purechannelapps™

3 Old Ladies Court, Battle
East Sussex, TN33 0EN, United Kingdom
TEL: +44 (0) 20 3540 6585• FAX: +44 (0)8707 620 688
info@purechannelapps.com • www.purechannelapps.com

purechannelapps™ has helped Avalara achieve 115% more web traffic than the previous year

05/07/17, BATTLE, UNITED KINGDOM – Today purechannelapps™ announced that its software has helped yet another client drive awareness to their brand, and increase clicks by 115% from the previous year.

This is all thanks to Avalara using purechannelapps' software, socialondemand® to share content to its channel partners and employees' social media accounts, thus enabling the company and users to increase their potential reach.

Will Frei, Director, Content & Social Media strategy, at Avalara explained 'Our partners' success drives our success; that's why we want them to adopt socialondemand- to grow their and our brand awareness.'

This innovative software works by enabling Avalara to create social media posts within the tool, that are then sent to its channel partners and employees to edit, approve, and schedule the posts. These are then shared to the users' chosen social networks, looking as if it came from them. By doing this, Avalara extends its reach, whilst also providing valuable content to these advocates.

Amiee Keenan, Partner Marketing Manager at Avalara commented 'We are most impressed with how engaged our users are in the platform, and the way that socialondemand® has driven increased social engagement amongst many users and their networks'.

Avalara has been using this software since 2014, and plans to continue onboarding employees and partners into platform. This includes making it available to even more countries worldwide and sharing its content in other languages to increase engagement.

One of their channel partners who used socialondemand, Kari-Anne B. Ryan, Managing Director, WAC Solution partner-Midwest said 'I love it, it is so easy to use and it helps me get a little extra content through my accounts. I am kind of mad at myself for taking so long to get it up and running with how easy it was!'

About purechannelapps

purechannelapps Inc., founded in 2011, helps drive brand engagement via social media, email newsletters and their portal solution. Their products include; socialondemand, a social media advocacy platform, newsondemand, where newsletters are dynamically 100% personalised to the recipient, and portalondemand which only shows resources intended for the user.

Their customers include Vodafone, SAP, Juniper Networks, Avnet, and Motorola Solutions just to name a few. With offices in Texas and the United Kingdom, purechannelapps is privately-owned and funded.

purechannelapps is ISO 27001:2013 certified as of September 2014.

Want to find out more? Simply email us at info@purechannelapps.com to request a demo, or visit purechannelapps.com for more information.