2H 2015 NA Marketing Plan

Demand Creation –September, 2015

NA Demand Creation Overall Goals

- Deliver best-in-class demand creation programs and execution to meet North America pipeline and prospect experience goals

- Establish the North America demand creation team as a hub of integrated and digital marketing expertise and executional excellence that can scale to support company-wide demand creation programs

2H 2015 NA Demand Creation Areas of Focus

- Hit 2H Marketing sourced Opportunity targets for North America while maintaining or improving conversion rates
  - Hit 2H Corporate segment MQL targets for North America
  - Work with Demand Gen team to assure they have sufficient information to hold informed conversations
  - Implement Sirius Decisions integrated campaign framework using Retail vertical as a pilot
  - Integrate demand creation activities/programs to generate leads for mobile engagement solutions
  - Make high-performing North America programs available to global Silverpop team via Geo Starter Kit
  - Work with Demand Gen to improve NA MQL-Oppconversion rate to achieve 10.6% rate by EOY FY15
    - Target rates by segment
      - Strategic: 10.1%
      - Corporate: 12.9%
      - Business: 9.4%

Demand Creation Summary

2H 2015 Initiatives	1H 2015 Initiatives		1H 2015 Gap	Sep YTD Gap	Oct YTD Gap
• Paid Media • S EO / PPC • Use Case Videos • V idc as ter	• Paid Media • S EO / PPC • Use Case Videos • Vidcaster • Competitive Take-away	**Inquiries**	-36%	-31%	-27%
• Lead Nurtures • Meeting Maker	• Lead Nurtures (Revamp) • Digital Meeting Maker • Lead Score Model Review • CMO Event	**MQLs**	-30%	-37%	-35%
• Terminus Initiative • Personas Development • DG Process Audit	• Terminus Initiative • Personas Development • DG Process Automation	**Opportunities**	-33%	-36%	-35%
• Emphasize Corporate/Strategic	• Emphasize Corporate/Strategic	**Bookings**	-58%	-63%	-51%

TOF Mktg
MOF Mktg
Demand Gen
Sales

Current NA Demand Creation gaps

- Major MQL shortfalls for Strategic and Corporate

Data as of Nov 16, 2015 at 10:00am

		Plan	Actual	Gap	Plan %	Actual %	% pt. Gap
Strategic	INQ	23,632	24,205	573	18.3%	28.7%	10.3
	MQL	4,700	5,157	457	18.4%	32.6%	14.2
	Opp	475	320	-155	16.5%	22.2%	5.8
	Win	46	12	-34	16.8%	14.1%	-2.7
	ARPU	$46,807	$91,730	$44,923			0.0
	Bookings	$2,170,349	$1,100,760	-$1,069,589	28.7%	43.8%	15.1
Corporate	INQ	64,057	30,697	-33,359	49.7%	36.4%	-13.3
	MQL	12,666	4,986	-7,681	49.7%	31.5%	-18.1
	Opp	1,670	482	-1,188	57.9%	33.5%	-24.4
	Win	143	31	-112	51.8%	36.5%	-15.3
	ARPU	$25,600	$29,080	$3,480			0.0
	Bookings	$3,651,451	$901,470	-$2,749,981	48.4%	35.9%	-12.5
Business	INQ	41,155	29,479	-11,676	31.9%	34.9%	3.0
	MQL	8,138	5,665	-2,472	31.9%	35.8%	3.9
	Opp	741	638	-103	25.7%	44.3%	18.6
	Win	86	42	-44	31.4%	49.4%	18.0
	ARPU	$20,000	$12,136	-$7,864			0.0
	Bookings	$1,728,167	$509,713	-$1,218,454	22.9%	20.3%	-2.6
Total	INQ	128,844	84,381	-44,463			
	MQL	25,504	15,808	-9,696			
	Opp	2,887	1,440	-1,447			
	Win	275	85	-190			
	ARPU	$27,413	$29,552	$2,139			
	Bookings	$7,549,967	$2,511,943	-$5,038,024			

Market Position

Silverpop gain from competitors

Silverpop are Gaining Customers from

A breakdown of what customers have eventually migrated from to Silverpop since 2011.
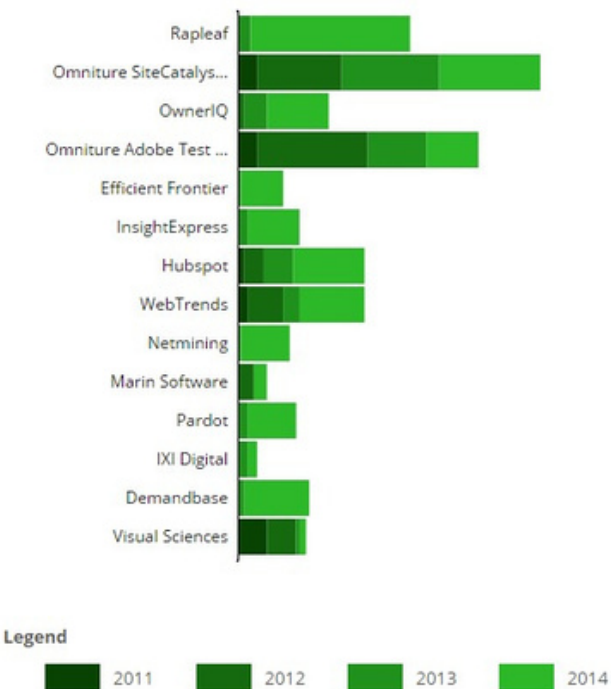
Name	2011	2012	2013	2014	Total
Rapleaf	0	0	4	49	332
Omniture SiteCatalyst	6	26	30	31	146
OwnerIQ	0	2	7	19	117
Omniture Adobe Test and ..	6	34	18	16	104
Efficient Frontier	0	0	1	13	93
InsightExpress	0	0	3	16	73
Hubspot	2	6	9	22	57
WebTrends	3	11	5	20	51
Netmining	0	0	1	15	49
Marin Software	0	5	0	4	27
Pardot	0	0	3	15	25
IXI Digital	0	0	3	3	25
Demandbase	0	0	2	20	24
Visual Sciences	9	9	1	2	23

Legend: 2011, 2012, 2013, 2014

Silverpop loss to competitors

Silverpop are Losing Customers to

Customers that currently use related technologies that stopped using Silverpop since 2011.

