



The Admin Portal is the SocialLadder Platform used to create the challenges, send push notifications, view reports, manage your ambassadors, & more. Overall the portal is where an account manager will spend their time managing the day to day of your SocialLadder program.

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Home

The Home Tab is a general overview of your entire program & contains your SocialLadder Dashboard.

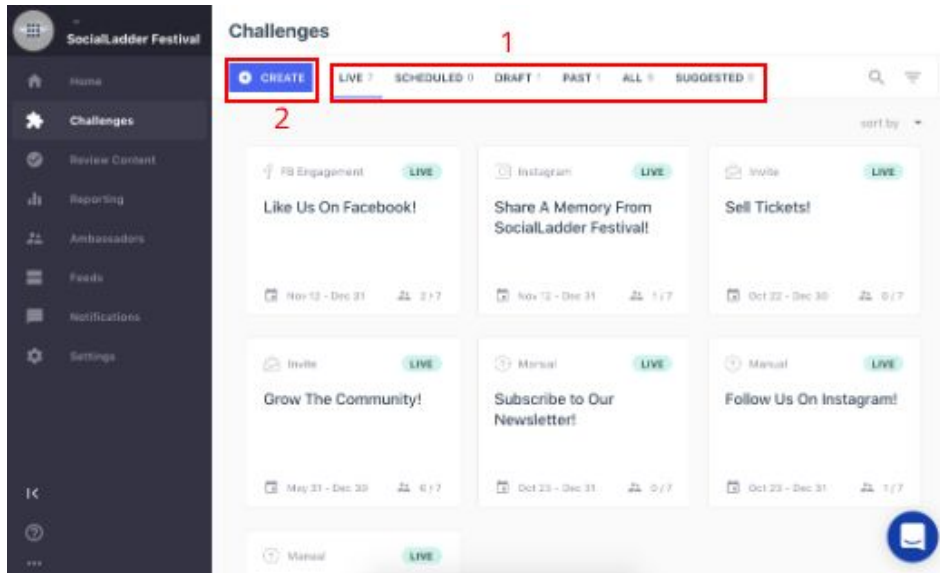
The SocialLadder Dashboard contains (3) metrics of your program including # of Ambassadors, Total Monthly Sales, Monthly Engagement, or Total Challenges Completed. These are dependent on the key point indicators of your program.

Under the dashboard you will find the following..

- Area Activity Feed: This shows ambassadors activity including completing a challenge or referring a sale
- Notifications Feed: This feed shows the internal activity like when a challenge is published

Challenges

The Challenges Tab is where you will see and create challenges for your ambassadors to promote your brand. In the challenges tab you will see all of your program's challenges.

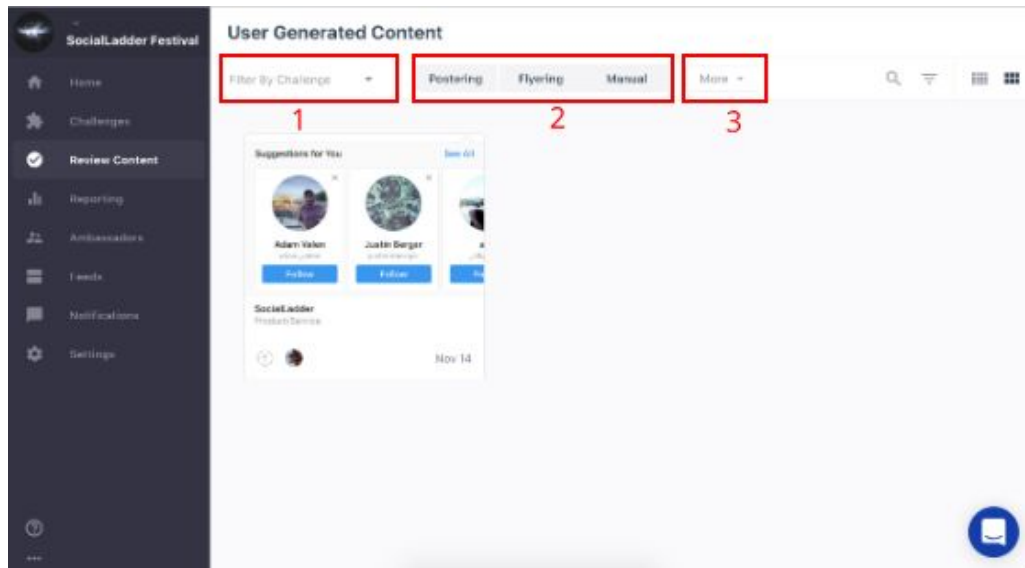


- Find detailed info on challenge types & capabilities [here](#).
- Learn how to create challenges [here](#).
- Save yourself time. Find out how to create challenges templates [here](#).

