



A fully customizable SaaS platform to build modern branded communities

Powered by Apps. Driven by social media best practices.

# tribe.



Founded in  
2017



25+  
Employees



Toronto,  
Canada



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Powering the communities  
of innovative industry leaders

leboncoin

TOP HAT

DÉCATHLON

skyscanner

IBM

pipedrive

DeineTierwelt

appjobs

ConvertKit

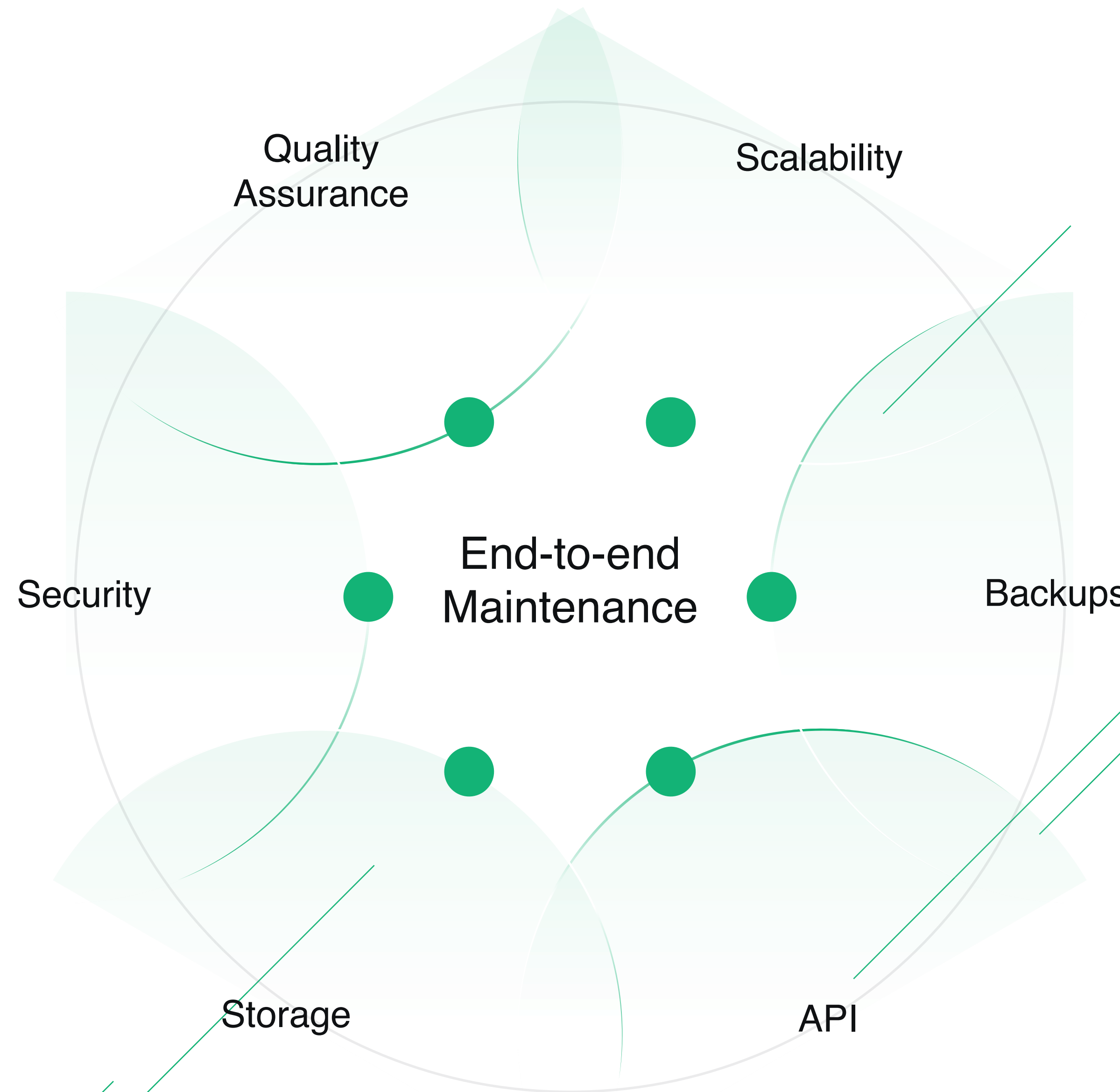
mindvalley

# Overview

Tribe is a powerful community platform to build integrated, branded, and modern social media-type sites to collect, connect, and engage your audiences.

With Tribe's cloud-based solution, you can fully customize the community, improve the functionality with apps, and rest assured with complete ownership of the data generated in the community.

As a cloud-based solution, Tribe fully manages the product lifecycle and delivers a robust collection social interaction practices.



## A collection of social media best practices to deliver:



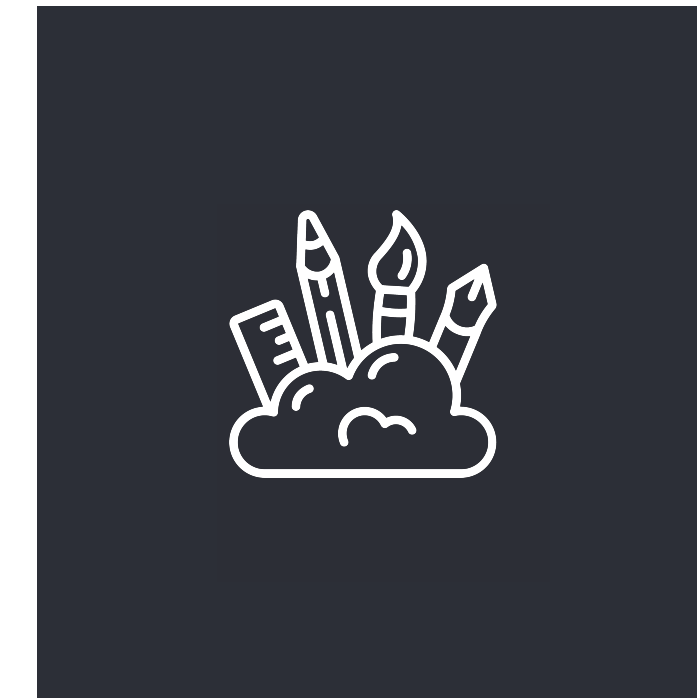
### Better adoption

The social networks have changed the way modern users connect, converse, and share knowledge on the web. Social media-type functionality helps in easier onboarding and drastically improves adoption.



### Better engagement

The popular social networks have mastered the art of user engagement and retention with various tools such as activity stream, notifications, gamification system, reactions, and more. Tribe offers a robust collection of these techniques so community owners can deploy the same easily.