Legend
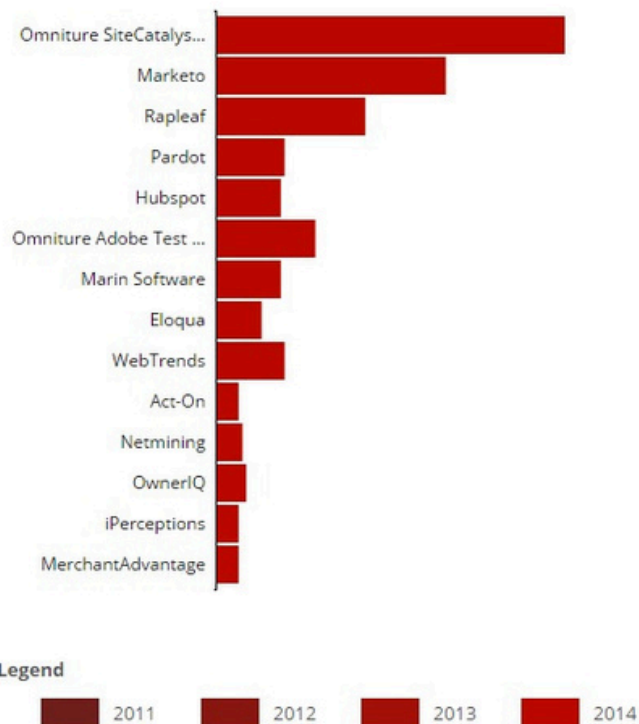
| | 2011 | | 2012 | | 2013 | | 2014 |

Name	2011	2012	2013	2014	Total
Omniture SiteCatalyst	0	0	0	91	147
Marketo	0	0	0	60	124
Rapleaf	0	0	0	39	85
Pardot	0	0	0	18	39
Hubspot	0	0	0	17	36
Omniture Adobe Test and ..	0	0	0	26	36
Marin Software	0	0	0	17	27
Eloqua	0	0	0	12	26
WebTrends	0	0	0	18	21
Act-On	0	0	0	6	16
Netmining	0	0	0	7	12
OwnerIQ	0	0	0	8	10
iPerceptions	0	0	0	6	8
MerchantAdvantage	0	0	0	6	6

Silverpop overall gain/loss to competitors

Overall Net Gain/Loss					
Technology	2011	2012	2013	2014	Total
Rapleaf	0	0	0	10	243
OwnerIQ	0	0	0	11	98
Efficient Frontier	0	0	0	11	88
Netmining	0	0	0	8	36
Demandbase	0	0	0	19	19
IXI Digital	0	0	0	0	17
InsightExpress	0	0	0	14	14
WebTrends	0	0	0	2	11
Omniture Adobe Test and Target	0	0	0	-10	10
CoreMotives	0	0	0	7	7
Infusionsoft	0	0	0	-2	-2
iPerceptions	0	0	0	-5	-3
Qubit Deliver	0	0	0	-4	-4
MerchantAdvantage	0	0	0	-4	-4
Act-On	0	0	0	2	-4
Marin Software	0	0	0	-13	-5
Eloqua	0	0	0	-6	-13
Pardot	0	0	0	-3	-17
Omniture SiteCatalyst	0	0	0	-60	-63
Marketo	0	0	0	-51	-111

