

The Responsys Interact® Suite

Interact Campaign™ for Social Networks

Maximize the promotional and revenue potential of social networks.

Responsys Interact® Campaign™ for Social Networks provides marketers with an integrated solution to create, schedule, automate, and track promotions to people who engage with their brands via Facebook and Twitter. Built on Responsys Interact, the on-demand platform used by marketers to drive email, mobile, and other cross-channel communications, Interact Campaign for Social Networks rounds out the most full-featured, yet simple-to-use solution for creating and coordinating truly integrated cross-channel campaigns.

Tap the potential of social networking by treating it like a real marketing channel.

Social networks are the fastest-growing method for customers to interact with the brands they use and trust. And savvy marketers realize the potential that these services hold for increasing revenue and customer engagement. Solutions to effectively capitalize on this potential, however – specifically the ability to create, execute, manage, and track campaigns delivered over social networks – have been insufficient. The result: marketers have adopted ad-hoc, disorganized, inefficient processes for handling their social marketing initiatives; and these initiatives have become disjointed from their company's overall marketing plans and strategies. What marketers need is a way to turn social networks into a well-managed, high-impact marketing channel that can be

leveraged as part of a fully integrated cross-channel marketing strategy.

Everything you need to make marketing on social networks effective, efficient, and profitable.

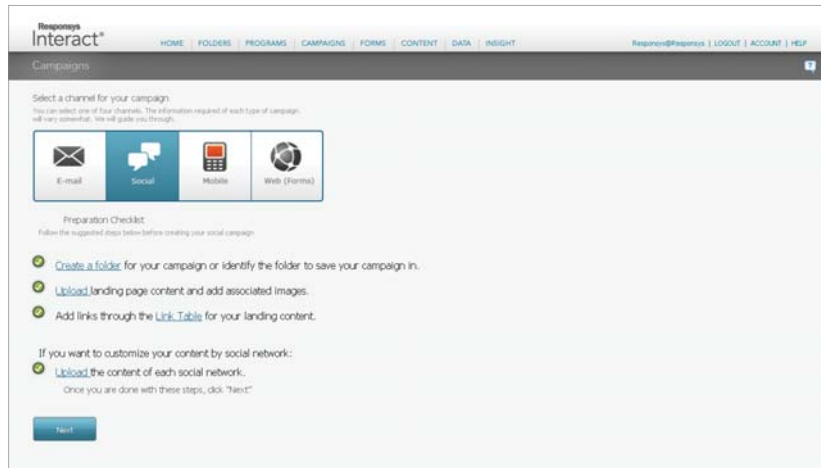
Marketing on social networks is new, but many of the principles that guide best practices on other interactive channels still apply. To capitalize on the immediacy and engagement opportunities afforded by Facebook and Twitter, marketers need to be able to treat promotions targeted to those networks as true campaigns – just like they do for more mature digital channels. Responsys Interact Campaign for Social Networks is the first and only solution that conforms to the unique and powerful capabilities enabled by social networks, while at the same time allowing marketers to build a scalable and profitable model in this new domain. With Responsys Interact Campaign for Social Networks marketers realize the following benefits:

- Increased revenue and expanded marketing reach through the use of Facebook and Twitter as part of their overall marketing approach
- Faster time-to-market through an intuitive step-by-step wizard for building social campaigns
- More synchronized, efficient, and consistent social marketing efforts through advanced scheduling, automation, and campaign control capabilities
- Improved cross-channel coordination through the sharing of content, offers, images, and landing pages between email and social network campaigns
- More effective and optimized social campaigns through interactive reporting and analysis capabilities that allow for comparing and contrasting social results to those of other channels