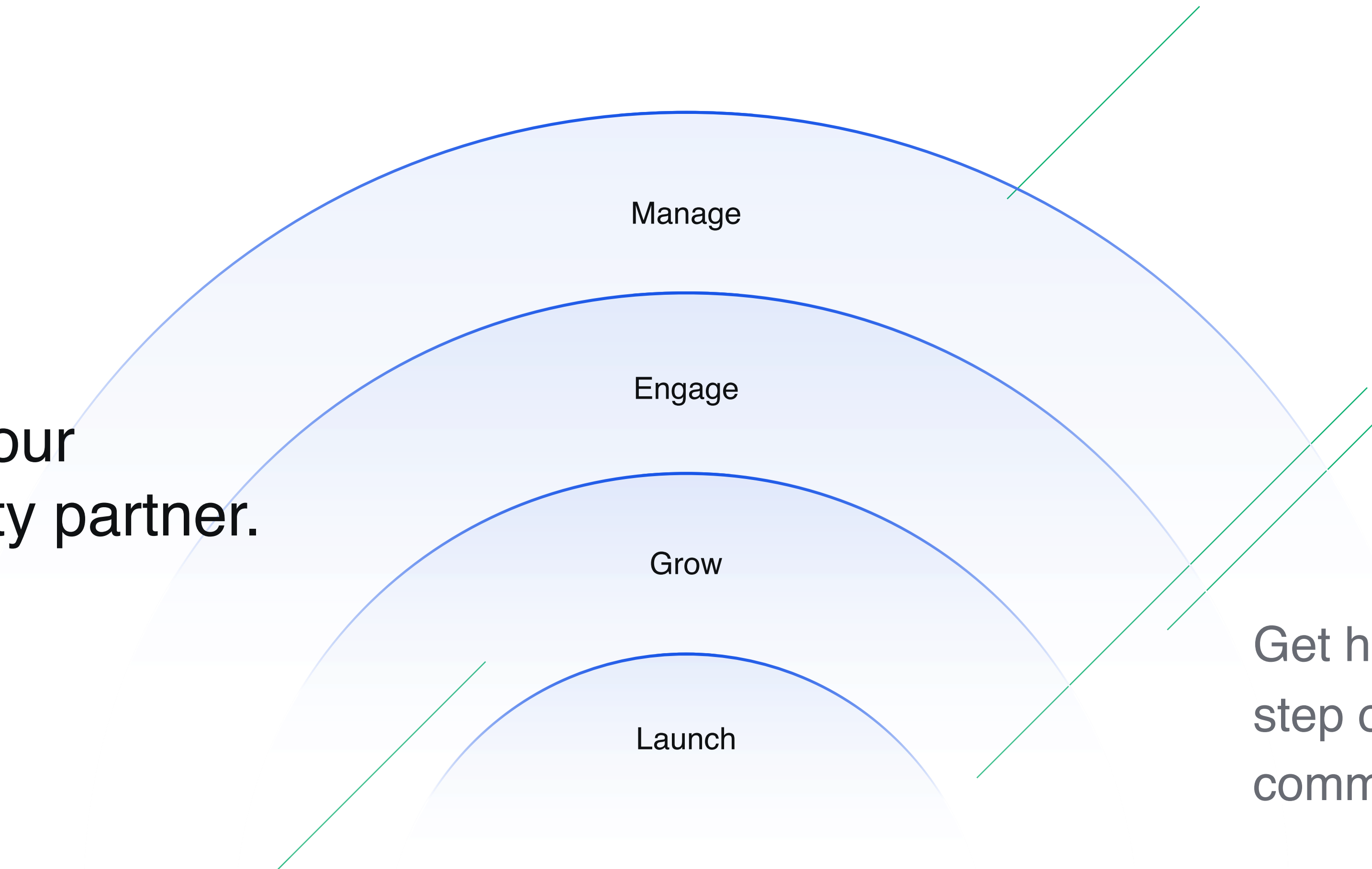


### Modern design

The modern web users are savvy and sophisticated. They have a certain expectation when using a social platform -- your online community must also reflect a modern experience similar to social media.

# The Tribal approach

Tribe is your  
community partner.



Get help in every  
step of building your  
community.

