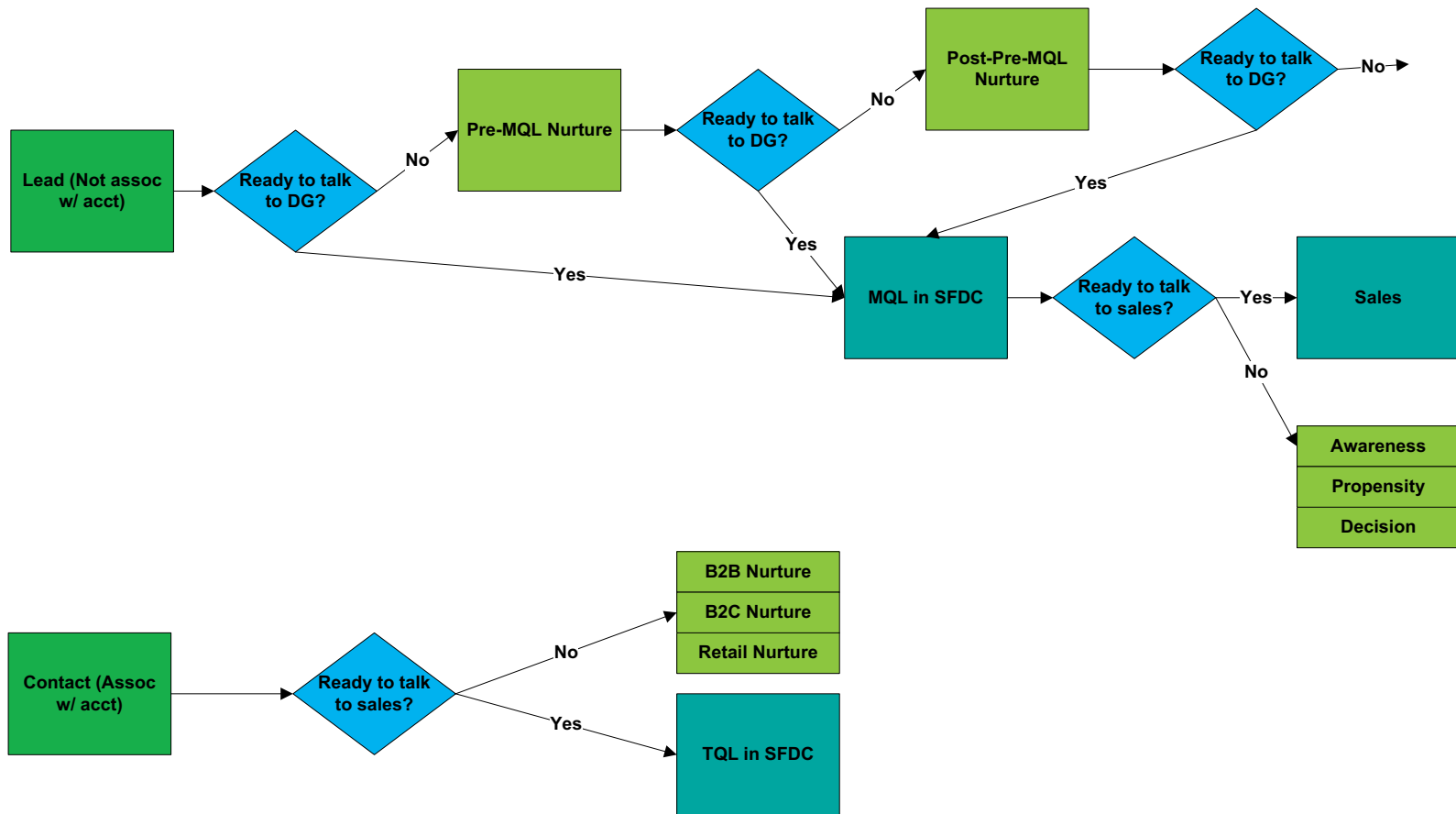


Lead Nurture Programs



Lead Nurture Programs - Overall



Ongoing Nurture – Pre-MQL

■ Description

- Designed to reach new prospects several times within their few days in our database
 - Nurture stream of 4-5 emails sent over the course of 3 weeks
- Emails appear to come from sales rep, and are conversational in nature
- Each email offers a different Silverpop-branded knowledge asset for download
 - Email copy and downloadable assets vary by type of business (B2B vs. B2C)