Lifecycle of a Lead

Marketing-Sourced Lead Lifecycle

INQ → MQL Flow

Capture

Score/Route-Around

Pass or Nurture

Qualify and Convert…

…or Re-Nurture
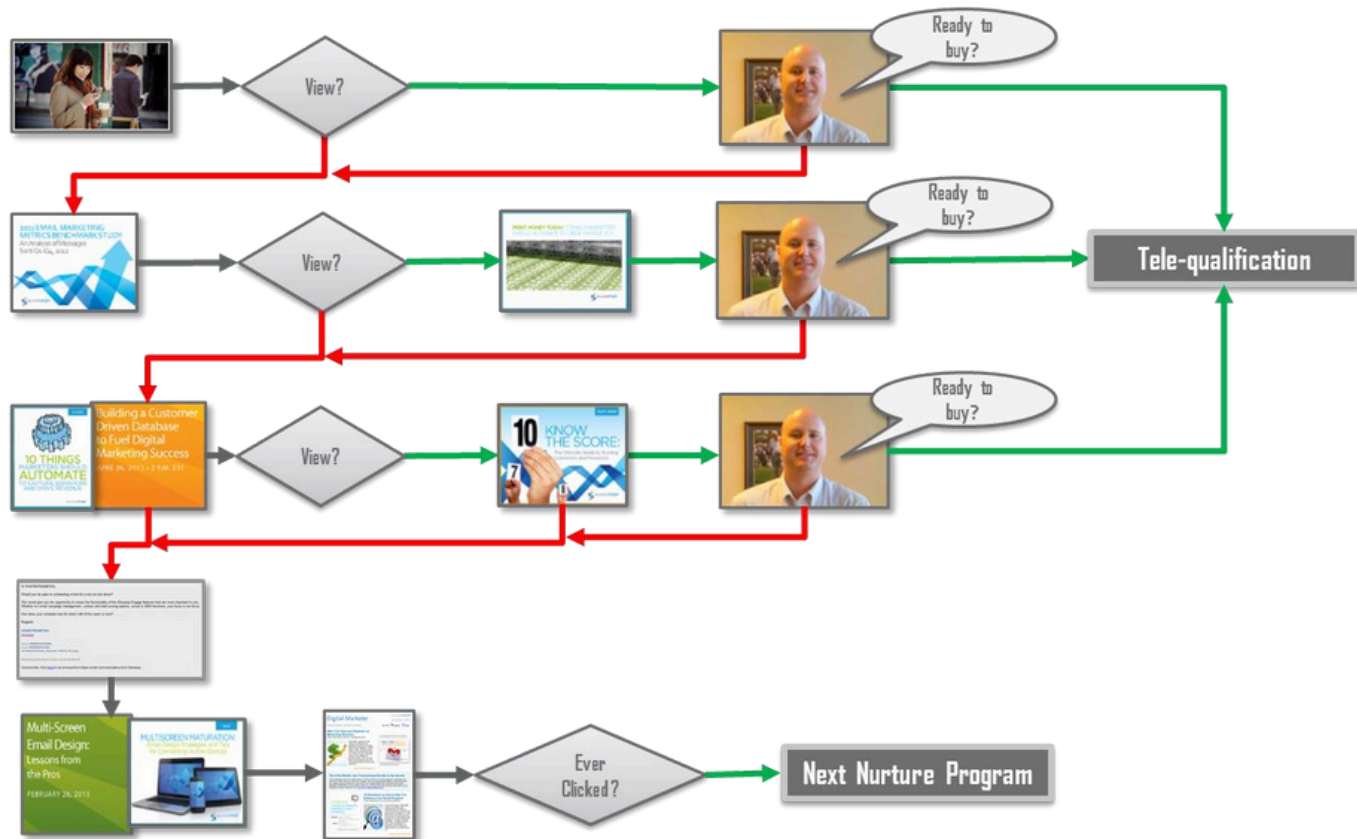
Content Strategy

2H NA General Marketing Calendar

Theme	Jul	Aug	Sep	Oct	Nov	Dec
Direct Campaign - TOFU		Use Case Videos Launch				
Direct Campaign - MOFU		Meeting Maker - Phase One			Meeting Maker - Phase Two	
Silverpop Webinars	Email Marketing Benchmark Study Findings and Takeaways	How Video Works with Email and Other Channels	Can't-Miss Tips for Putting Behavioral Marketing into Action	Why Everything You Thought You Knew About Mobile Marketing Is About to Change		10 Key Marketing Trends for 2016
Third Party Webinars	Using Customer Journey Planning to Drive Your Digital Marketing Success	5 Keys for Using Social to Drive Digital Marketing Success	3 Secrets to Measuring Marketing's Impact on Revenue - Marketing Profs	MarketMag - 5 Keys for Using Social to Drive Digital Marketing Success	Strategies for Post-Purchase Communication	Strategy and Campaign Assessment
	Creating a Mobile-Friendly Customer Journey	Email Marketing Benchmark Study Findings & Takeaways	Email Marketing Benchmark Study Findings and Takeaways - DM News	MMA - To App or Not to App: Strategies and Tactics to Make Your App a Success	7 Tips for Nurture Marketing	Key Marketing Trends for 2016
				AMA - Can't-Miss Tips for Putting Behavioral Marketing into Action		
Third Party Events		Growth Beat Cross-Channel Marketing Summit	Content Marketing World	Digital Summit	Seattle Interactive	Content Marketing Master Class - Austin
			Digital Summit	Marketing Profs B2B Forum	AdTech NY	Content Marketing Master Class - DC
			Annual AMA Conference	Marketing Summit Phildelphia	Content Marketing Master Class - NY	Email Insider Summit
				Marketing Summit Atlanta	Internet Summit	Digital Summit Dallas
				Marketing Summit Indianapolis	Marketing Summit Denver	
				Marketing Summit Cincinnati	Marketing Summit Dallas	
				Marketing Summit Cleveland		
Tip Sheet	7 Tips for Incorporating SMS into Your Marketing Campaigns	10 Tips for Email and Social		10 Tips for Developing Buyer P e r s onas	TBD	
White Paper		Email Benchmark Study	Customer Journey Maps and Buyer Personas: The Modern Tool Kit for Marketing	Framework for Email Marketing Automation Programs Red Wing Shoes	7 Key Marketing Trends for 2016	
Case Studies		Caffe Nero; Georgia Aquarium	Studio Moderna; Haymarket			
eBook			Marketing Automation Ebook: Best Practices for Marketing Excellence and Organizational Efficiency			
Ongoing	Search - SEO & PPC					
	Social					
	Paid Online Media Placement					
	Digital Marketer Newsletter					
	Silverpop Webinar Library					
	Pre-MQL and Post-Pre-MQL Nurtures					
	Reclaimed Leads Nurtures					
	Sales Drop-in Nurtures					
	Monthly Blog					
	Monthly Public Demos					