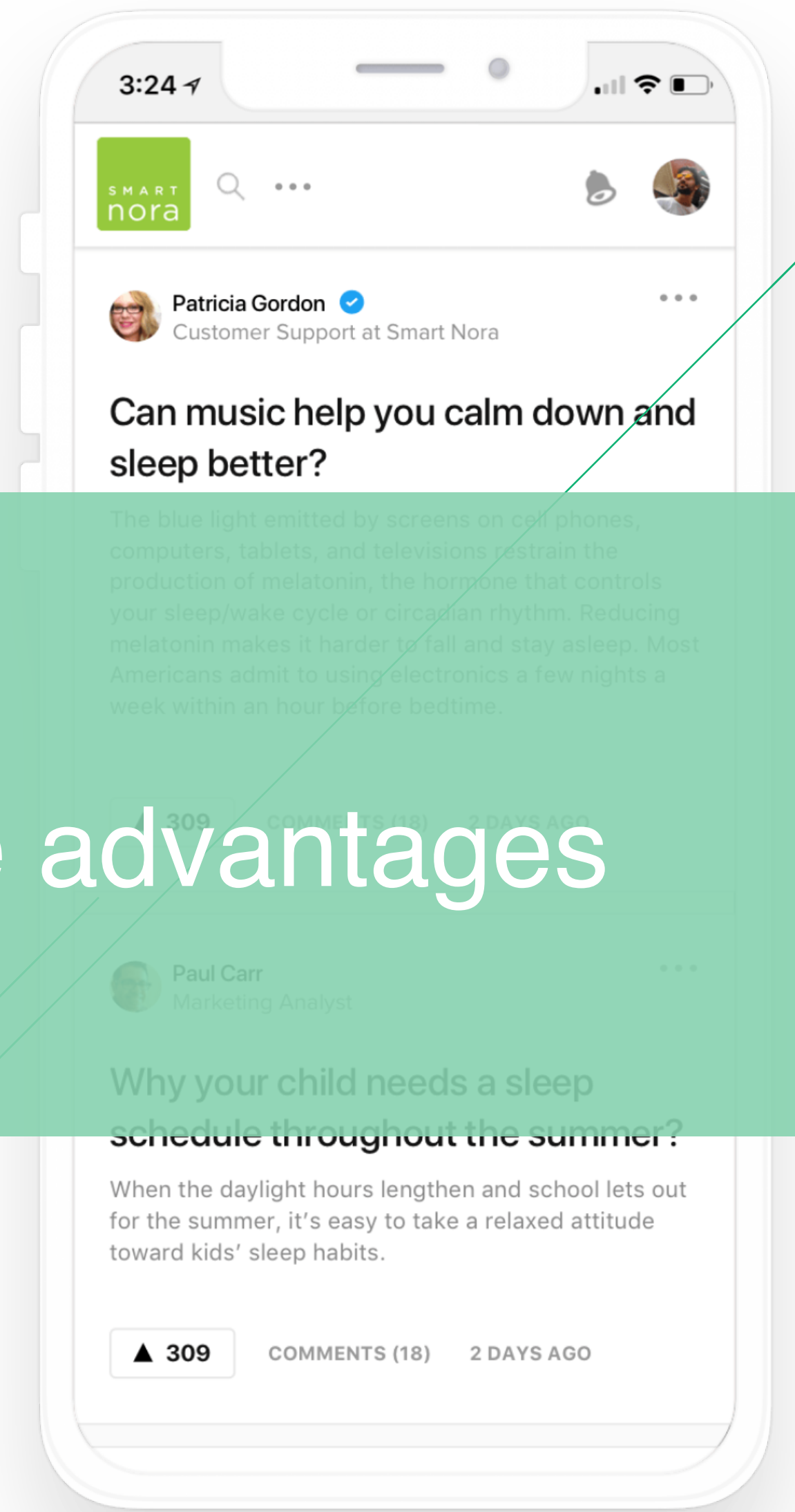
Customizable platform

Comprehensive API

Apps and integrations

Embeddable widgets

# Tribe advantages





# Community Platform

# Everything you need to build successful branded communities



## Activity feed

Use the machine-learned activity feed to deliver a personalized content experience that continuously improves.



## Multiple content types

Allow users to write articles, ask questions, submit answers, participate in polls, post images and videos.



## Gamification

Leverage badges, points, and leaderboard system to increase engagement.



## Analytics

Focus on the key metrics and take proactive actions using our powerful reporting features.



## Virtual currencies

Incentivize users to take targeted actions and allow them to redeem the coins for your services.



## Smart suggestions

Detect most relevant members to answer your questions using Tribe AI, and give users the option to send requests.



## User management

Easily tag users, perform a bulk import, send invitations to join, and manage roles with our intuitive interface.



## Moderation

Efficiently manages the community with our moderation tool and maintain the quality while scaling user growth.

# Everything you need to build successful branded communities



## Behavioral targeting

Track activity, user behavior, and create profiles to target members via contextual communication and increase conversions.



## Integrations

Automate processes, seamlessly merge online community in your existing workflow, and create robust data flow with direct integrations, webhooks, and API.



## Groups

Enable users to create groups within your community to operate their private spaces, priority user groups, micro-interest groups, and everything in between.



## Fully white-label

Build the community with your branding to deliver a white-label experience -- change everything from colors and logo to widgets and domain.



## Public/private access

Build a public or private community and set registration rules for membership. Enable SSO to allow existing users to log in smoothly.



## Onboarding

Onboard community members by telling your story, introducing key elements, and presenting a set of action items.



## Custom domain

Use your own domain name to retain your brand.



## Notification tools

Precisely target the members with segmentation via newsletters, emails and more.

# Everything you need to build successful branded communities



## Compliance

Create a secure community with regulatory compliance like GDPR and data protection regulations.



## Content categorization

Categorize content and enable seamless knowledge discovery with topics.



## Custom design

Create a community that uniquely adopts your branding and business requirements.



## Announcement banner

Showcase a prominent message with a call to action on top of the home page feed.



## Single sign-on

Allow your users to log in to the community their with the existing set of credentials.



## Member profile

Member information, networking options, and all the community activities displayed beautifully.



## Internationalization

Create your community with the language of your choice. Select from a list of 20 different languages.



## SEO Boost

Advanced SEO settings to precisely control how search engines crawl and index your community site.



**API**

## Tribe is built with API-first approach

Anything that you can visualize on the community can be accessed via API.

```
Introduction
Authentication
Answers
Feed
Notification
Portal
Post
Questions
Topics
Users
Errors
Widgets

[
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    "updatedAt": "2018-12-03T22:20:11.069Z",
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      "createdAt": "2018-11-18T04:19:44.936Z",
      "title": "Can I embed external services (YouTube, Vimeo, etc.)",
      "user": {
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        }
      }
    }
  },

