Lithium Wins Prestigious WebAward

SAN FRANCISCO, Oct. 16, 2015 /PRNewswire/ -- Lithium is the proud recipient of this year's WebAward for Best Computer: Software Website for lithium.com.

The Lithium site underwent a big overhaul recently as the company expanded its customer base, reach, product portfolio, and platform. Lithium's acquisition of Klout in 2014, the expansion of its Lithium Social Web (LSW) business, and its Total Community approach to solving customers' social marketing, engagement, and digital experience needs all necessitated a site upgrade. This is the third award for the Lithium.com site.

As Dayle Hall, VP of corporate marketing at Lithium noted, "Our site has always been about showcasing the value we bring our customers and explaining our big ambitions for ourselves—and we do it in a simple and clear way. Our revamped site incorporates more industry thought leadership, presents new opportunities to discover how Lithium helps customers save money and increase revenue, and deploys new technologies to make our site not just a destination but also a gateway to our community, lead gen, and prospect tracking."

The Web Marketing Association (http://www.webmarketingassociation.org/wma/) is the producer of the WebAward Competition. Now in its 17th year, the WebAward program is the longest running annual website award competition dedicated to naming the best Web sites in 96 industries while setting the standard of excellence for all website development. More than 1,500 entries from 40 countries were adjudicated in 96 industry categories during this year's competition. Entries were judged on design, copy writing, innovation, content, interactivity, navigation, and use of technology.

Active Ingredients (http://www.activeingredients.com/) was Lithium's partner in the refreshed lithium.com.

About Lithium:

Lithium builds trusted relationships between the world's best brands and their customers, helping people get answers and share their experiences. Customers in more than 34 countries rely on Lithium to help them connect, engage, and understand their total community. With more than 100 million unique monthly visitors over all Lithium communities and another 600 million online profiles scored by Klout, Lithium has one of the largest digital footprints in the world. Using that data and the company's software, Lithium customers boost sales, reduce service costs, spark innovation, and build long-term brand loyalty and advocacy. To find out how Lithium can transform your business—and to share the experience enjoyed by 300 other leading brands around the world, visitwww.lithium.com, join our community at community.lithium.com, or follow us on Twitter @LithiumTech. Lithium is a privately held company headquartered in San Francisco.