2H NA General Marketing Calendar

Theme	Jul	Aug	Sep	Oct	Nov	Dec
Direct Campaign - TOFU		Use Case Videos Launch				
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Third Party Webinars	Using Customer Journey Planning to Drive Your Digital Marketing Success	5 Keys for Using Social to Drive Digital Marketing Success	3 Secrets to Measuring Marketing's Impact on Revenue - Marketing Profs	IBM & Mktr - 5 Keys for Using Social to Drive Digital Marketing Success	Strategies for Post-Purchase Communication	Strategy and Campaign Assessment
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White Paper	Email Benchmark Study		Customer Journey Maps and Buyer Personas: The Modern Tool Kit for Marketing	Framework for Email Marketing Automation Programs - Red Wing Shoes	7 Key Marketing Trends for 2016	
Case Studies		Caffe Nero; Georgia Aquarium	Studio Moderna; Haymarket			
eBook			Marketing Automation Ebook: Best Practices for Marketing Excellence and Organizational Efficiency			
Ongoing	Search - SEO & PPC					
	Social					
	Paid Online Media Placement					
	Digital Marketer Newsletter					
	Silverpop Webinar Library					
	Pre-MQL and Post-Pre-MQL Nurtures					
	Reclaimed Leads Nurtures					
	Sales Drop-in Nurtures					
	Monthly Blog					
	Monthly Public Demos					

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Third Party Webinars	Using Customer Journey Planning to Drive Your Digital Marketing Success	5 Keys for Using Social to Drive Digital Marketing Success	3 Secrets to Mastering Marketing's Impact on Revenue - Marketing Profs	Clickz - 5 Keys for Using Social to Drive Digital Marketing Success	Strategies for Post-Purchase Communication	Strategy and Campaign Assessment
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				Marketing Summit Indianapolis	Marketing Summit Denver	
				Marketing Summit Cincinnati	Marketing Summit Dallas	
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Ongoing	Search - SEO & PPC					
	Social					
	Paid Online Media Placement					
	Digital Marketer Newsletter					
	Silverpop Webinar Library					
	Pre-MQL and Post-Pre-MQL Nurtures					
	Reclaimed Leads Nurtures					
	Sales Drop-in Nurtures					
	Monthly Blog					
	Monthly Public Demos					

2H NA General Marketing Calendar –One-time Initiatives

Theme	Jul	Aug	Sep	Oct	Nov	Dec
Direct Campaign - TOFU		Use Case Videos Launch				
Direct Campaign - MOFU		Meeting Maker - Phase One			Meeting Maker - Phase Two	
Silverpop Webinars	Email Marketing Benchmark Study Findings and Takeaways	How Video Works with Email and Other Channels	Can't-Miss Tips for Putting Behavioral Marketing into Action	Why Everything You Thought You Knew About Mobile Marketing Is About to Change		10 Key Marketing Trends for 2016
Third Party Webinars	Using Customer Journey Planning to Drive Your Digital Marketing Success	5 Keys for Using Social to Drive Digital Marketing Success	3 Secrets to Measuring Marketing's Impact on Revenue - Marketing Profs	Chief Marketer - 5 Keys for Using Social to Drive Digital Marketing Success	Strategies for Post-Purchase Communication	Strategy and Campaign Assessment
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			Annual AMA Conference	Marketing Summit Phildelphia	Content Marketing Master Class - NY	Email Insider Summit
				Marketing Summit Atlanta	Internet Summit	Digital Summit Dallas
				Marketing Summit Indianapolis	Marketing Summit Denver	
				Marketing Summit Cincinnati	Marketing Summit Dallas	
				Marketing Summit Cleveland		

2H NA General Marketing Calendar – Ongoing Initiatives

Theme	Jul	Aug	Sep	Oct	Nov	Dec
Ongoing	Search - SEO & PPC					
	Social					
	Paid Online Media Placement					
	Digital Marketer Newsletter					
	Pre-MQL and Post-Pre-MQL Nurtures					
	Reclaimed Leads Nurtures					
	Sales Drop-in Nurtures					
	Monthly Public Demos					

2H NA General Marketing Calendar -Assets

Theme	Jul	Aug	Sep	Oct	Nov	Dec
Tip Sheet	7 Tips for Incorporating SMS into Your Marketing Campaigns	10 Tips for Email and Social		10 Tips for Developing Buyer Personas	TBD	
White Paper	Email Benchmark Study		Customer Journey Maps and Buyer Personas: The Modern Tool Kit for Marketing	Framework for Email Marketing Automation Programs	7 Key Marketing Trends for 2016	
Case Studies		Caffe Nero; Georgia Aquarium	Studio Moderna; Haymarket	Red Wing Shoes		
eBook			Marketing Automation Ebook: Best Practices for Marketing Excellence and Organizational Efficiency			
O ngoing	Silverpop Webinar Library					
	Monthly Blog					

2H NA Vertical Marketing Calendar

	Jul	Aug	Sep	Oct	Nov	Dec
Theme						
Retail						
Third Party Events		eTail East		Shop.org	Retail Roundtable - Chicago	
				Women in Retail - SF		
				Women in Retail - NYC		
Tip Sheet	Promote: 10 Tips for Retail Marketing Success			Transactional Emails: 10 Tips for Driving More Value and Engagement		
Case Studies		Caffe Nero	Studio Moderna; Haymarket	Red Wing Shoes		
SEA						
Silverpop Webinars	5 Tips for Sports & Entertainment Ma r keti ng					
Third Party Events	SEAT					
Tip Sheet	9 Ways Marketers Can Increase Fan Engagement and Drive Sales					
Case Studies		Georgia Aquarium				
Mobile						
Third Party Events	Mobile Beat	Growth Beat	SM2 Innovation Summit	Mobile Shopping Summit		
Tip Sheet		7 Tips for Incorporating SMS into your Marketing Efforts				
Nonprofit						
Third Party Events	National Nonprofit Conference		Full Tilt			
Travel						
Third Party Events					Phocuswright Conference	
Ongoing	Search - SEO & PPC					
	Paid Online Media Placement					
	Digital Marketer Newsletter					
	Sales Drop-in Nurtures					
	Monthly Blog					

