Strategy Update

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Agenda

01   Company strategy & positioning

02   Planned product initiatives 2023

03   Exciting news 🎉

04   Questions & answers

Company strategy & positioning

Engaged Employees

are happier and perform better.
#winwin

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Successful companies

communicate openly and motivate their employees.

With Haiilo you can create a meaningful dialog within your business, connecting your people to purpose and developing powerful brand ambassadors.

Haiilo provides a 360 degree view on employee communications & advocacy

Communicate

Reach employees with targeted communications on their channel of choice.

Connect

Enable employees to connect with the people and information they need to be successful.

Haiilo

Employee Communications & Advocacy Platform

Activate

Turn your employees into powerful brand ambassadors.

Understand

Understand your employee engagement and what matters to them.

Planned product initiatives 2023

Strategic focus topics for 2023

Drive user engagement

- Deliver highly requested enhancements to delight our customers and to drive user engagement.

- E.g. Image handling, email deliverability, mobile onboarding

Measure impact & prove value

- Help you measure the impact and ROI of the platform even more accurately than before.

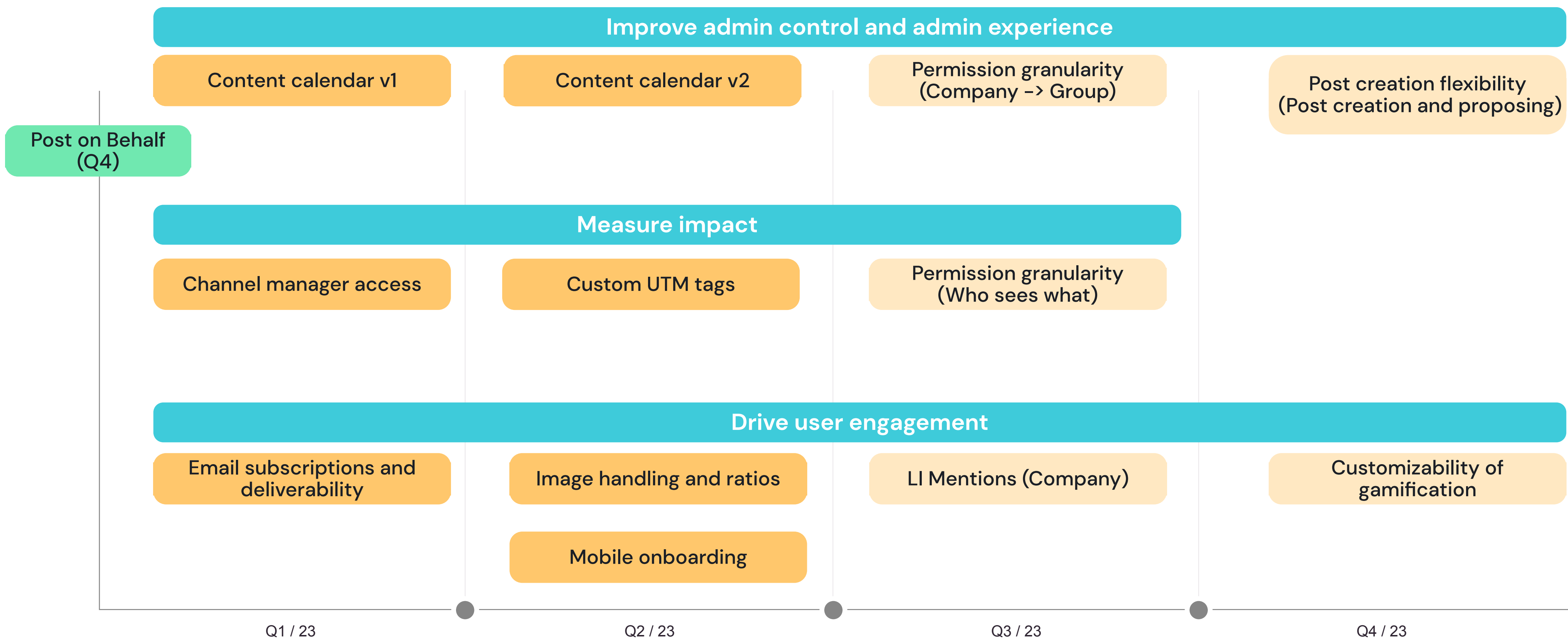- E.g. Custom UTM tags, Channel Manager access to Workforce Insights

Improve admin control and admin experience

- Make content management even easier than before and help you get better results from your program.