■ Target Audience

- New prospects who aren't yet qualified to be pushed to Sales as a Marketing Qualified Lead

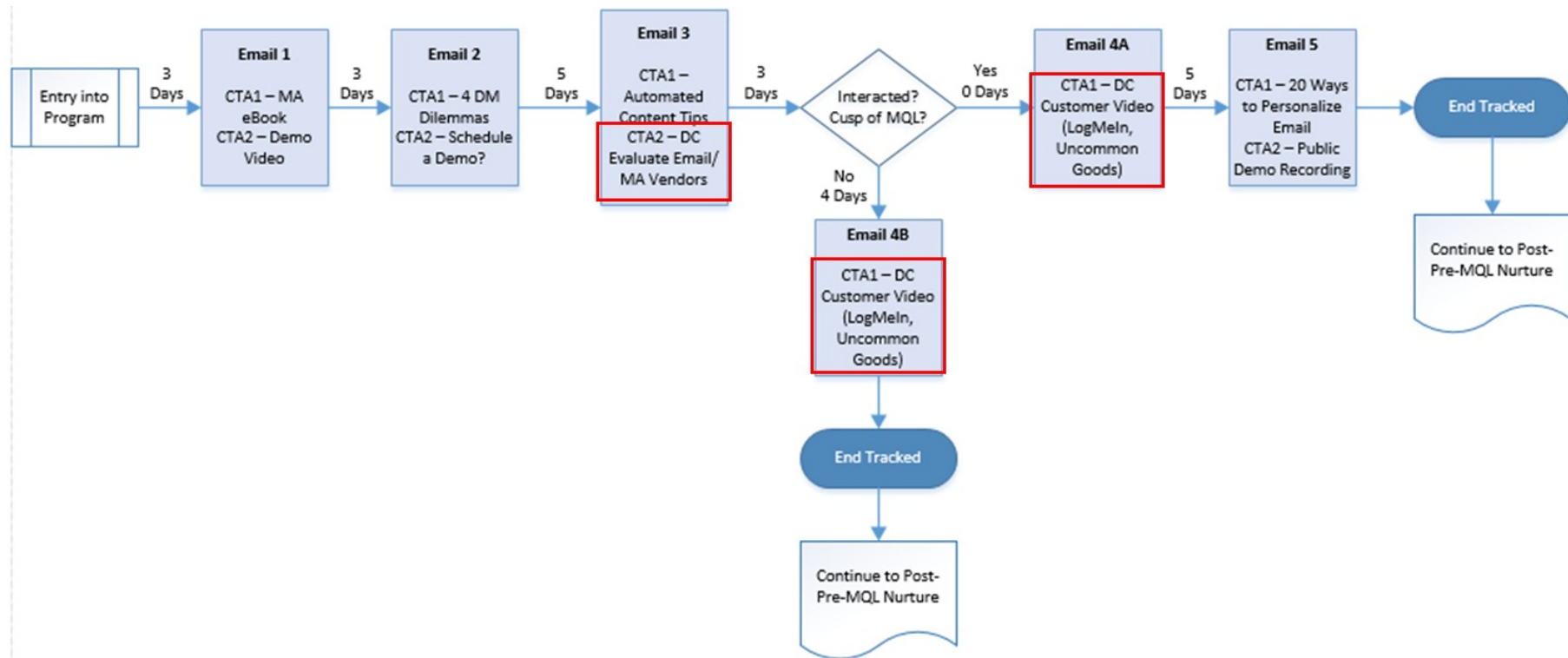
■ Goals

- To qualify and engage new leads with compelling content to learn where they are in the buying cycle, with the ultimate goal of promoting them to MQLs to be handed off to Sales for follow-up

