existing technologies

Viafoura integrates with your existing technologies, making it easy to set up, implement and scale our solutions to your needs.

1.2. Engagement

Customize engagement tools to user sites and experiences

Viafoura engagement tools are customizable to your site and user journey, enhancing each user's onsite experience.

1.3. Hardware & Education

Enable staff to use our tools without the need for additional hardware or extensive education

Viafoura tools were designed to benefit your staff, without the need for additional hardware or extensive education.

1.4. Support & Documentation

Provides technical support and development documentation

Viafoura provides 24-hour technical support and detailed development documentation.

2. Customization & Integration

Support customization and integration

2.1. Branding

Blend with brand standards

Through highly customizable CSS, Viafoura solutions will blend seamlessly with your unique brand standards.

2.2. APIs

Connect to established systems

Actionable Reporting APIs make it easy to connect Viafoura to established systems, to enrich your existing efforts, investments and outcomes.

2.3. User Registration

Integrate user registration into existing subscription and registration modes

Viafoura user registration is seamlessly integrated into any site's existing subscription or registration mode.

3. Scalability

Provide scalability

Scalability for Growth

3.1. Domains & Channels

Offer multi-domain support across digital channels

Viafoura offers multi-domain support across digital channels.

3.2. Growth

Create a backbone for scalable growth

Viafoura's enterprise-level infrastructure creates a backbone for scalable growth.

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4. Data Ownership

Handle data ownership appropriately

4.1. Preferences & Behaviors

Understand audience preferences and behaviors

Viafoura lets you dig deeper into your audience preferences and behaviors, through real-time deep data insights and reporting tools.

4.2. First-Party Data

Ensure ownership of first-party data

Viafoura ensures you own all of your first-party data, including all data accessed through reporting tools and APIs.

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5. ROI

Provide a high return on technical investment

ROI on Tech Investment

5.1. Demands & Needs

Keep up with user demands and changing market needs

Viafoura helps you keep up with user demands and changing market needs.

5.2. Business Cases

Build the business cases for engagement

Viafoura is a dedicated partner in building the business case for engagement, with ongoing success tracking, reporting and guidance.

6. Uptime

Keep applications online at all times

Uptime

6.1. Database Design

Design our database architecture for extreme uptime

Utilizing the same infrastructure as Netflix and Apple, Viafoura's database architecture was designed for extreme uptime. An uptime of 99.95% is guaranteed.

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7. Service

Provide superior service

White Glove Service

7.1. Technical Support

Provide global 24/7 technical support

A dedicated Client Success Manager, as well as portal and real-time chat, make Viafoura easily accessible for global 24/7 technical support.

7.2. Insight & Feedback

Provide insight and feedback on plans

Viafoura will provide regular insight and feedback into your product roadmap.

8. Compliance

Maintain compliance

Always in Compliance

8.1. Regulations

Keep up to date on changing regulations

Viafoura keeps clients up to date on changing regulations.

8.2. Safety & Civility

Create brand-safe and civil onsite environments

As the leading provider of moderation services, Viafoura creates a brand-safe and civil onsite environment.

8.3. Data Integrity

Apply data integrity best practices

Viafoura trains our staff to be knowledgeable on existing and upcoming data integrity best practices.

8.4. GDPR

Comply with GDPR

Viafoura's employees are required to take GDPR regulatory compliance training.

Administrative Information

Start Date:

End Date:

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