

USER GENERATED CONTENT (UGC) RIGHTS MANAGEMENT

Real people are out there every day enjoying your products, and sharing that enjoyment with friends across their social media networks. Your brand created that product, genuinely share their enthusiasm, and want to spread news of their discovery.

While you respect consumer privacy and time, you also need to make sure digital rights are protected without interrupting everyday lives. Janrain provides user generated content rights management, allowing brands to seamlessly collaborate with everyday people who love their products without intruding on their time.

SEAMLESS CONTENT RIGHTS MANAGEMENT EASY

When a consumer posts a photo on Instagram they view their likes and comments to engage with friends, family, and the brands that they love. By obtaining digital permissions through Instagram's comment system, brands can share authentic product discoveries with minimal consumer intrusion.

INTEGRATED

Available as a part of Janrain's enterprise-level Engagement Platform, an intuitive workflow makes social curation simple and efficient for marketing professionals. User-generated content can be pre-moderated and requests for digital permission sent directly to consumer Instagram accounts.

LEGAL

Brands want to participate in the social sharing phenomenon while keeping themselves and their customers safe from unwanted use of personal images and videos. By automating the user-generated content rights management process, brands can ensure that explicit consent has been received before reposting content on their websites.

ABOUT JANRAIN

Janrain makes it easy to know your customers and personalize every interaction. Our Customer Identity Management Platform helps companies build a unified view of their customers across all devices by collecting accurate customer profile data to power personalized marketing. The platform encompasses social login, registration, customer profile data storage, customer insights, single sign-on, and engagement. Janrain powers customer identity management for brands like Universal Music Group, Pfizer, Samsung, Whole Foods, Fox News, Philips, Marvel, Mattel and Dr. Pepper. Founded in 2005, Janrain is based in Portland, Oregon, with offices in London, Paris, Frankfurt, Singapore, and Redwood City, CA. For more information, please visit www.janrain.com and follow @janrain.



DISCOVER

Unearth stunning photos and videos taken by everyday people. Content in your brand's hashtag stream appears in your "Pending Queue."



ENGAGE

A popup allows you to request permission to use the content within a comment that appears in a fan's feed.



GROW

Build your brand's fan base and obtain user-generated content rights instantaneously. Posts are automatically approved when consumers provide consent, alleviating the risk that unwanted photos and videos will appear on brand websites.