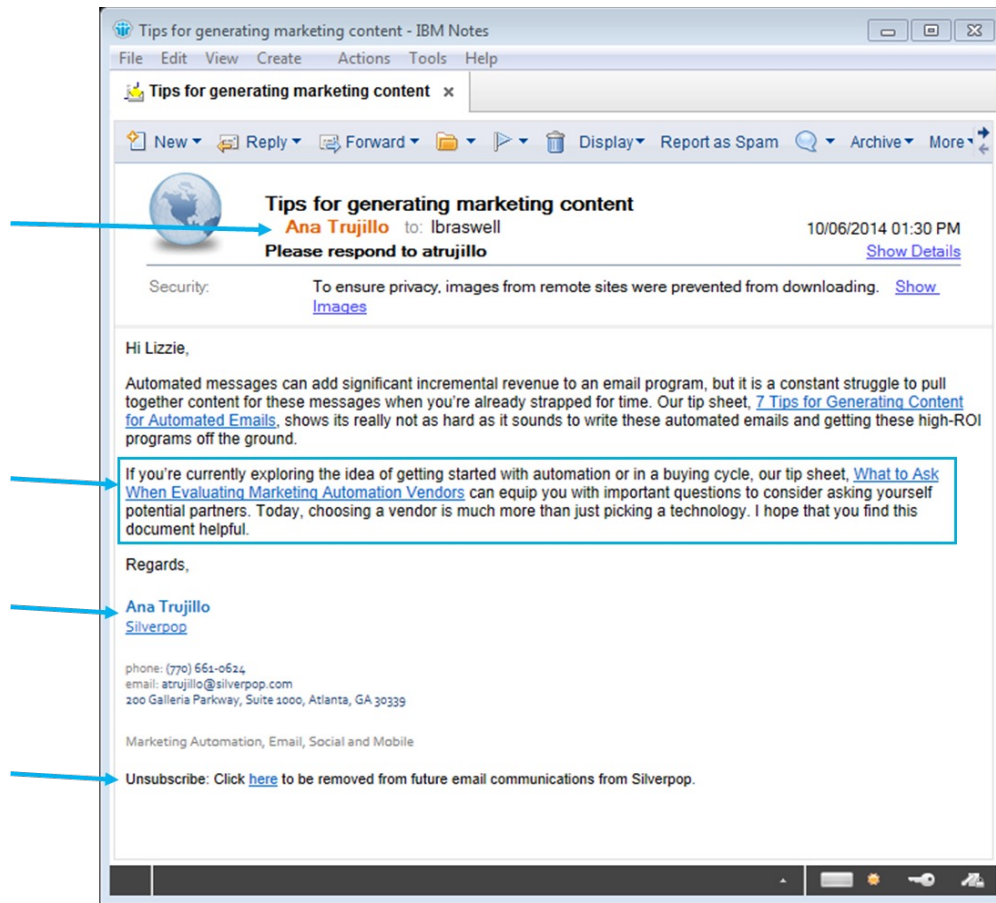
■ Results – Based on Last 12 Months

- Over 26k prospects have entered this program
- 187 Opportunities have been generated directly by the program
- Influenced 581 Opportunities valued at \$6.6 Million

Pre-MQL Nurture Program



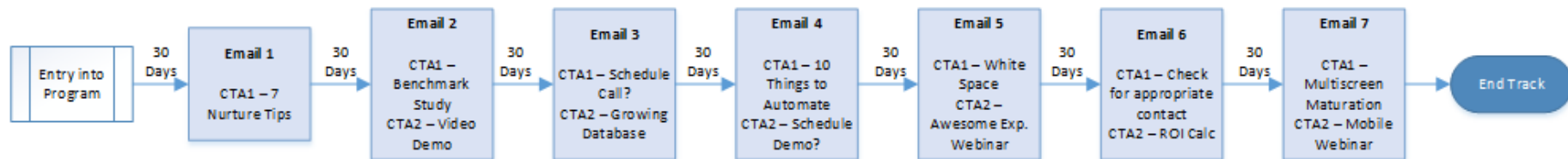
Pre-MQL Nurture Asset Example



Ongoing Nurture – Post-Pre-MQL

- **Description**
 - Follows Pre-MQL Campaign
 - Designed to keep prospects interested over the course of their buying cycle
 - Nurture stream of 7 emails sent over the course of 7 months (following their 19 days in the Pre-MQL Nurture)
 - Emails appear to come from sales rep, and are conversational in nature
 - Each email offers a different Silverpop-branded knowledge asset for download
- **Target Audience**
 - Prospects who participated in the Pre-MQL Nurture, but didn't convert to an MQL
- **Goals**
 - Grow prospects' interest in Marketing Automation and the Silverpop product
 - Warm up prospects for future sales calls
 - Accelerate the buying cycle
- **Results – Based on Last 12 Months**
 - 16k prospects have entered this program in the past year
 - 77 in Opportunities have been generated directly by this program
 - Influenced 230 Opportunities valued at \$2.6 Million

