

Zuberance Advocate Platform

Turn Your Brand Advocates into a Powerful Marketing Force

Power of Brand Advocates

Brand Advocates are highly-satisfied customers who recommend their favorite brands and products without being paid to do so. Brand Advocates are the most trusted sources of information, far surpassing paid search, email marketing, and online ads, studies show. Their recommendations are the #1 influencer of consumer and business purchase decisions.

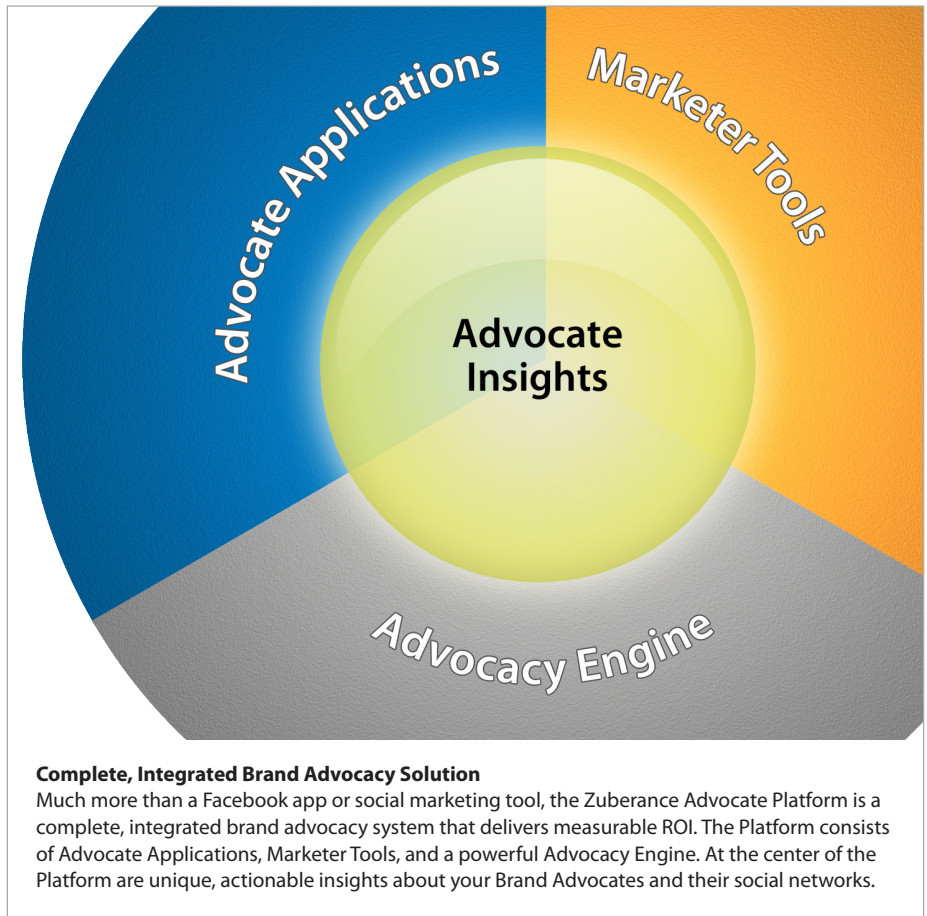
Product Overview

The award-winning Zuberance Advocate Platform is a social marketing platform focused on Brand Advocates. Delivered as a hosted service, the Zuberance Advocate Platform enables marketers to systematically:

- **Identify** Brand Advocates by name and email address
- **Mobilize** Advocates to spread positive Word of Mouth (WOM) and boost sales at scale
- **Track** Advocate marketing programs in real-time