2015 NA Inquiries Contribution Targets by Source

- Based on Jan –Jul 2015 actuals

Campaign Type	% of Total
Paid Media	37. 6%
Silverpop Webinar	10. 9%
N urture	16. 1%
Website	15. 7%
3rd Party Webinar	10. 1%
3rd Party Event	3.0%
Go o gle	1.7%
Silverpop Event	4.5%
EMEA	0.2%
Social	0.1%
One Off Campaign	0.1%
Total	100. 0%

Vertical Strategies

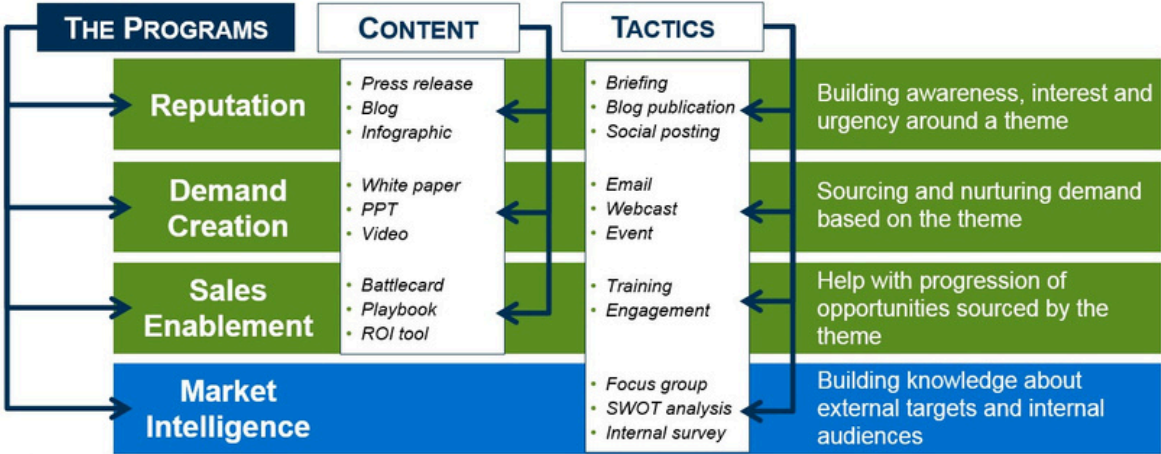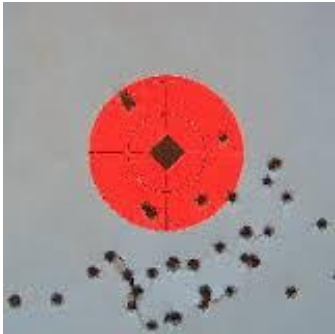# Retail

- Pilot Sirius Decisions campaign framework to launch "Big C" campaign
- Retail-specific media plan
- Use-Case video/slideware campaign

  "10 Tips for Retail Marketing Success" tip sheet

  Retail-specific trade shows
  - eTailEast
  - Shop.org
  - Retail Roundtable –Chicago
- Retail Case Studies
  - Caffe Nero
  - Studio Moderna
  - Haymarket
  - Red Wing Shoes
- IBM Holiday Benchmark Study
  - Retail B2C audience

Non Profit

- Events
  - National Non-Profit Conference –July
  - Full Tilt -September
- Competitive Take-Away Campaign –Q4

Sirius B2B Framework -Retail Campaign Development

THE PROGRAMS	CONTENT	TACTICS	
Reputation	• Press release • Blog • Infographic	• Briefing • Blog publication • Social posting	Building awareness, interest and urgency around a theme
Demand Creation	• White paper • PPT • Video	• Email • Webcast • Event	Sourcing and nurturing demand based on the theme
Sales Enablement	• Battlecard • Playbook • ROI tool	• Training • Engagement	Help with progression of opportunities sourced by the theme
Market Intelligence		• Focus group • SWOT analysis • Internal survey	Building knowledge about external targets and internal audiences

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6

SiriusDecisions ▶

Sports Entertainment Arts

- Sports & Entertainment Webinar:
  - Wednesday, July 29, 2015, 2 p.m. EDT -Title: 5 Tips for Increasing Fan Loyalty
- GA Aquarium case study
  - Ready to distribute July 20th
- Sports Onboarding package
  - https://w3-connections.ibm.com/communities/service/html/communityview?communityUuid=d8a31708-19ab-4371-96c6-906666783670#fullpageWidgetId=W7ac34484be3a_4564_8448_9afa7c149c3a&file=33e169ae-97aa-4ab8-bee9-331b0071ec9c
- SEAT trade show
  - Week of July 19th
  - IBM booth with Silverpoprepresentation
- Exploring partnership opportunities
  - MutualMind
  - Flagship
- 2 whitepapers/tips sheets in production

2H Direct Campaigns & Initiatives

Vidcaster Pilot

- **Goal:**
  - Utilize Vidcaster tool to capture engagement data from views of recorded webinars
- **Plan:**
  - Program was piloted on Dave Walters 9/23 webinar "Behavioral Marketing: Delivering Personalized Experiences at Sc ale"
  - Hosted the webinar recording with Vidcaster instead of Vimeo using Vidcaster landing page and email
  - Follow-up email with link to recorded webinar was sent by Vidcaster to registrant list
- **Initial Results:**
  - 119 total video views
    - 71 were "No shows" for live webinar
    - Average amount of video viewed = 90%
- **What this means:**
  - Using the Vidcaster tool, in the first 2 days following the webinar follow-up email was sent, we potentially drove **71 new MQLs** that wouldn't have otherwise been captured
- **Invest ment :**
  - No cost to Silverpop/IBM

Vidcaster Pilot

- **Initial Results:**

  - September 23 Silverpop webinar posted to Vidcaster
  - Link to Vidcaster included in follow-up email to registrants and attendees
  - 119 total video views
    - 71 were "No shows" for live webinar
    - Average amount of video viewed = 90%

- **What this means:**

  - Using the Vidcaster tool, in the first 2 days following the webinar follow-up email was sent, we potentially drove **71 new MQLs** that wouldn't have otherwise been captured

Introduction to VidcasterTechnology

Vidcaster provides an out-of-the-box solution for implementing & managing video experiences.