- E.g. Content calendar & post creation flexibility

Current outlook 2023

Legend:
- Strategic topic
- Commitment
- Planned initiative
- End of Q4

Improve admin control and admin experience

Q1 / 23	Q2 / 23	Q3 / 23	Q4 / 23
Content calendar v1	Content calendar v2	Permission granularity (Company –> Group)	Post creation flexibility (Post creation and proposing)

Post on Behalf (Q4)

Measure impact

Q1 / 23	Q2 / 23	Q3 / 23	Q4 / 23
Channel manager access	Custom UTM tags	Permission granularity (Who sees what)	

Drive user engagement

Q1 / 23	Q2 / 23	Q3 / 23	Q4 / 23
Email subscriptions and deliverability	Image handling and ratios	LI Mentions (Company)	Customizability of gamification
	Mobile onboarding		

Feature Spotlight

Leverage the networks of your executives

- Allow professional content writers to create and

  share content on behalf of your busy executives

- Improve your metrics and return on investment

- Increase buy-in from employees by having your

  leadership participate

Easy content planning with an intuitive calendar view
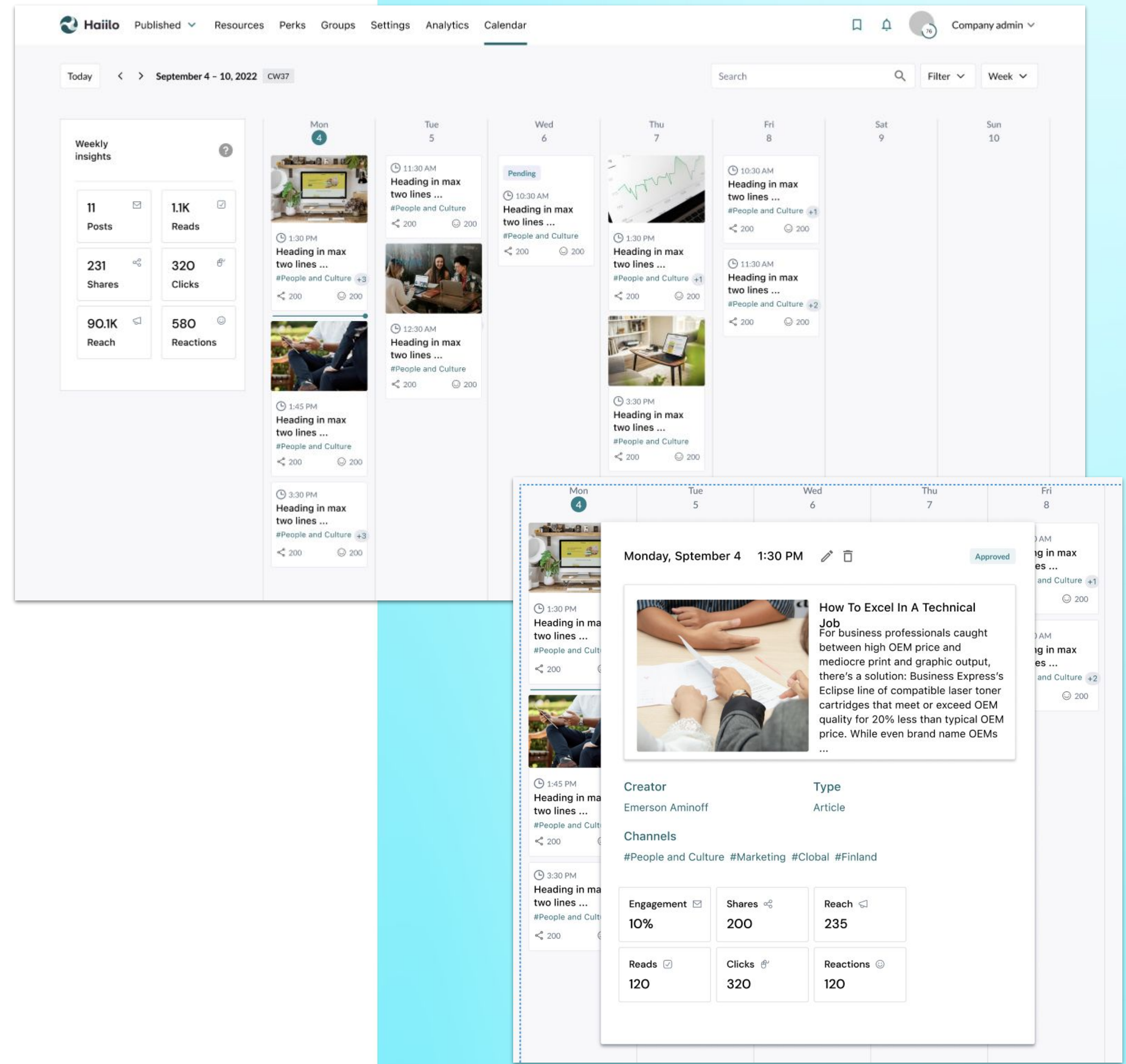
- See e.g. weekly posts at a glance

