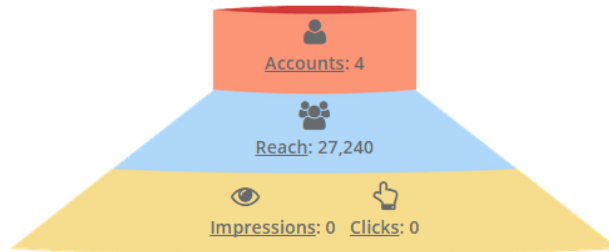
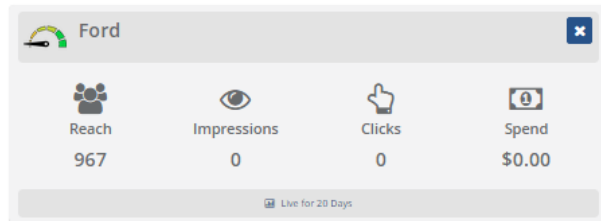
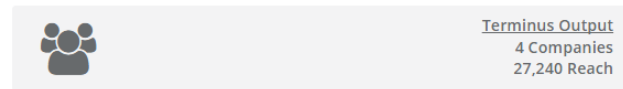
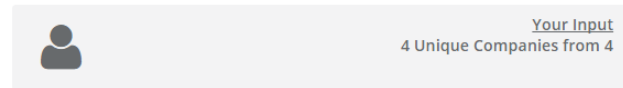


Terminus Pilot Initiative

- **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 Silverpop
- **Budget:** \$72k
 - \$12k/year for platform licensing
 - \$5k/month in advertising spend
- **Timing:** One-year pilot will launch August, 2015
- **Program:**
 - 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 campaign):
 - 33 - 66 new opportunities
 - \$92k - \$184k future bookings



Actively Targeted Companies



Terminus Examples

■ Prospect #1

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

■ Prospect #2

- Not a fit after conversation driven by Meeting Maker, however –
 - Raved about our targeted marketing approach
 - Stated that the Terminus ads pushed him over the edge to talk to us

GoPro Reach: 30, Impressions: 2,809, Clicks: 0, Spend: \$31.95 Live for 46 Days	Sylvan Learning Reach: 249, Impressions: 2,250, Clicks: 5, Spend: \$18.89 Live for 46 Days
Rewards Network, Inc. Reach: 80, Impressions: 1,605, Clicks: 0, Spend: \$14.56 Live for 46 Days	Post Properties Inc Reach: 116, Impressions: 1,332, Clicks: 1, Spend: \$9.42 Live for 46 Days
IntelePeer, Inc. Reach: 22, Impressions: 95, Clicks: 0, Spend: \$0.80 Live for 46 Days	BookIt.com, Inc. Reach: 15, Impressions: 92, Clicks: 0, Spend: \$0.71 Live for 46 Days
HOM Furniture Reach: 3, Impressions: 85, Clicks: 0, Spend: \$0.74 Live for 46 Days	ForeSee Results, Inc Reach: 15, Impressions: 84, Clicks: 0, Spend: \$0.73 Live for 46 Days

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 BD 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 48,843		Audience Expansion Contacts: 35614XReach: 5,004		Engaged Accounts 105	
Total Spend: \$441			Days Running: 59		
Top 5 Most Engaged Accounts					
1) California Closets		Accounts: 105			
2) Golfballs.com					
3) Habitat for Humanity International		Reach: 5,004			
4) McDavid					
5) InsideView, Inc.		Impressions: 48,843		Clicks: 23	
Leading Creative					
Impressions 23,719		Clicks 12		CTR 0.051%	

Terminus Results – As of June 16, 2016

All Active Campaigns

Lifetime ▼



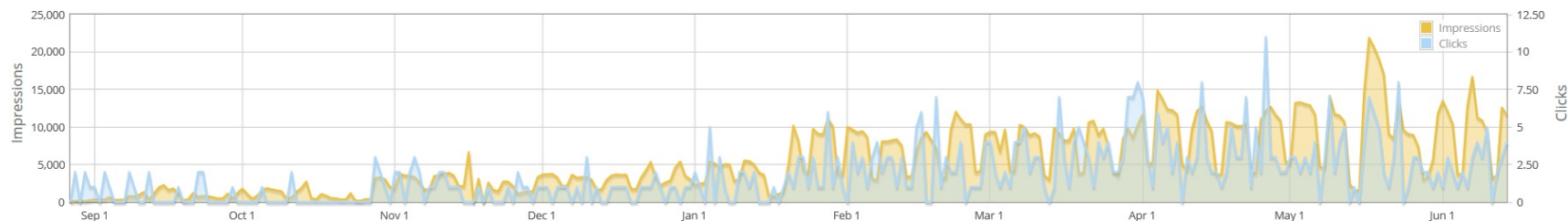
Impressions
1,581,887



Clicks
525



Spend
\$14,856.30



Campaign	Status	Impressions	Clicks	CTR	CPM	CPC	Spend
Corporate_New Leads_Whitepaper Offer	Running	1,067,431	344	0.032%	\$9.35	\$29.02	\$9,982.64
Meeting Maker_Corporate_Phase 2	Running	267,957	89	0.033%	\$9.79	\$29.48	\$2,624.08
Non-Profit Meeting Maker	Running	189,992	63	0.033%	\$9.13	\$27.53	\$1,734.36
Meeting Maker_corporate_Phase 1	Paused	56,088	28	0.050%	\$9.14	\$18.30	\$512.53
IMC Webinar - March Promotion	Completed	419	1	0.239%	\$6.44	\$2.70	\$2.70
Totals		1,581,887	525	0.033%	\$9.39	\$28.30	\$14,856.30