```



**tribe.**

**Apps**

**15**

## Modular apps to unlock tribal superpowers



**SEO Boost**



**Virtual Currency**



**Gamification**



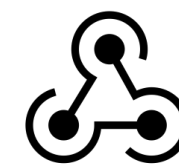
**Signup Wall**



**Welcome Email**



**Groups**



**Webhooks**



**Cookie consent**



# Direct integrations

Automate your workflows in a breeze

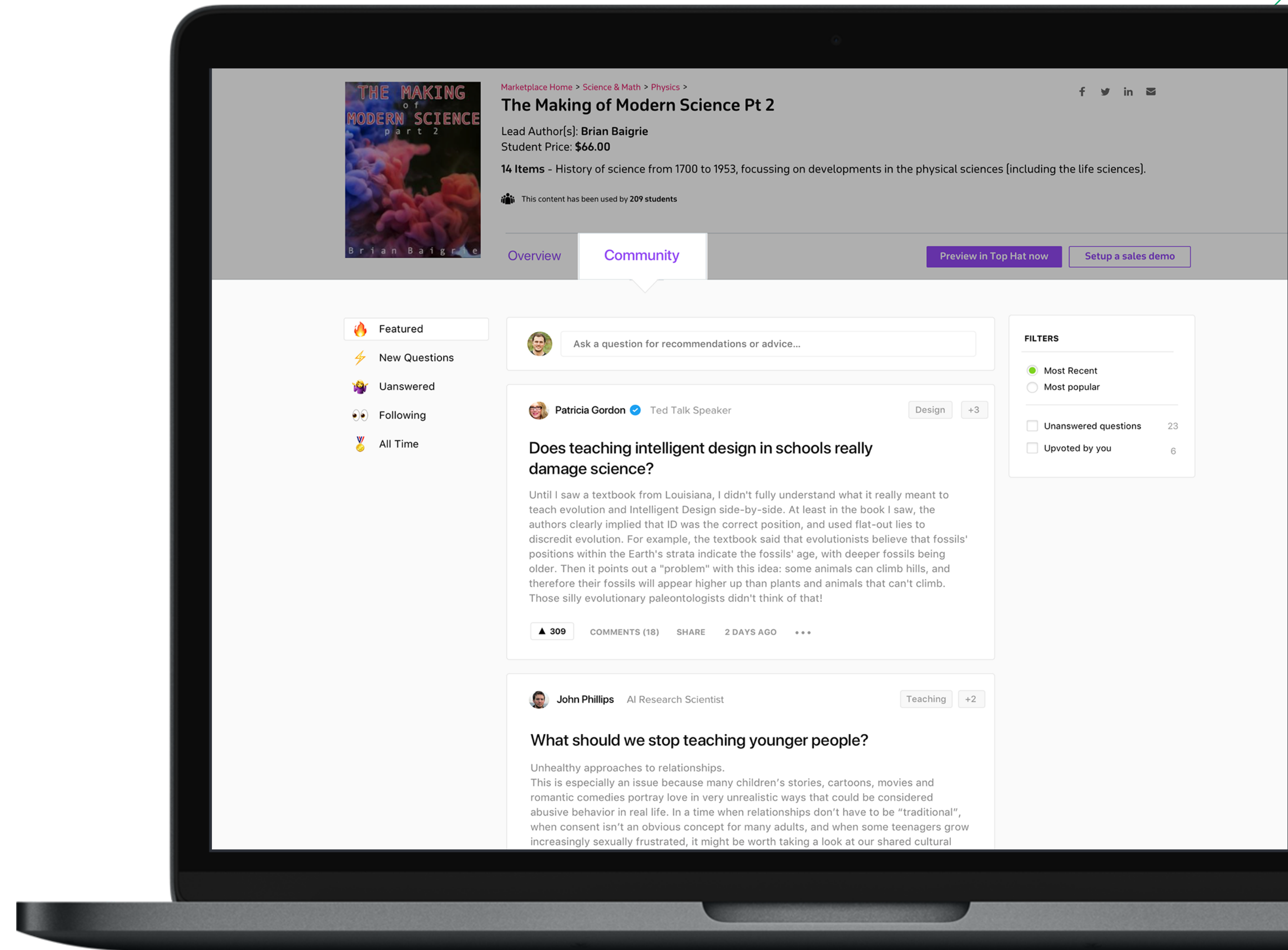


# Embeddable widgets

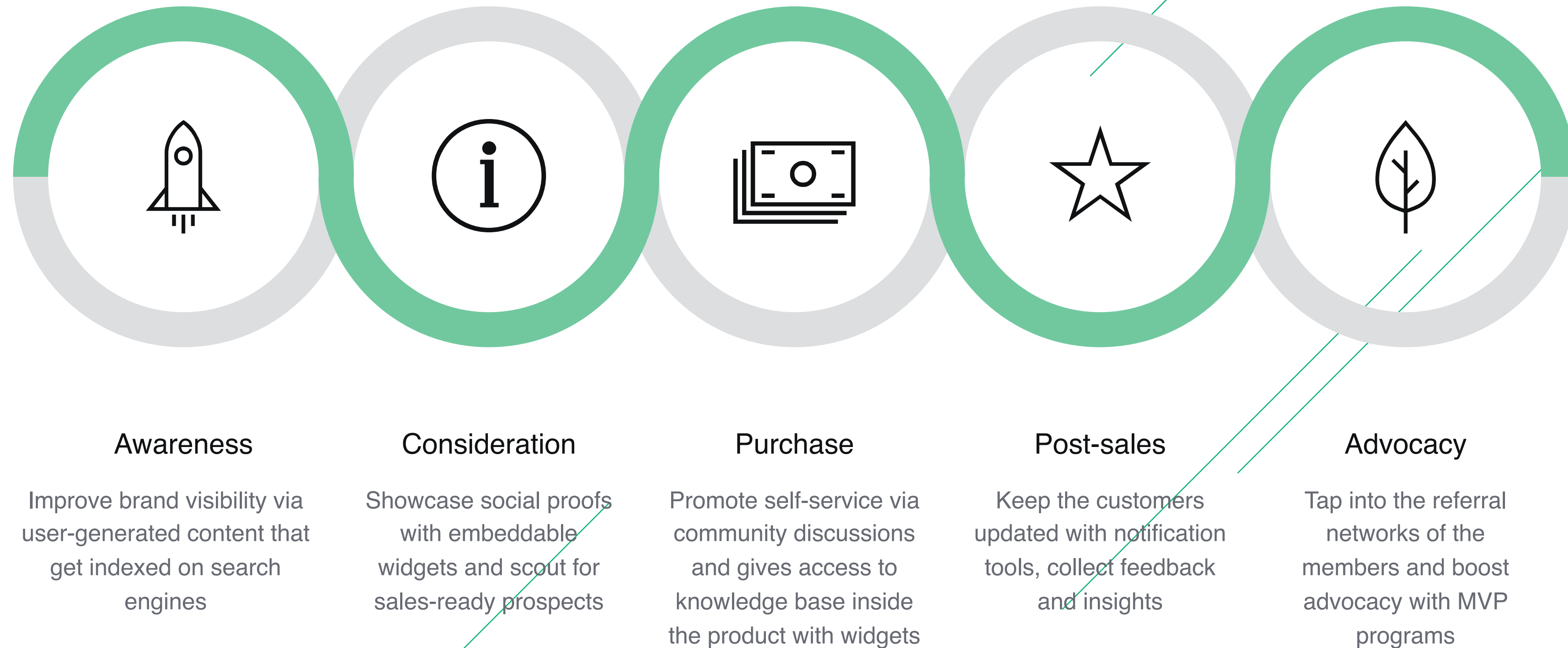


# Social touchpoints weaved into the audience journey

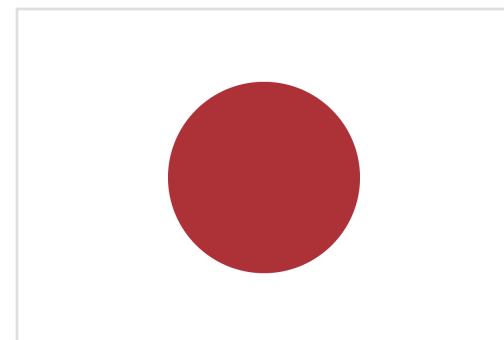
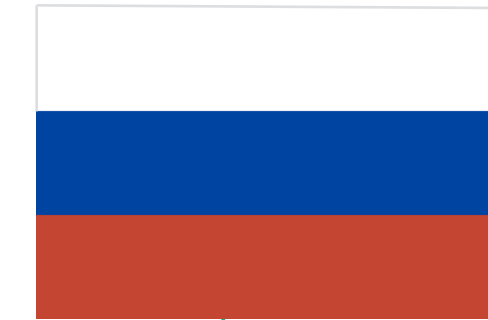
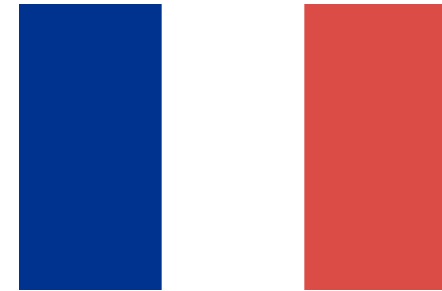
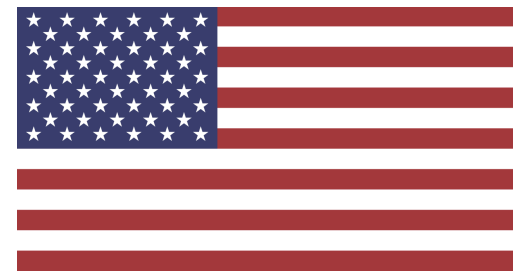
The embeddable widgets allow you to select the valuable components of the community and integrate in your product and website.



