

# ORACLE NETSUITE Social Bridge

Powered by  ANNEX CLOUD

Bronto Marketing Platform has partnered with Annex Cloud, an industry leader in commerce loyalty solutions for brands, manufacturers, and retailers to develop a more robust social marketing platform in an effort to replace Socialite which has been sunsetted. The initial release of Social Bridge powered by Annex Cloud will include feature parity to Socialite, which supports using lists/segments in Bronto Marketing Platform to create Facebook Tabs and Audiences.

Social Bridge powered by Annex Cloud is included with the Bronto Marketing Platform subscription and can be easily accessed from the Bronto Apps Dashboard.

Learn more at [annexcloud.com/socialbridge](https://annexcloud.com/socialbridge)



Feature	Socialite	Social Bridge
Segmented Facebook Audiences for Marketing	✓	✓
End User's Email List Growth	✓	✓
Multi User Account Management	✓	✓
Collaborative Working Environment	✓	✓
Data Synchronization Between Platforms	✓	✓
Real Time Data Update	✓	✓
One Click Social Account Access tokens Renewal	✓	✓
Comprehensive Reports & Statistics*	✓	✓
Full Dashboard Capabilities	...	✓
Facebook Tabs	...	✓
Facebook Lead Ads	...	✓
Instagram Lead Ads*	...	✓
Segmented Google Users for Targeting*	...	✓
Exclusive ESP Integration	...	✓

\* Features in development