Combining everything you need into one simple interface for video marketing & training.

▸ Intelligent video player

▸ Video hosting & management

▸ Superior multi-screen experience

▸ Public & private video environments

▸ Video site templates

▸ Video SEO & lead generation

▸ Integrations with MAP, CRM & your own apps

▸ Advanced video analytics & viewer identification
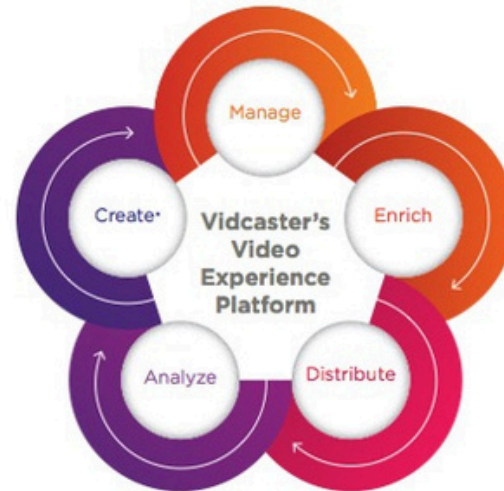
Use Cases for Vidcaster

- Video in Email: Vidcasterenables you to send emails with advanced video tracking for lead scoring.

- Capture Leads: Gate video content across the web to capture and send new leads to Silverpop.
Video Engagement for Lead Scoring: Use video engagement data for lead scoring

- and nurturing.

Vidcaster Program Plan

- Drive follow up emails to the VidcasterLanding Page (Silverpop branded)

- Score on video duration watched

- Video Engagement: breaking the video up into "Chapters" – ability to offer in-video links
  - Activity would be visible in Salesforce

- Goal: Increase our number of MQLs from the webinar by capturing and scoring based on replays

Contact Profile –Potential SalesForce Integration

Vidcaster Pilot Results as of October 2, 2015

The Results Overview

1,454
Emails Sent

44.7%
Open Conversion

10.2%
Click to Video
Conversion

22.2%
Average Video
Play Completion
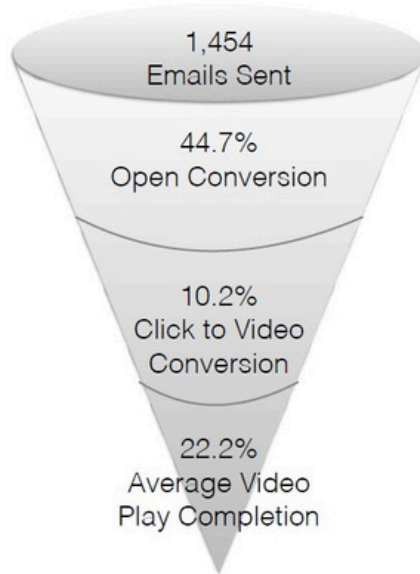
Total Recipients: 1,454
Attendees: 401
Non-Attendees: 1,053

Total Opens: 650
Attendees: 196
Non-Attendees: 454

Total Clicks to Video: 66
Attendees: 17
Non-Attendees: 49

Total Viewers Watched: 84*
Attendees: 16*
Non-Attendees: 68

Lead Generation & Engagement

*Total viewers watched has removed 4 Vidcaster admin contacts, 1 who attended the webinar

Meeting Maker Campaign

Meeting Maker Campaign

- **Goal:**
  - Penetrate key accounts where reps were previously unable to secure an audience and generate new pipeline and bookings

- **Target:**
  - 1,500 Marketing titles generated from a list of 800 target account in the Corporate, Strategic and Agency segments;
  - Phase 2 (Q4) includes BAO list driven from Sales and Xtify list

- **Budget:** $186k
  - Reprint of 1500 packages
  - Email template and landing page designs
  - Custom list build for each segment
  - Shipment of original mailing
  - Offer fulfillment for completed meetings

- **Timing:**
  - Phase 1 -August 24, 2015 mailing
  - Phase 2 –Mails 1stweek of October

- **Program:**
  - Sea Monkeys direct mail piece; messaging about Silverpop solutions; Offer of an iPad Mini to anyone who completes a meeting/demo

- **R e sults**:
  - Projected: 84 opportunities, $2.9m pipeline, $349k future bookings
  - To date: 47 opportunities created from Phase 1 (goal was 42)

Want deeper customer relationships?

GO BENEATH THE SURFACE WITH MORE INTELLIGENT DIGITAL MARKETING SOLUTIONS.

IN 45 MINUTES, learn how to unify your marketing efforts, capture behavioral data, and create deeper engagement. Plus, go home with a FREE iPad mini.