Post-Pre-MQL Nurture Program



Ongoing Nurture – Awareness Reclaimed MQL Nurture

■ **Description**

- Demand Gen team drops leads into these nurtures when they determine that the lead is not yet ready to buy, but is in early stage or unknown stage of the buying cycle
- Emails appear to come from sales rep, and are conversational in nature
- Each email offers a different Silverpop-branded knowledge asset for download
 - Some email copy and downloadable assets vary by engagement (base on interaction with previous emails in stream)

■ **Target Audience**

- Leads who are not yet ready to buy, but who have future buying potential and are in the early stage of the buying cycle, or the stage of the buying cycle is unknown
- At discretion of Demand Gen rep

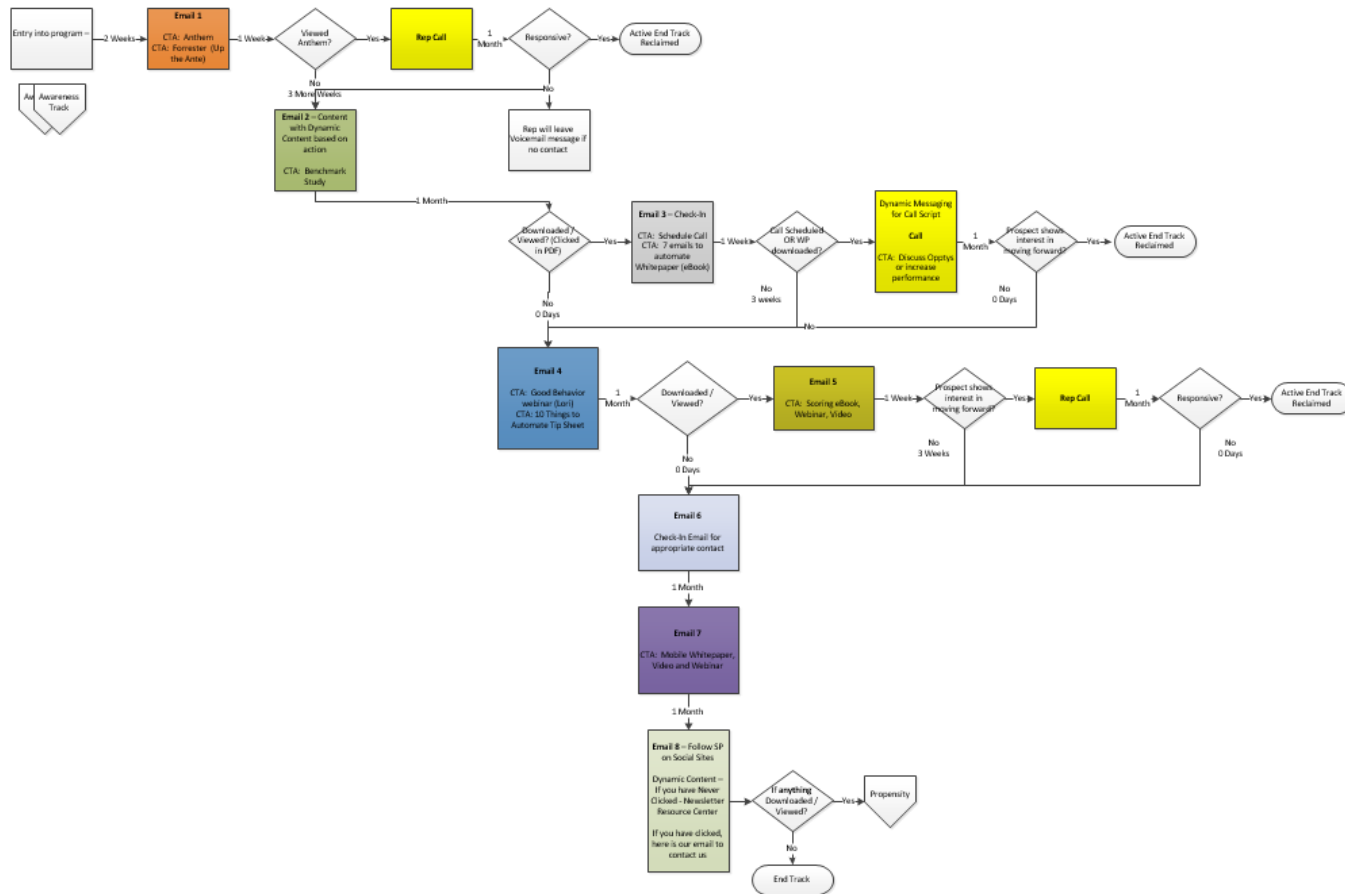
■ **Goals**

- Stay in touch with leads that are in the early stages of the buying cycle
- Build awareness among prospective buyers who have just begun the buying cycle

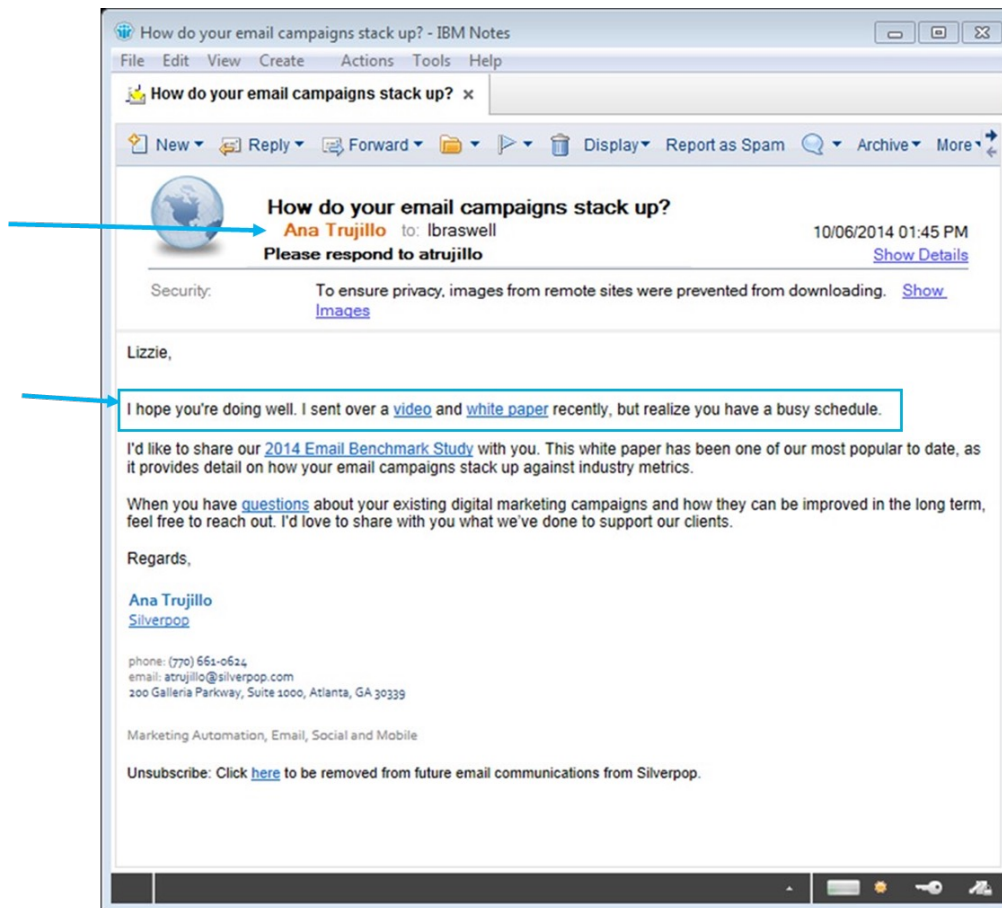
■ **Results – Based on Last 12 Months**

- Over 13k prospects have entered this program in the past year
- 118 Opportunities have been generated directly by this program
- Influenced 214 Opportunities valued at \$2.9 Million