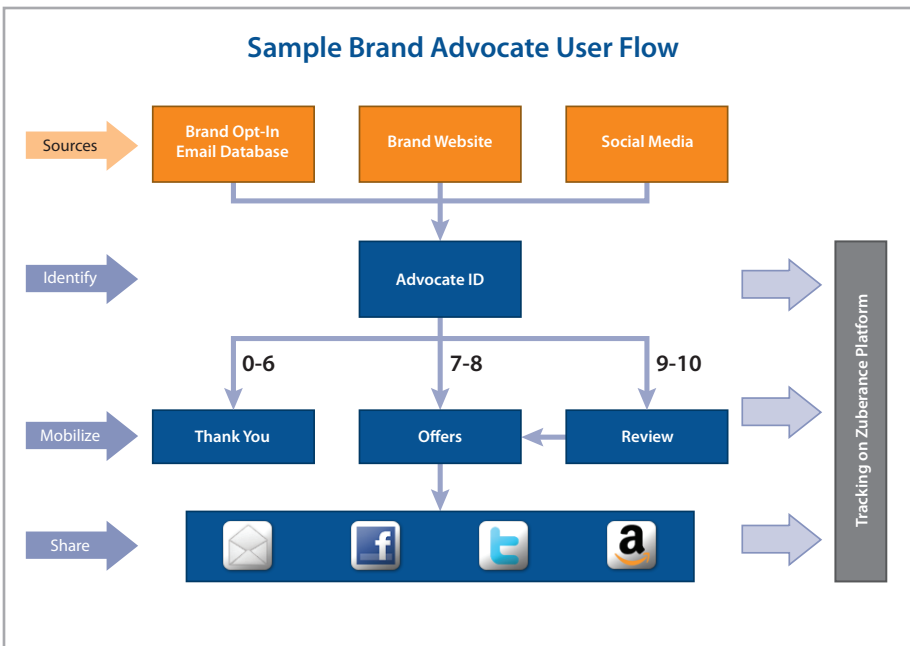
Advocate Applications

The Zuberance Advocate Platform includes five Advocate Applications that make it easy to identify and energize your Brand Advocates at scale. These Advocate Apps can be seamlessly integrated within your Facebook fan page, Twitter, website, online community, e-newsletter and/or customer emails.



Advocate Application	Description	Key Benefits
Advocate Ratings & Reviews	Make it easy for Advocates to rate and review products and publish on social networks, shopping sites and review sites like Facebook, Twitter, Yelp, Amazon, TripAdvisor, and many more.	<ul style="list-style-type: none"> • Boost star ratings on shopping & review sites • Drive qualified leads and sales • Increase sales conversion rates • Increase average order size
Advocate Stories	Encourage Advocates to create stories about their experiences with your company, product, or service and publish this content to Facebook, Twitter, your brand site, and elsewhere	<ul style="list-style-type: none"> • Amplify positive Word of Mouth • Increase qualified leads, traffic, and sales • Educate prospects and customers about key product/service features
Advocate Offers	Enable Advocates to share promotional offers, coupons, and content like white papers, webinar invitations, and more with their social networks	<ul style="list-style-type: none"> • Drive qualified leads and sales • Generate qualified traffic • Turns Advocates into a Virtual Salesforce
Advocate Answers	Enable Advocates to answer prospects' questions about your products and services via email	<ul style="list-style-type: none"> • Reduce shopping cart abandonment rates • Generate leads and sales • Increase conversion rates
Advocate ID	Identify your Advocates by name and email address via online surveys, recommend badges, social media monitoring*	<ul style="list-style-type: none"> • Create valuable database of Brand Advocates • Engage Advocates • Calculate Advocacy Score