Meeting Maker Campaign Lead Plan

- Demand Generation –Dedicated resources, James Hammond and YafaelJackson

  - Inbound Activity

    - Will respond to anyone who fills out Landing Page form, do some pre-discovery call pre-qualification, schedule time with their RSM and create opportunity

  - Outbound Activity

    - Will reach out to those who received the mailer but haven't responded via the Landing Page form with a series of emails and phone calls to engage the pros pec t

- Digital Advertising Component

  - Leveraging Terminus, a local B2B marketing platform, we will be serving ads to decision maker roles at our Meeting Maker target accounts to add a digital layer to the platform
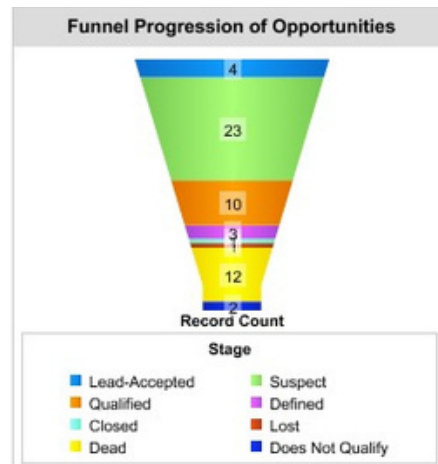
Meeting Maker Campaign "Press"

- Positive reaction to campaign in social media
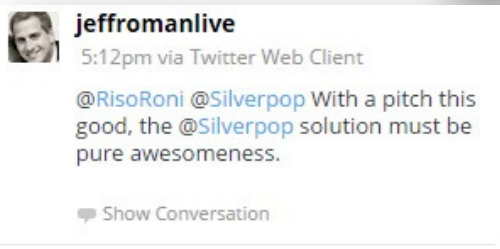
Meeting Maker –Round 1

- Hit desks on Aug. 27, 2015
- 563 Recipients, comprised of:
  - Rep-identified Target Accounts
  - Lost/Dead Opportunities

- 67 Responses to the Mailer (Inbound & Outbound)
- 56 Opportunities valued at **$1,008,147**
- 1 Closed deal –2 Years valued at $49K

Funnel Progression of Opportunities

Record Count

Stage

- Lead-Accepted
- Qualified
- Closed
- Dead
- Suspect
- Defined
- Lost
- Does Not Qualify

Opportunity Values	
Opportunity Name	Sum of Amount
Brad's Deals (MEETING MAKER) - 2017	343,600
Lulu Enterprises Inc.(meeting maker)	99,500
Hoffman Media (Meeting Maker Campaign) - 2015	88,875
DollarDays (Meeting Maker) - 2015	77,100
MEETING MAKER - Garrett Popcorn - 2016	71,900
PowerReviews 2016	58,180
MBI, Inc-	46,950
Cleveland Browns, LLC.- Months 16-27	42,240
Cleveland Browns, LLC -Months 4-15	42,240
dmg events USA (Meeting Maker) - 2015	38,850
Dermalogica (MEETING MAKER) - 2015	35,250
IBT Industrial Solutions (MEETING MAKER) - 2015	23,982
Convoy of Hope (Meeting Maker) - 2015 (Year 1)	22,500
Gimmal Group, Inc. (MEETING MAKER) - 2015	16,980
BORRO (Meeting Maker) - 2015	0
Total	**USD 1,008,147**

Meeting Maker –Round 2

- Hit desks on Nov. 9, 2015

  937 Individuals at 597 Accounts, comprised of:
  - IBM Mid-Market Customer List that has been pre-qualified by ByAppointment Only
  - Lost/Dead Opportunities
  - Secondary Target Accounts (as identified in Salesforce)

- 67 Responses to the Mailer
  - 11.4% Response Rate
- 62 Opportunities valued at $179k

List Source	Count of Responses	Count of Accts Included	% Responded
IBM Customer + BAO	24	249	9.64%
Lost/Dead	12	78	15.38%
Secondary Target	31	270	11.48%

Funnel Progression of Opportunities

Stage	
Lead	5
Lead-Accepted	17
Suspect	10
Dead	2
Other	1

Record Count

Stage
- Lead
- Dead
- Lead-Accepted
- Suspect
- Other

Count by Opportunity Stage	
Stage	Record Count
Lead	5
Lead-Accepted	17
Suspect	10
Qualified	1
Dead	2
Total	35

Sales Feedback –Meeting Maker

- "Killer call -they had some turnover this year and killed the previous opp. She is taking the reigns and is a solid oppfor 1H next year."

- "They are both killer opportunities and I have had a hard time

- getting into both so I really appreciate it!"

"Great opportunity....between Marketoand IBM Silverpop....she is really willing to give us a chance."
otherwise.

"[The meetings] are going really well! Definitely getting my foot in the door some places that we would have not been able to

BOX COVER

INSIDE BOX

SILVERPOP
An IBM Company

Want deeper customer relationships?

OFFER:
iPad mini

Your customers are fascinating creatures.

STUDY THEM. NURTURE THEM.
AND BUILD RELATIONSHIPS
THAT LAST A LIFETIME.

We're living, breathing creatures, too.

SOME PEOPLE CALL US SEA MONKEYS,
BUT YOU CAN CALL US "PRACTICE."

Get your hands on a sea of
behavioral data and watch your
customer relationships come alive.

Visit silverpop.com/meet
to schedule your 45-minute meeting
and you will go home with an iPad mini.

BROCHURE COVER

1

BOX COVER:

Want deeper customer relationships?

Go beneath the surface with more intelligent digital marketing solutions.

In 45 minutes, learn how to unify your marketing efforts, capture behavioral data, and create deeper engagement. Plus, go home with a FREE iPad mini.

2

INSIDE:

Get your hands on a sea of behavioral data, and watch your customer relationships come alive.

3

BROCHURE COVER:

Your customers are fascinating creatures.

Study them. Nurture them. And build relationships that last a lifetime.