A community, fully integrated  
in the entire customer lifecycle

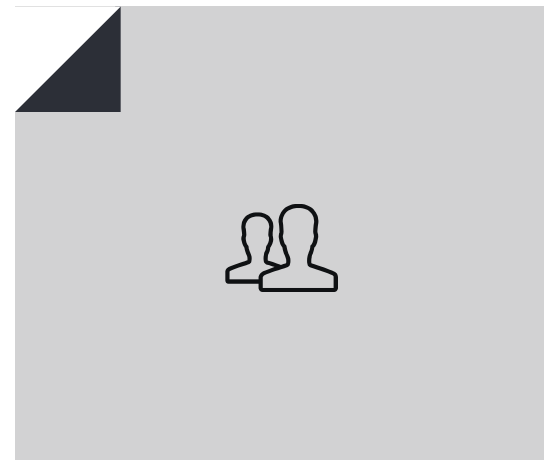


An interface as native for users in Paris or Taipei as it is for American users.

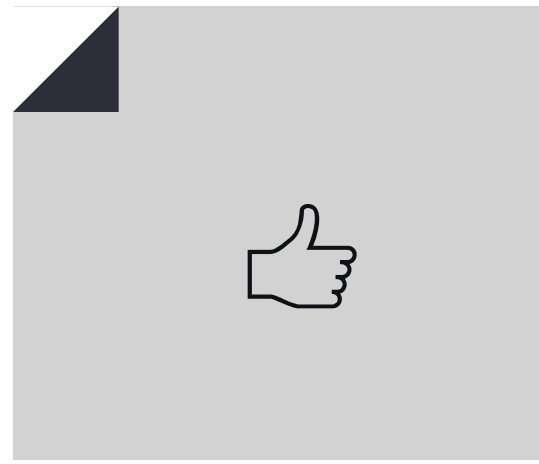


Enjoy built-in support for 25+ languages.