Pro Tip: Challenge templates allow you to easily save a past template to create a similar challenge in the future. For instance, if you have a challenge that needs to be created for every event announcement you can use the first challenges as a template for all your future announcements. Simply, create the challenge, save to drafts, then save as template!

Review Content

Review Content tab is used to review user submissions as they complete challenges. The Review Content tab allows organizers to review submissions before rewarding points or to reject any submissions that should not be awarded points whether the user submitted unrelated content or the user did not follow the challenge instructions properly. This feature is helpful to track field marketing & review user-generated content.



Reporting

Reporting tab is where you will find all the metrics & reports for your program. You will find information on everything about your program in these reports including rewards redeemed, what ambassadors can redeem what rewards, ambassador sales info, team growth, and more.

Pro Tip: Check out the reports our clients find the most helpful below.

- Fulfillment list: Shows you rewards redeemed by ambassadors that need to be fulfilled
- Qualified Users By Reward: Shows you each reward available & how many people are qualified to redeem. This allows you to see if your points are too high for ppl to reach
- Sales Details: Show each transaction from the app w/ order number, amount, number of units, code, etc
- Team Growth: Shows you the team growth by day which allows us to see if we need to boost promotions to keep team growth steadily increasing
- Top Users: Shows you the top ambassadors on your team along with their scores, tickets sold, city, etc
- Total Sales Conversions: Shows total sales for the program or event
- User Count By Tag: Shows how many people are in each of your segments
- Challenge Response Summary: Shows a high level of each challenge, its reach, participation, etc.

- Instagram Engagement Stats: Shows the details of the challenge name, Instagram username, number of likes and comments, and direct link to the Instagram post.

Ambassadors

Ambassadors Tab is where you can find all of the users in your SocialLadder community. This page allows organizers to sort & search the users in their program. The users can be sorted by the following metrics...

- Score: Sort your users by highest or lowest score
- Sales: See what users have made the most sales
- Last Active: Sort users by their last login
- Challenges Completed: Sort users by the # of challenges completed
- Total Reach: View what users have the most social media friends & followers
- WOM Impressions (word of mouth): Sort users by the # of potential impressions of all social posts made by challenges.

Feeds

Feeds tab is where you can view & create the feeds that show up in-app for your program. A feed allows organizer to easily highlight important info & announcements within the app with a push notification & custom graphic.

Pro Tip: We recommend using an eye catching background image or color when creating your feeds to help grab your users attention! We recommend adding detailed text onto the graphic to portray and send a message out to your users!

Feeds are used to direct users to important challenges, rewards, info, & more. Organizers can create a feed that directs their users to a specific challenge, reward, or website.

Find out more info on feeds & how to create them [here](#).

Notifications

Notifications tab is used to create push notifications for your ambassadors. This feature allows organizers to send push notifications to their communities with a few simple clicks. The push notification can be used to share an important announcement, send reminders, or communicate with your community. These notifications can be scheduled out in advance to notify your ambassadors at any time.

Settings

Settings page is used to adjust the general options or preferences on your account.

- **My Account:** Contains the Timezone setting for your account & the Facebook button to connect your Brand page. Click [here](#) to find out why the Facebook connection is important for your SocialLadder program.
- **Manage Accounts:** Contains the name, email, roles of you program leaders & account managers. This is where you can set the permissions for the manager seats within your SocialLadder program.
- **Custom Fields:** Want to learn more? Contact our [support team](#) to customize your program with custom fields.
- **Manage Connections:** Contains info on connecting your e-commerce & ticketing platforms for team selling.

Questions? Check out our Knowledge Base [here](#).