

Fluid Socialize™: Frequently Asked Questions

PRODUCT FAQ

How much can the look be customized and branded?

Simple customization can be performed during the registration process while additional custom skinning is included as part of our premium package.

What is the pricing?

The starter version of Fluid Socialize™ is absolutely free. Premium packages are available for retailers that are looking for more customization and support.

What information is shared through Fluid Socialize™?

Users can share product comments, images, ratings and make updates to their Facebook status.

Is the information private?

Users are in control of sharing what they want with whom they want. Wall posts and status updates are made available to a specific users' friends by default. Chat messages and app invites are private conversations between users and the people they invite.

When using Facebook functionality, does information get posted automatically to the customers' wall?

No, unless the customer specifically chooses to post to the wall, nothing is published off the site.

How is Fluid Socialize™'s Facebook functionality different from Facebook Connect?

Fluid Socialize™ was built specifically for retailers based on Fluid's in-depth knowledge of how consumers actually shop an ecommerce site. Unlike Facebook Connect, Fluid Socialize™ funnels the interaction directly to your product pages—bringing in visitors and embedding product comments.

In addition, Fluid is part of Facebook's exclusive Preferred Developer Program, which allows us to take advantage of new features quickly and react to API changes in advance to ensure a better site experience. Finally, Fluid Socialize™ has analytics built-in to allow you to see how users are interacting with their friends and your site.

Does a customer have to have IM to chat?

No. Fluid Socialize™ employs its own chat interface where users can invite friends by sending a simple, short URL using whatever means they choose, whether that's AIM, email, or another application. The conversation then takes place directly in your store, in your product pages.

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What skills are needed to implement Fluid Socialize™?

Fluid Socialize™ is embedded in the page using simple JavaScript and parameters are passed to provide product name, image URL, etc. Basic familiarity with HTML and CSS and required to embed the component as well as some familiarity with site variables to populate the parameters.

How do I make Fluid Socialize™ look like my brand and site?

The standard version of Fluid Socialize™ includes several customization options. Custom skinning by Fluid's implementation services team is included in the premium version.

Can I customize the free version on my own?

At present, customization of the free version is limited to the options available during the registration process.