## Popular use cases



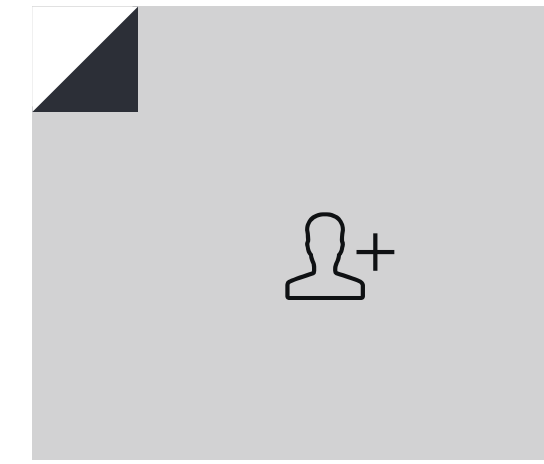
Customer community



Support community



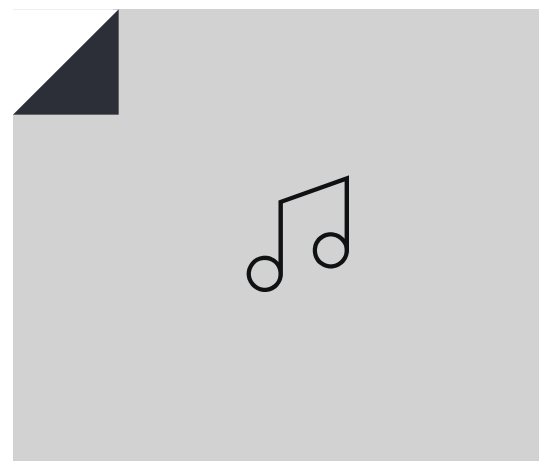
Social commerce



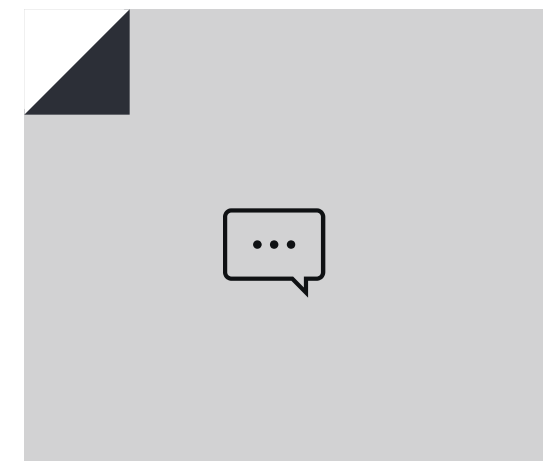
Membership community



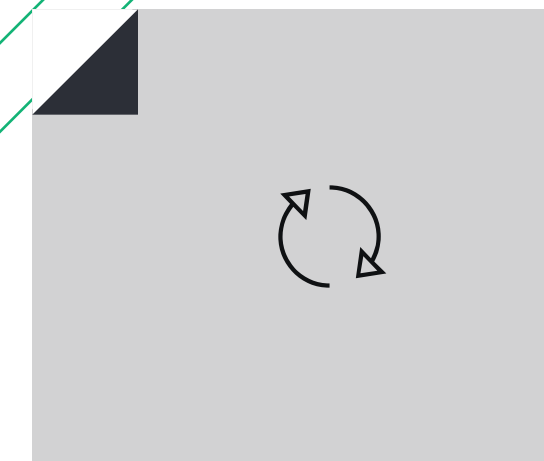
Social intranet



Community of Practice



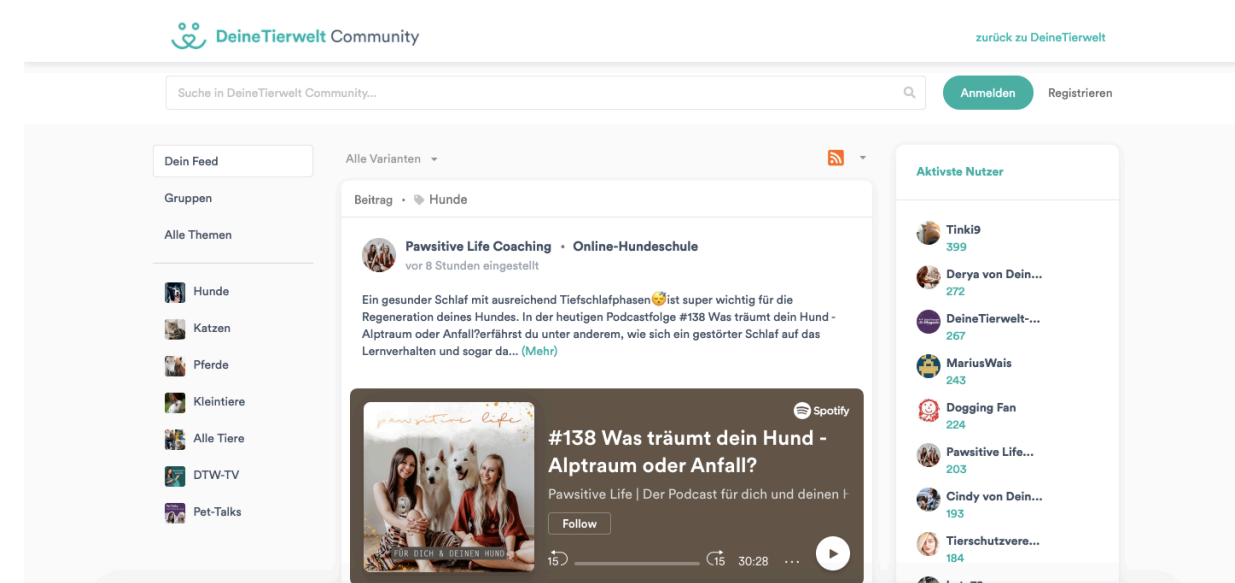
Insights community



Niche social network

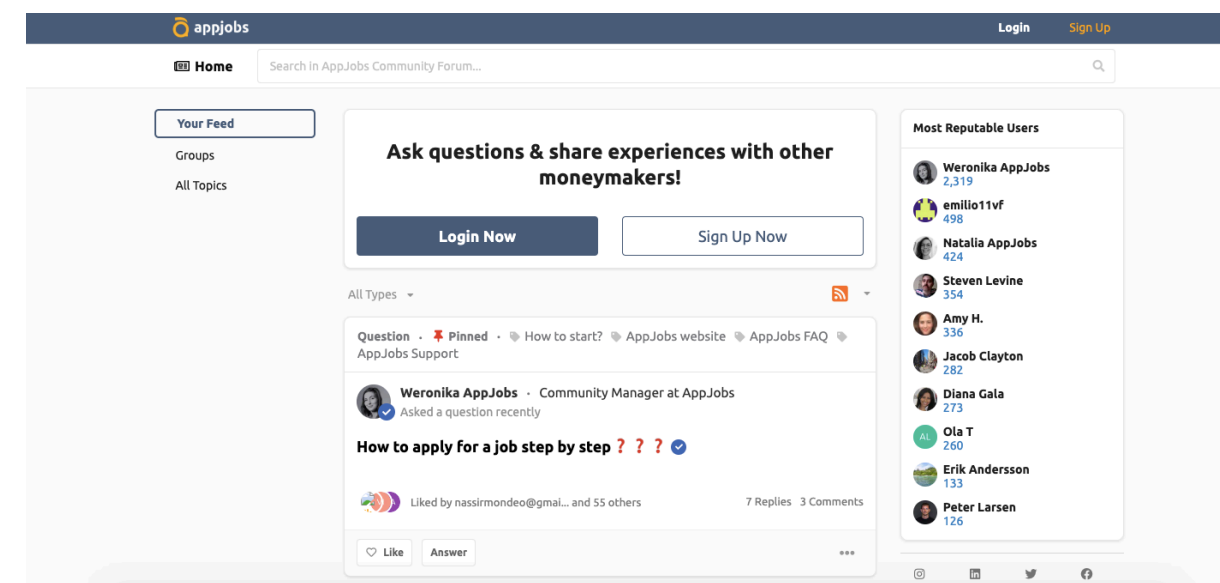
## Case studies

Learn more about some of our clients building vibrant communities with Tribe



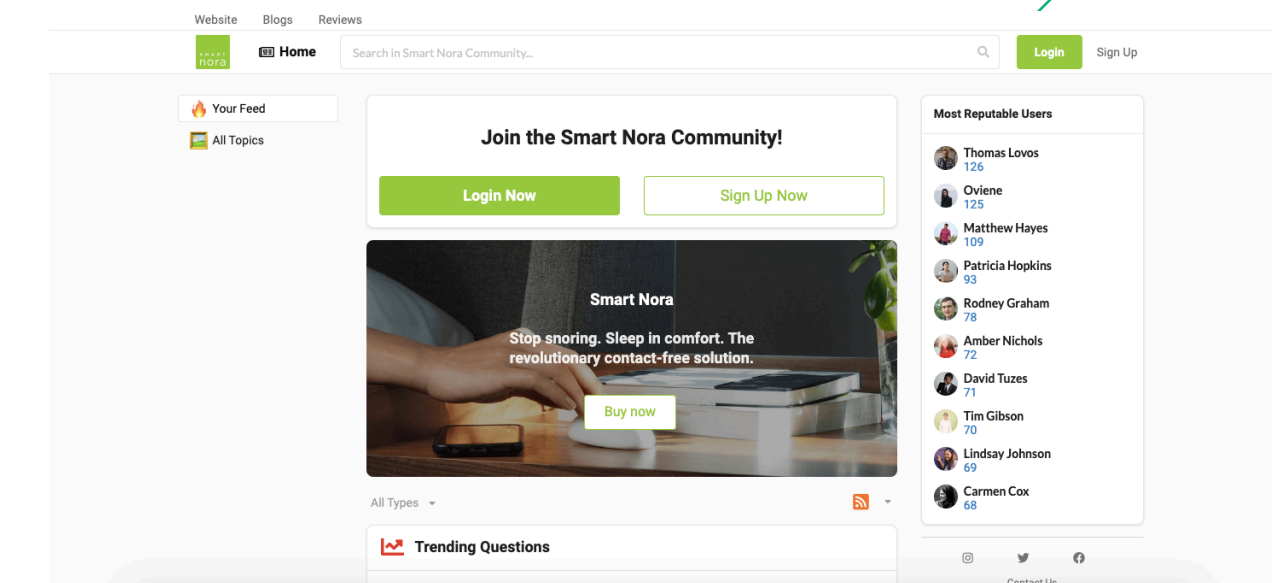
### DeineTierwelt

Germany's largest marketplace in the pet domain with 4M visitors per month built a community for animal lovers to help each other and collect feedback.



### AppJobs

With thousands of app-based jobs, Appjobs embedded the discussion component of the community inside different categories of the marketplace.