- Make sure there is a constant flow of content

- Give your content the attention and love it deserves

- Get inspiration from your colleagues

- Easy drag & drop scheduling

Bring your feed to life with beautiful images

- Upload different image ratios

- Improved image handling of link and

  article type posts on the platform

- More variety for image sizes in the post

  feed to keep it fresh and maximize

  engagement

Native onboarding experience on mobile

- Allow users to onboard with their preferred device

- Increase sign ups and mobile usage

- Customize your experience (languages, groups, etc) during onboarding to maximize relevancy and engagement
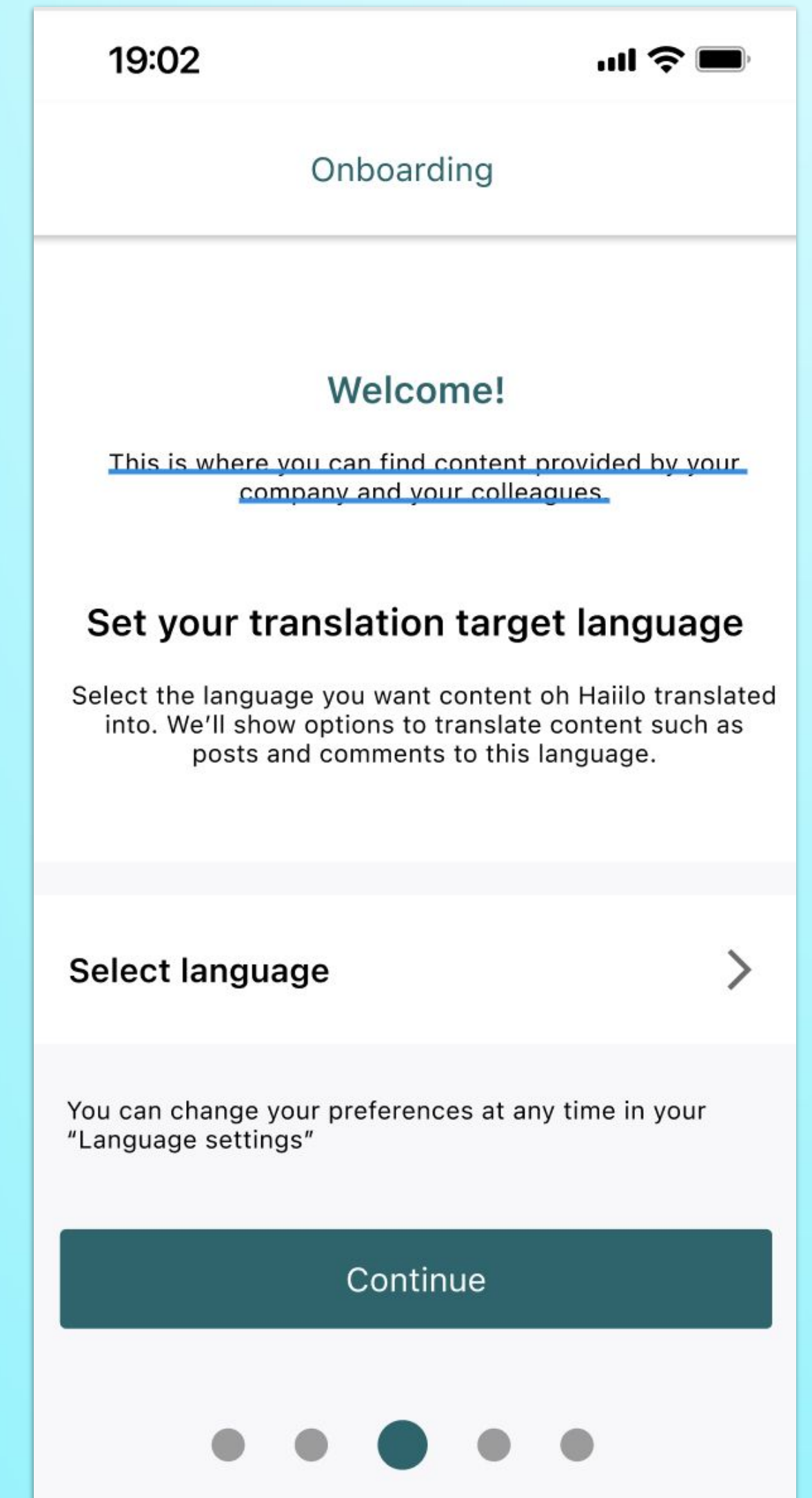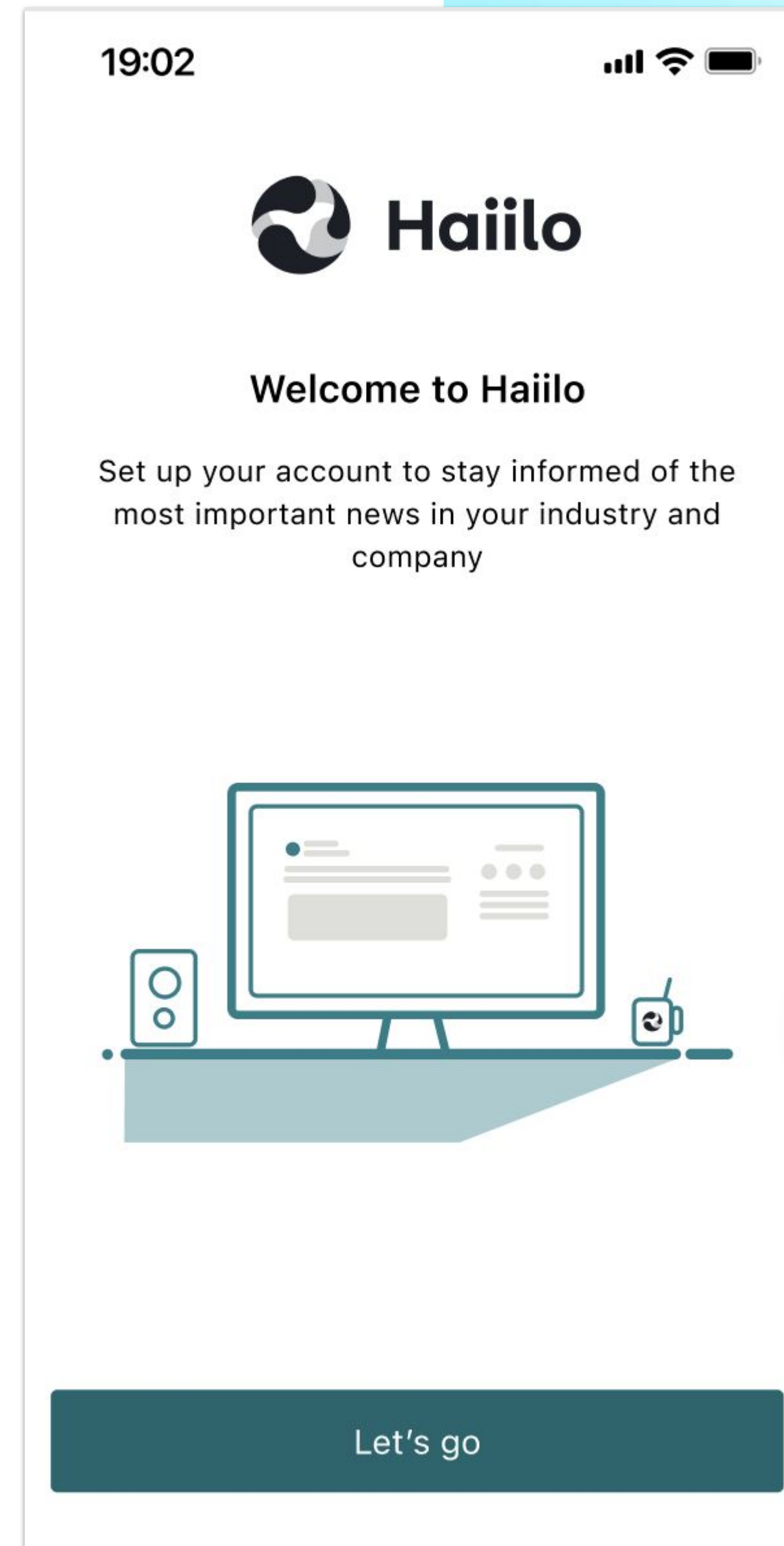
Use your own UTMs for more accurate ROI tracking

- Match the UTM tags to your website or marketing analytics

- See what visitors are doing on your website

- Improve the accuracy of your return on investment calculations

More exciting news 🎉🎉🎉

One channel for customer communications

Connect Haiilo clients all over the world

Make them Haiilo fans and ambassadors

The new
Haiilo Community

Questions & answers