Reclaimed Nurture Program - Awareness



Reclaimed Nurture Asset Example



Ongoing Nurture – Propensity Reclaimed MQL Nurture

■ Description

- Demand Gen team drops leads into these nurtures when they determine that the lead is not yet ready to buy, but is mid-stage in the buying cycle
- Emails appear to come from sales rep, and are conversational in nature
- Each email offers a different Silverpop-branded knowledge asset for download
 - Email copy and downloadable assets vary by type of business (B2B vs. B2C) and by industry (Retail, Travel, Media, Financial Services, Other) for some steps

■ Target Audience

- Leads who are not yet ready to buy, but who have future buying potential and are in mid-stage of buying cycle
- At discretion of Demand Gen rep

■ Goals

- Stay in touch with leads that are mid-stage in the buying cycle
- Offer solutions to marketing issues
- Help support the business case for entry into Marketing Automation or switching of vendors

■ Results – Based on Last 12 Months

- 3.6k prospects have entered this program in the past year
- 13 Opportunities have been generated directly by this program
- Influenced 57 Opportunities valued at \$679K

Ongoing Nurture – Decision Reclaimed MQL Nurture

■ **Description**

- Demand Gen team drops leads into these nurtures when they determine that the lead is in the later stages of the buying cycle, but is not yet ready to buy
- Emails appear to come from sales rep, and are conversational in nature
- Each email offers a different Silverpop-branded knowledge asset for download
 - Email copy and downloadable assets vary by which content has already been received in earlier programs – Avoids repeating an offer to the same lead

■ **Target Audience**

- Leads who are in the later stages of the buying cycle
- At discretion of Demand Gen rep

■ **Goals**

- Demonstrate the power of Marketing Automation tools
- Show features and benefits of the Silverpop product
- Address concerns regarding buying risks

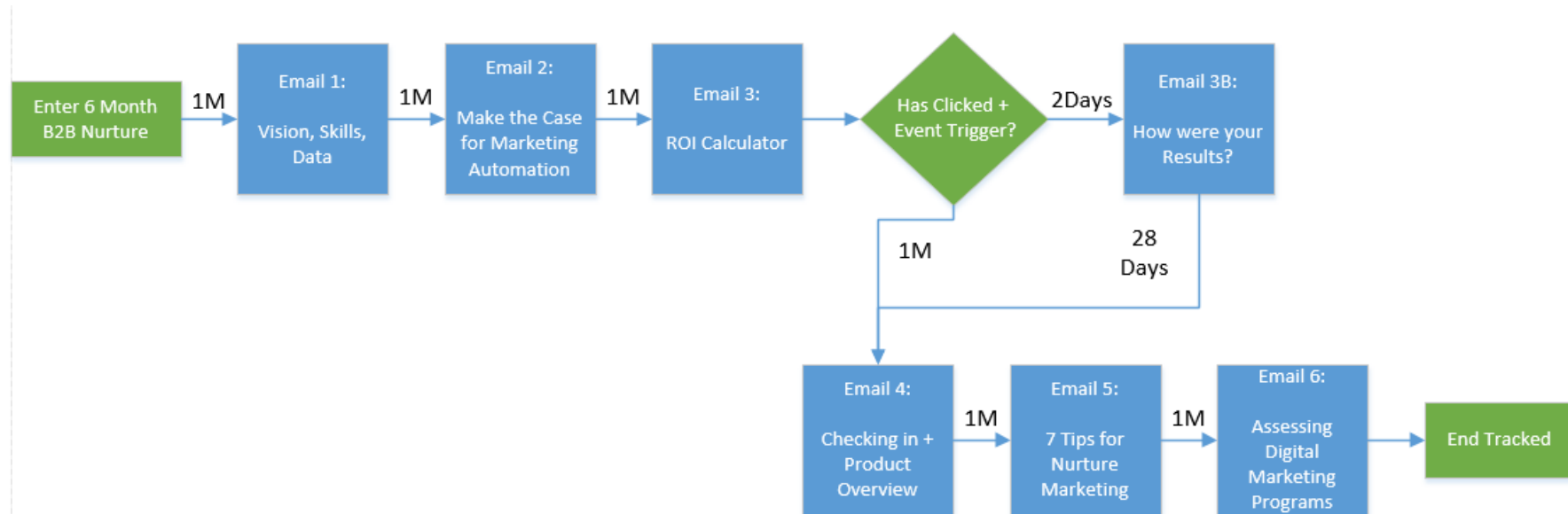
■ **Results – Based on Last 12 Months**

- Over 600 prospects have entered this program in the past year
- 6 Opportunities have been generated directly by this program