Interact Campaign for Social Networks: Key Features

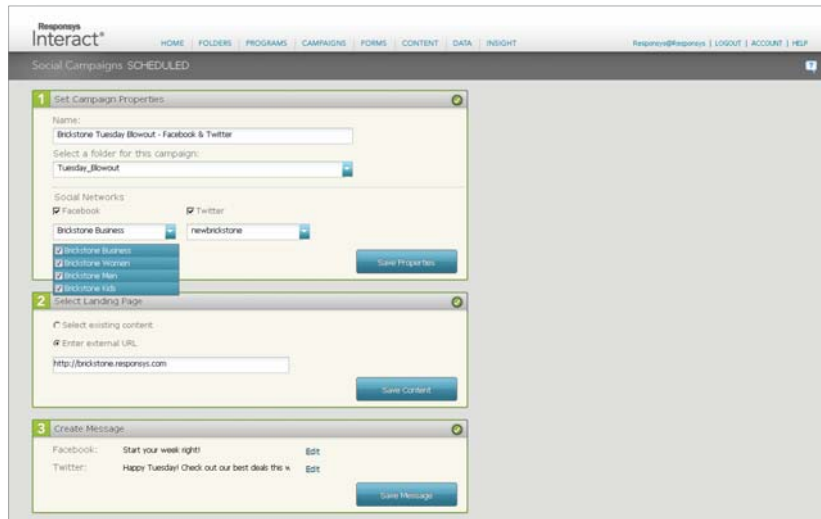
Cross-Channel Campaign Options

Execute your social, email, mobile, and website campaigns from a single integrated solution.



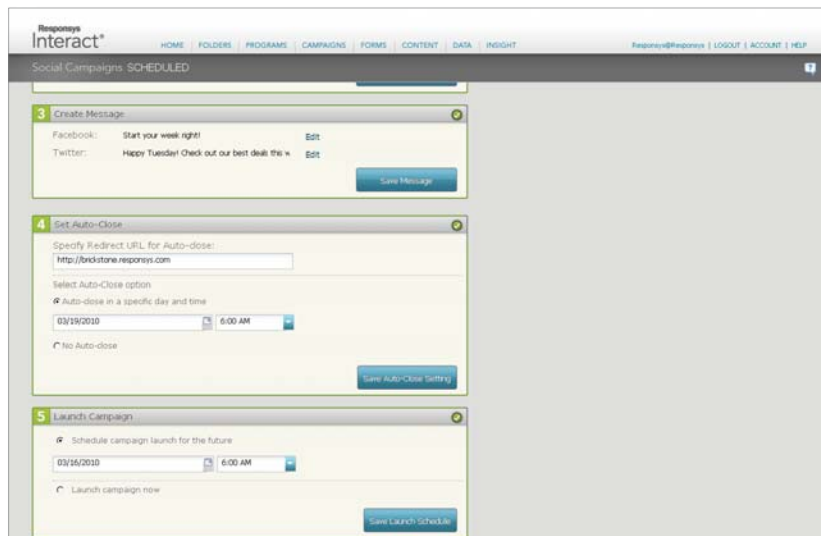
Simple Campaign Creation Wizard

Publish campaigns to both Facebook and Twitter in minutes.



Scheduling and Campaign Controls

Move beyond manual and ad-hoc social campaigns with fully automated execution capabilities.



Interact Campaign for Social Networks: Key Features

Cross-Channel Coordination

Bring social and email campaigns together to ensure that promotions are integrated, timely, and consistent.

Campaign Launches | Recent Programs | Connect Jobs

Today - Tuesday, Mar. 16

06:00 AM [Facebook & Twitter] Indistone Tuesday Blowout - Facebook & Twitter

06:00 AM [Facebook & Twitter] Indistone Tuesday Blowout

Quick Links

- Create Email Campaign
- Create Social Campaign
- View Calendar
- Cross-Channel Options

Responsys Interact

HOME | FOLDERS | PROGRAMS | CAMPAIGNS | FORMS | CONTENT | DATA | INSIGHT

Overview: Email Campaign Performance Trend, March 2010

Account Usage: Email Volume = 2,486,153

Quick Links: Create Email Campaign, Create Social Campaign, View Calendar, Cross-Channel Options

Social Campaign Performance Reports

Analyze the reach of social campaigns, quickly visualize relevant trends, and identify how specific campaigns are related to social network results.

Social Campaign Performance Trend

Date Range: Dec 15, 2009 - Mar 15, 2010

Responders: Facebook 15, Twitter 30

Related Campaigns on Jan 25, 2010

Campaign Name	Start Date	End Date	Channel	Responders	Link Clicks	Conversions	Revenue
T&B Testing - Indistone Env. Theory and VR	2010-01-01 00:00:00	2010-01-01 00:00:00	FACEBOOK	3	3	0	\$14,500.00
Indistone Only 60% off Winter Apparel - Social	2010-01-01 00:00:00	2010-01-01 00:00:00	TWITTER	3	3	0	\$11,875.00
Survey Preview - Social	2010-01-01 00:00:00	2010-01-01 00:00:00	FACEBOOK	3	3	7	\$23,910.00

Cross-Channel Analysis

Compare and contrast results across channels.

