

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 Commerce-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-Opp conversion 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

- Paid Media
- SEO/PPC
- Use Case Videos
- Vidcaster

- Lead Nurtures
- Meeting Maker

- Terminus Initiative
- Personas Development
- DG Process Audit

- Emphasize Corporate/Strategic

1H 2015 Initiatives

- Paid Media
- SEO/PPC
- Use Case Videos
- Vidcaster
- Competitive Take-away

- Lead Nurtures (Revamp)
- Digital Meeting Maker
- Lead Score Model Review
- CMO Event

- Terminus Initiative
- Personas Development
- DG Process Automation

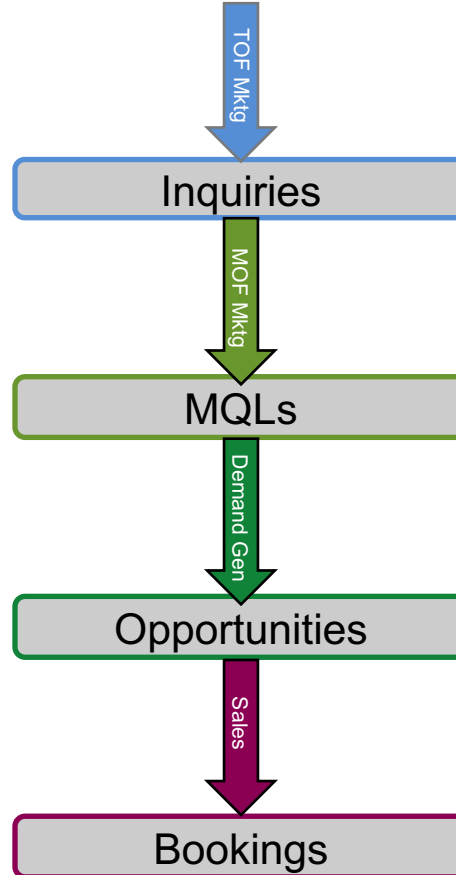
- Emphasize Corporate/Strategic

Based on original Spop-only goals

1H 2015 Gap

Sep
YTD Gap

Oct
YTD Gap



-36%

-31%

-27%

-30%

-37%

-35%

-33%

-36%

-35%

-58%

-63%

-51%

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			