Ongoing Nurture – B2B Sales Drop-In

- **Description**
 - 6-7 emails over 6 months
 - Contacts associated with B2B accounts are dropped into email by Sales
 - Emails appear to come from sales rep, and are conversational in nature
 - Each email offers a different Silverpop-branded knowledge asset of interest to B2B companies for download
- **Target Audience**
 - Contacts at B2B accounts who are not yet ready to buy, but who have future potential
 - At discretion of Sales rep
- **Goals**
 - Grow contacts' interest in Marketing Automation and the Silverpop product
 - Warm up prospects for future sales calls
 - Accelerate the buying cycle
- **Results – Since Launch in April 2015**
 - Almost 900 contacts have entered this program since launch
 - 3 in Opportunities have been generated by this program
 - Influenced 49 Opportunities valued at \$566K

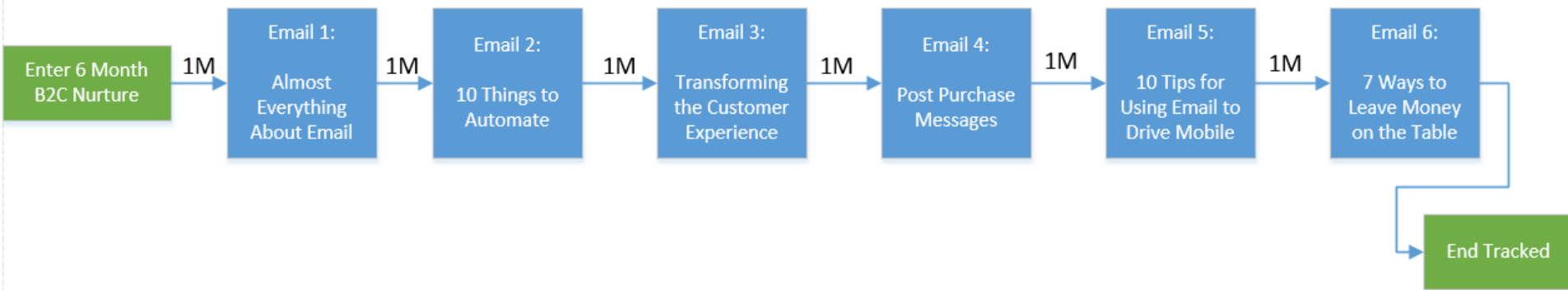
B2B Nurture – 6 Month Drop In



Ongoing Nurture – B2C Sales Drop-In

- **Description**
 - 6 emails over 6 months
 - Contacts associated with B2C accounts are dropped into email by Sales
 - Emails appear to come from sales rep, and are conversational in nature
 - Each email offers a different Silverpop-branded knowledge asset of interest to B2C companies for download
- **Target Audience**
 - Contacts at B2C accounts who are not yet ready to buy, but who have future potential
 - At discretion of Sales rep
- **Goals**
 - Grow contacts' interest in Marketing Automation and the Silverpop product
 - Warm up prospects for future sales calls
 - Accelerate the buying cycle
- **Results – Since Launch in April 2015**
 - 2,400 contacts have entered this program since it was launched earlier this year
 - 19 in Opportunities have been generated by this program, valued at \$938K
 - Influenced 164 Opportunities valued at \$3.6 Million

B2C Nurture – 6 Month Drop In



Ongoing Nurture – Retail Sales Drop-In

- **Description**
 - 6 emails over 6 months
 - Contacts associated with Retail accounts are dropped into email by Sales
 - Emails appear to come from sales rep, and are conversational in nature
 - Each email offers a different Silverpop-branded knowledge asset of interest to Retail companies for download
- **Target Audience**
 - Contacts at Retail accounts who are not yet ready to buy, but who have future potential
 - At discretion of Sales rep
- **Goals**
 - Grow contacts' interest in Marketing Automation and the Silverpop product
 - Warm up prospects for future sales calls
 - Accelerate the buying cycle
- **Results – Since Launch in June 2015**
 - 700+ contacts have entered this program since it was launched earlier this year
 - 4 in Opportunities have been generated by this program, valued at \$1.18 Million
 - Influenced 27 Opportunities valued at \$2.14 Million