### Smart Nora

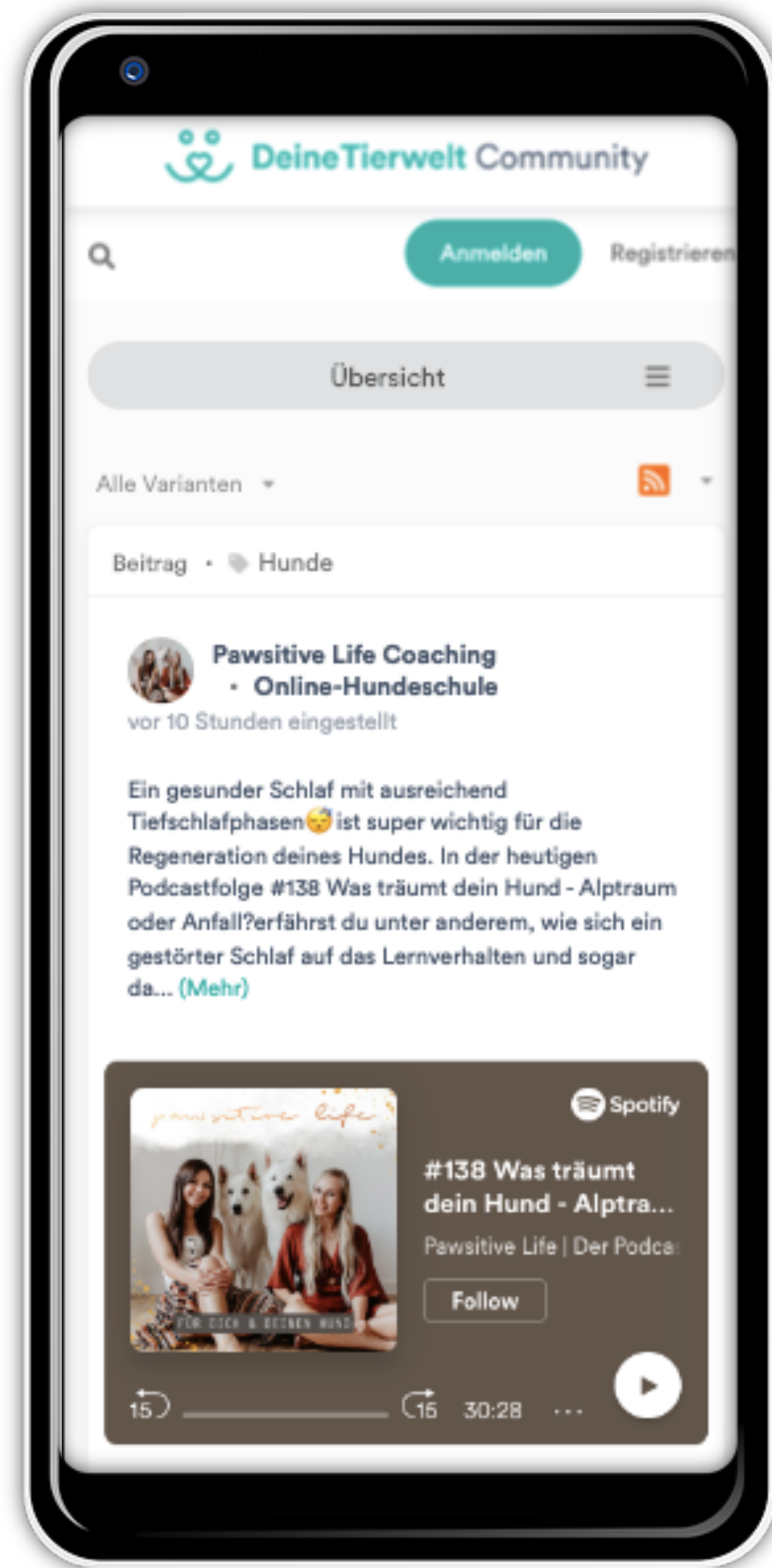
Revolutionary contact-free snoring created a space aimed at snorers to build a community around their flagship product and boost sales.



**DeineTierwelt** is the most reputed German platform in the pet market with the highest number of transactions. The platform is dedicated to connecting the pet breeder with people who are looking to purchase pets

## RESULTS

- ✓ **Improved user engagement** and acquisition as an integrated community into the marketplace.
- ✓ **Cemented brand leadership** in the animal care space.



DeineTierwelt Community



*Tribe helped us quickly launch a **customized social media-type community** complete with feeds, groups, and different post types to improve the user engagement on our marketplace.*

*-Philip Stappen*

*Product Owner at DeineTierwelt*

**AppJobs** is the world's largest marketplace of gig workers (one of the fastest-growing job categories) operating in over 250 cities across 40 countries.