Revenue Trend

Response Channel	Site	Sent	Total Clicks	Unique Clicks	Responders	Conversions	Average Order Value	Revenue
(All)		5,787,902	880	692	489	57	\$1,671.93	\$95,300.00
All	Email	5,787,902	131	96	51	12	\$1,212.50	\$14,550.00
	Social		749	596	438	45	\$1,794.44	\$80,750.00
	+FACEBOOK		213	131	122	17	\$1,665.29	\$28,310.00
	+TWITTER		536	465	316	28	\$1,872.86	\$52,440.00

The Responsys Interact Suite

The Responsys Interact Suite is the on-demand solution for lifecycle marketing across email and other key interactive channels. Comprised of integrated software applications, it offers marketing teams a single, collaborative solution to plan, execute, optimize and manage high-impact marketing campaigns and multi-stage programs. Built on the industry's most open and flexible platform, Responsys Interact empowers marketers to use their data, their way, to keep customers engaged and buying throughout the lifecycle.

The Responsys Interact Suite

Interact Campaign

Campaign Creation and Execution

Interact Program

Program Design and Automation

Interact Team

Workflow and Approvals

Interact Insight

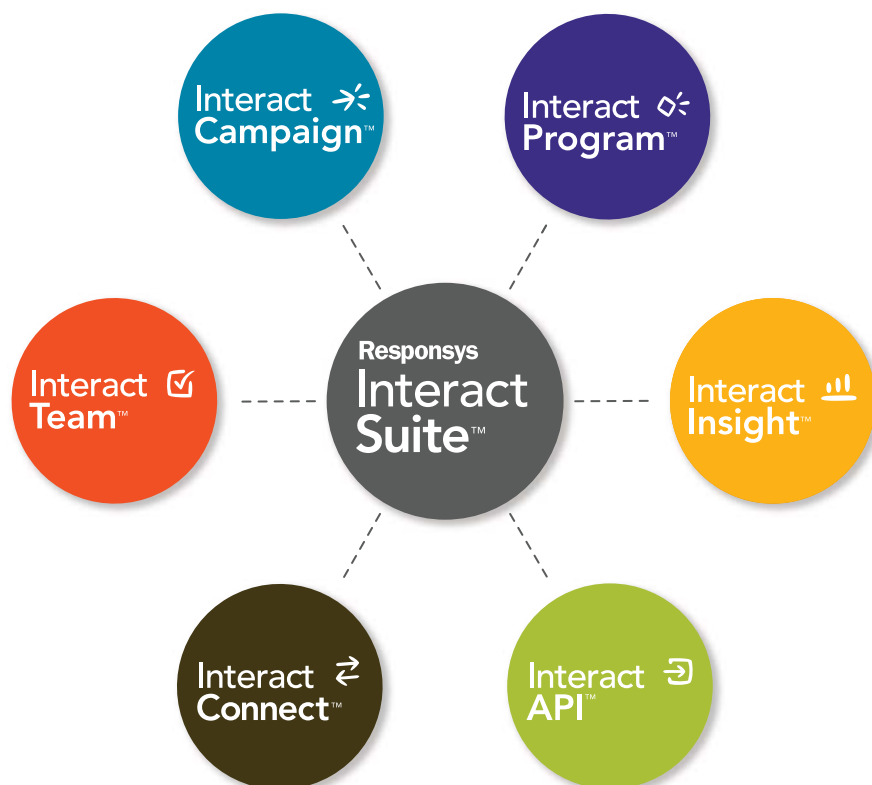
Reporting and Analytics

Interact Connect

Data Transfer and Automation

Interact API

Application Control and Development



About Responsys

Responsys enables companies to increase revenue and customer loyalty through successful email and cross-channel marketing.

Responsys helps marketing organizations maximize their results by enabling every customer interaction to be highly automated and individualized, and every process to be highly collaborative, efficient, and error-free. With its on-demand, software-as-a-service (SaaS) delivery model and proven, Cross-Channel Lifecycle Marketing approach, Responsys offers the highest ROI, the lowest total cost of ownership, and the fastest time-to-value of any marketing solution available today.

Founded in 1998, Responsys is headquartered in San Bruno, California and is trusted by world-class brands such as Avis Europe, Chico's, Continental Airlines, Deutsche Lufthansa, Lands' End, LEGO, Men's Wearhouse, PayPal, Salesforce.com, Sears Holdings Corporation, StubHub, and UnitedHealthcare.