Additional Initiatives

By Appointment Only (BAO) initiative

- **Goal:** Produce qualified contact list to improve effectiveness of Meeting Maker campaign

- **Target:** Marketing Decision Makers at IBM Mid-Market Client Accounts (to identify cross-sell oppor tuni ti es)

- **Budget:** $140k
  - $175 per completed account profile
  - 800 completed profiles expected

- **Timing:** Q3 2015

- **Pr ogr am:**
  - Corporate segment
  - Silverpopprovides list of 800 target accounts to BAO
  - BAO survey's accounts, asking list of ~15 questions to determine level of marketing sophistication and propensity to buy within 12 months
  - Results will be used to determine who to target with Meeting Maker direct mail campaign, vs. who will be passed to DG for outbound nurturing

- **Expected outcomes** (combined with Meeting Maker campaign):
  - 112 new opportunities
  - $2.8 million pipeline
 - $282k future bookings

Terminus Pilot Initiative

- **Goal:** Produce new leads and move existing leads and contacts along the funnel; through account-based marketing

- **Target:** New contacts at accounts already being targeted by Si lver pop

- **Budget:** $72k
  - $12k/year for platform
  - licensing $5k/month in advertising spend
- **Timing:** One-year pilot will launch August, 2015

- **Pr ogr am:**
  - Hyper-targeted, multi-touch, advertising engine that will allow us to send targeted ads to accounts in Salesforce that we identify our sales team is actively engaged with or targeting

- **Expected outcomes** (combined with Meeting Maker c ampai gn) :
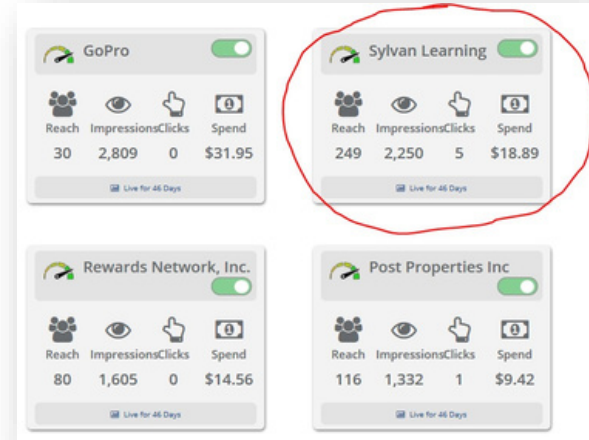 - 33 -66 new opportunities
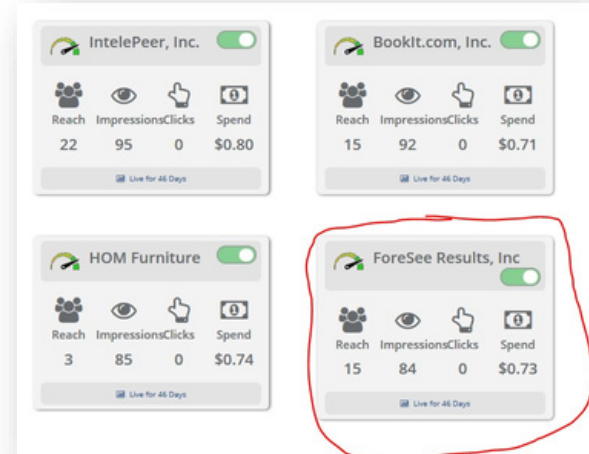 - $92k -$184k future bookings
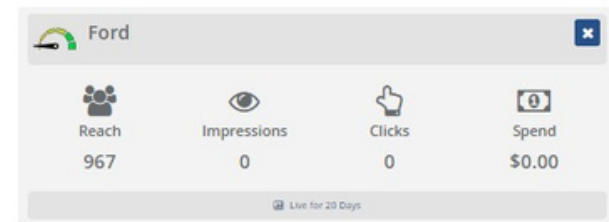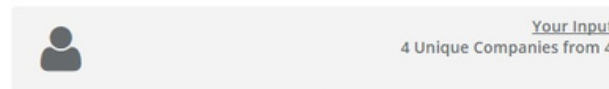
Terminus Examples

- ## Sylvan Learning
  - 2 dead opportunities
    - 2012 -Lost to competition -$136k
    - 2014 -Dead opportunity -Not in cycle

- ## Foresee/Answer.com
  - Not a fit after conversation driven by Meeting Maker, however –
    - Raved about our targeted marketing appr oach
    - Stated that the Terminus ads pushed him over the edge to talk to us

Terminus Strategy

- SalesForce accounts
  - All open Opportunities
    - Push all current opportunities through
    - New opportunities will feed into Terminus campaign when opened
    - Outstanding issues:
      - Content offer (Need Sales input)
      - CTA
  - Accounts with New Leads
    - General Corporate leads pilot
      - Offer = "Best Practices for Marketing Excellence and Operational Efficiency"
      - No additional creative needed –can set up by next week
    - Non Profit leads pilot
      - US Corporate accounts; Industry = Non Profit
      - Dependent on development of Non Profit-specific content
  - Silverpop Webinar Promotion
    - Leads with Status = New, Country = US
      - Not being worked by DB yet
    - Pilot with December webinar
  - Strategic Top Targets from DG outbound campaign
    - Requested by Michael Bell
    - Offer = Email Benchmark report

- Use with targets for upcoming campaigns
  - Competitive Take-Away
    - Identify accounts with targeted competitors with BuiltWith tool
    - Meeting Maker
      - Phase 2 of Corporate Meeting Maker
      - Digital Meeting Maker

Meeting Maker_corporate_Phase 1

Impressions	Audience Expansion	Engaged Accounts
48,843	Contacts: 356 14X Reach: 5,004	105

Total Spend: $441 **Days Running**: 59

Top 5 Most Engaged Accounts
1) California Closets
2) Golfballs.com
3) Habitat for Humanity International
4) McDavid
5) InsideView, Inc.

Accounts: 105

Reach: 5,004

Impressions: 48,843   Clicks: 23

Leading Creative

Impressions	Clicks	CTR
23,719	12	0.051%