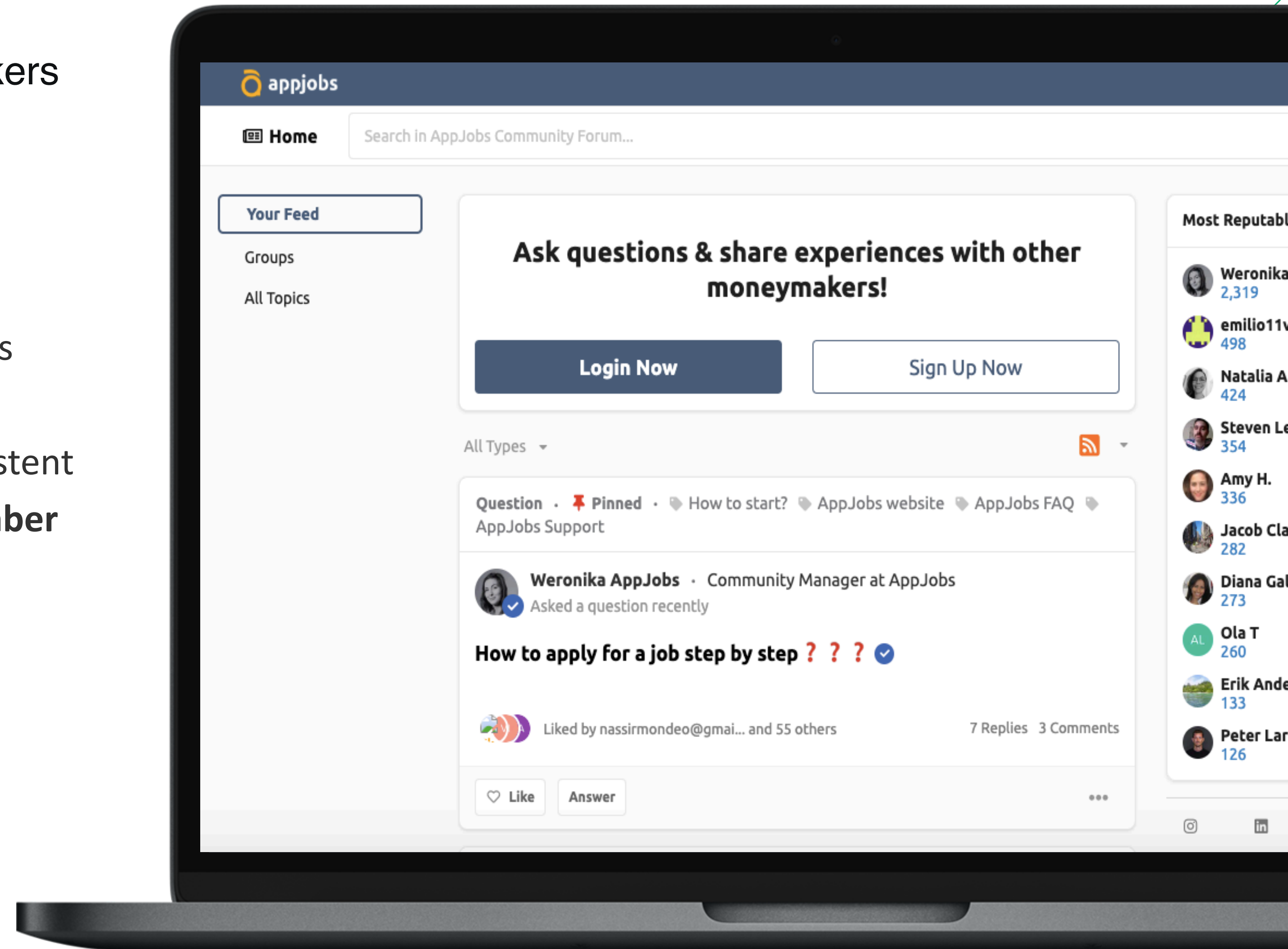
### RESULTS

- ✓ By integrating the community in the marketplace AppJobs increased **member engagement** by **8-9%** week-over-week.
- ✓ The retention rate of the marketplace is witnessing consistent growth powered by **10% week-over-week** community **member retention**.

“What I really love about Tribe Platform is not just the **customizability**, but the **flexibility to co-create** and build a tailor-made solution on top of Tribe.

- Aleksandra Talaga

Product Manager at AppJobs



**Smart Nora** is the revolutionary contact-free, smart, and contact free snoring.

### RESULTS

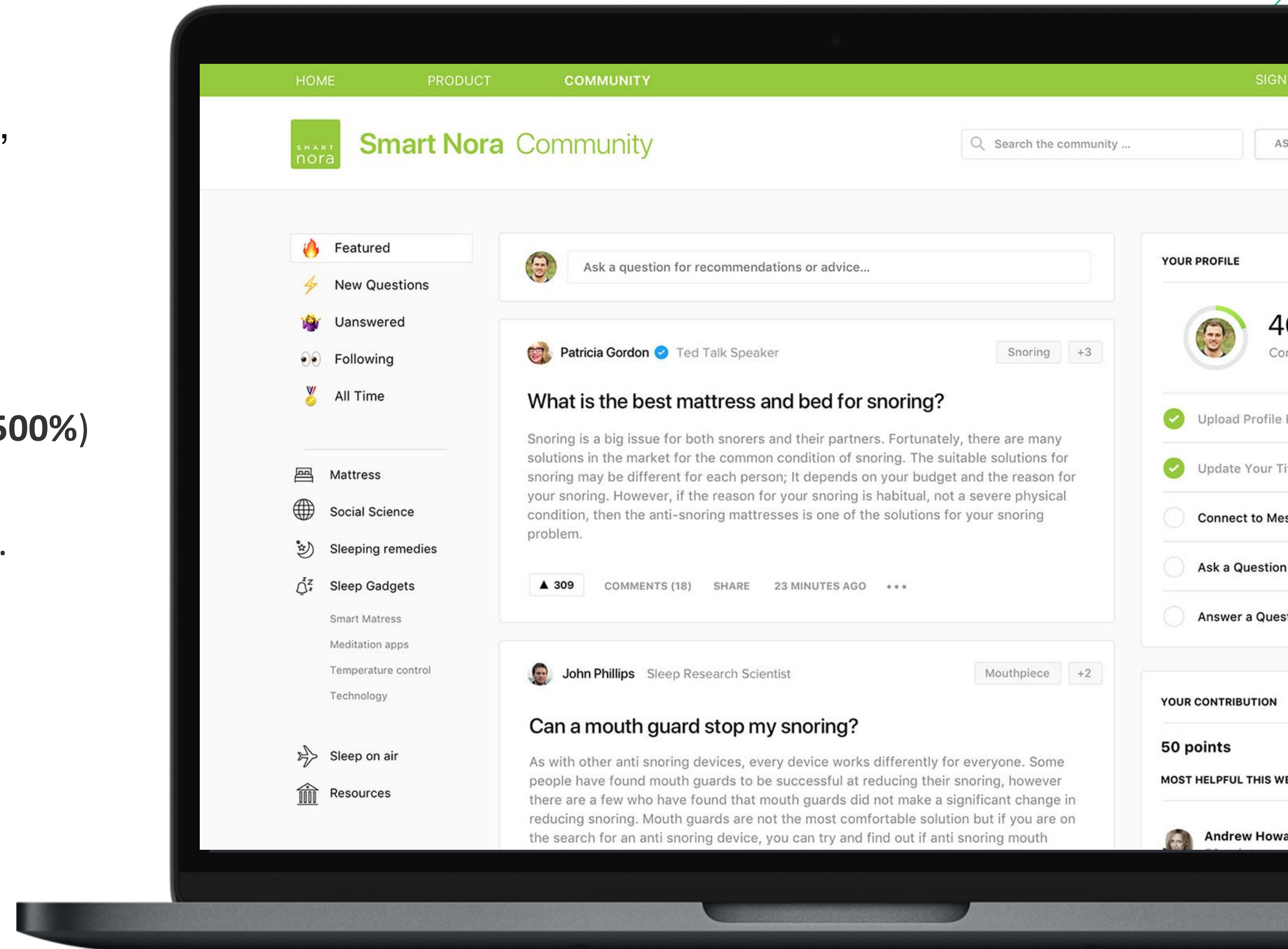
- ✓ In nine months their **organic traffic** grew five times (**500%**) helped them save thousands of dollars in ads.
- ✓ In six months, their **support** emails **deflected** by **28%**.



*We have received **great support** from the Tribe team. The platform itself is very **easy to use** and we appreciate the proactive support suggestions we receive for improving our community.*

- Behzad Hariri

Co-Founder, Smart Nora





# Let's talk communities!

BOOK A DEMO

Connect. Engage. Retain.

