

FEATURE COMPARISON

Amplify Lite

B2C and B2B
Teaser

Amplify Biz

B2C and B2B
High Engagement

Amplify Org

Groups and Non Profits
Online Event

Point System - Details and Information:

- My Points Page
- Medals for Achievements
- All Users Statistics

Point System - Tracking:

- For Registration
- For Loggin In
- For Inviting Friends
- When Invite is Accepted
- Click Banners
- When Birthday
- Completing Tasks

Task Activities Included:

- True False
- Multiple Choice
- Fill in the Number
- Fill in String
- ePostcards
- Picture Puzzle
- Poll

Task Released Est. Length of Event

Prize Winner Selection and Notifications:

- Daily
- Weekly
- Runner Up Prize
- Grand Prize
- Special

Site Design and Maintenance

- Hosting
- Design
- Website Pages
- Logo Placement
- Link-throughs

- Google Analytics
- Facebook Connect
- User Exit Survey
- Slideshow of Photos
- Display Twitter Feed

| Feature | Amplify Lite | Amplify Biz | Amplify Org |
|--------------------------|-----------------|-----------------|-----------------|
| My Points Page | Optional (+) | Included (✓) | Included (✓) |
| Medals for Achievements | Optional (+) | Optional (+) | Included (✓) |
| All Users Statistics | Optional (+) | Optional (+) | Optional (+) |
| For Registration | Included (✓) | Included (✓) | Included (✓) |
| For Loggin In | Optional (+) | Included (✓) | Included (✓) |
| For Inviting Friends | Included (✓) | Included (✓) | Included (✓) |
| When Invite is Accepted | Optional (+) | Included (✓) | Included (✓) |
| Click Banners | Optional (+) | Optional (+) | Included (✓) |
| When Birthday | Optional (+) | Optional (+) | Optional (+) |
| Completing Tasks | Included (✓) | Included (✓) | Included (✓) |
| Task Activities Included | Up to 10 | 30 | 60 |
| True False | Included (✓) | Included (✓) | Included (✓) |
| Multiple Choice | Included (✓) | Included (✓) | Included (✓) |
| Fill in the Number | Included (✓) | Included (✓) | Included (✓) |
| Fill in String | Included (✓) | Included (✓) | Included (✓) |
| ePostcards | Optional (+) | Included (✓) | Included (✓) |
| Picture Puzzle | Optional (+) | 1 | 2 |
| Poll | Optional (+) | 4 | 4 |
| Task Released | All at Once | 1 Each Day | 2 Each Day |
| Est. Length of Event | 1 Month | 1 Month | 1 Month |
| Daily | Optional (+) | 30 | 30 |
| Weekly | Optional (+) | Optional (+) | 4 |
| Runner Up Prize | Optional (+) | Optional (+) | 1 |
| Grand Prize | 1 | 1 | 1 |
| Special | Optional (+) | Optional (+) | 2 |
| Hosting | Included (✓) | Included (✓) | Included (✓) |
| Design | 3 Color Options | 3 Color Options | 3 Color Options |
| Website Pages | 8 | Up to 12 | Up to 15 |
| Logo Placement | Included (✓) | Included (✓) | Included (✓) |
| Link-throughs | Included (✓) | Included (✓) | Included (✓) |
| Google Analytics | Optional (+) | Included (✓) | Included (✓) |
| Facebook Connect | Optional (+) | Included (✓) | Included (✓) |
| User Exit Survey | Optional (+) | Optional (+) | Included (✓) |
| Slideshow of Photos | Optional (+) | Optional (+) | Included (✓) |
| Display Twitter Feed | Optional (+) | Optional (+) | Optional (+) |

✓ = Included

+ = Optional