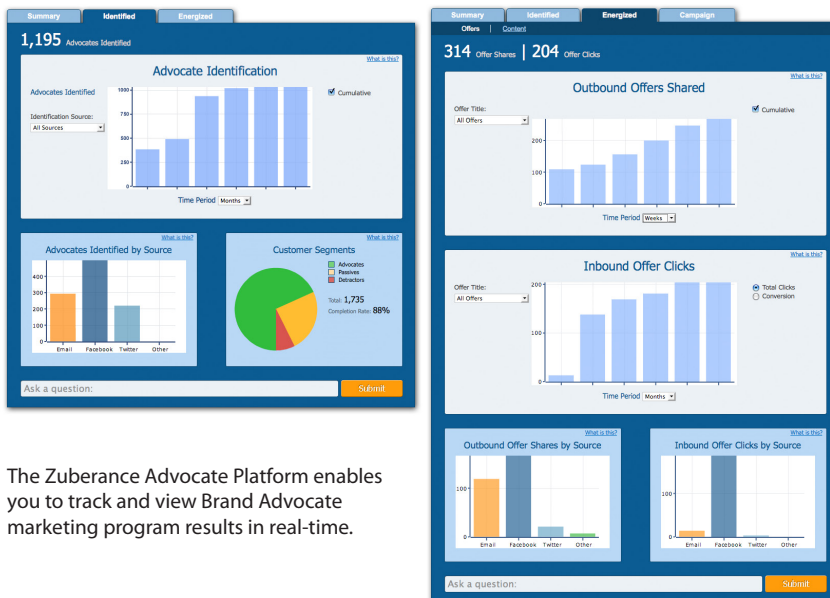
Sample Brand Advocate User Flow



Marketer Tools

The Zuberance Advocate Platform makes it easy for marketers to create, launch, and manage Advocate marketing programs across the social web. The Platform includes:

- Brand Advocate Dashboard with detailed reports on Advocate marketing programs and campaigns
- Advocate Application Templates
- Configuration tools
- APIs (Import and exporting data to/from popular CRM systems, Excel, web analytics, and other marketing tools)*
- A/B testing
- Email marketing services



The Zuberance Advocate Platform enables you to track and view Brand Advocate marketing program results in real-time.

Zuberance Advocate Platform At-A-Glance

Compelling Features

- Built from the ground up for advocacy
- Complete brand advocacy solution
- Customizable Advocate apps
- Configuration tools and dashboards
- Powerful Advocacy engine
- Easy to implement; Fully hosted solution; No integration required
- Start energizing Advocates in 30 days or less
- Customizable to match branding requirements
- Flexible; configure Advocate apps to meet your needs
- Identify & mobilize Advocates across multiple social networks and communications channels
- Affordable; mobilize thousands of Advocates for less than hiring single sales executive

Measurable Benefits

- Measurable ROI from social media & WOM
- Generate qualified leads, traffic, sales
- Create millions of influential Advocate impressions
- Increase conversion rates
- Lower customer acquisition costs
- Boost SEO results
- Amplify positive WOM/Combat negative WOM
- Extend your paid salesforce at very low cost
- Improve marketing effectiveness and results by leveraging Advocates
- Deepen relationships with most valuable customers
- Get unique, actionable insights about Brand Advocates and their social networks

Zuberance Advocate Platform: Unique Brand Advocacy Solution

Offering	Focused on Brand Advocates	Complete Advocacy Solution	Advocate Tracking & Insights	Measurable ROI
Social marketing platforms	No	No	No	No
Ratings & reviews apps	No	No	No	No
Buzz agencies	No	No	No	No
Zuberance Advocate Platform	Yes	Yes	Yes	Yes

Marketer Tools, continued

- Sample Reports
 - Total # Advocates
 - Total content created
 - Total content published
 - Advocate content created by type (Ratings & Reviews; Stories; Answers)
 - Advocate content published by channel (e.g. Facebook, Twitter, LinkedIn, Amazon, Yelp, etc.)
 - Total clicks
 - Total number Advocate clicks and by channel
 - Total number in-bound prospect clicks and by channel
 - Historical tracking
 - Conversions (conversion to action; conversion to sales; conversion to leads)**
 - Impressions**
 - Z Score (% of energized Advocates vs. identified Advocates)
 - Net Promoter Score®

Advocate Insights

The Zuberance Advocate Platform provides you with unique, actionable insights about your Brand Advocates, giving you a 360-degree view of your most valuable customers:

- Advocate name and email address
- Advocates' geographic location
- Brands and products advocated
- Most active Advocates*
- Most influential Advocates*
- Content created
- Purchase intent
- Advocate influence*
- Advocate behavioral segments (Sharers, Creators, Power Advocates)*

In addition, Zuberance enables you to view similar profiles of Advocates' friends, creating a social graph of Advocates and their friends.

Advocacy Engine

Zuberance's powerful Advocacy Engine enables Advocate marketing programs with reach, scalability, and security.

Key Features & Benefits

- Multi-tenant architecture
- Scalable to millions of hits per day
- Industry-standard and open source technologies (Java, Groovy on Grails)
- Reliability and redundancy at all platform layers
- Advocate Algorithms*
- Storage (Postgres SQL, NFS)
- Partner services (email, CDN)
- Fraud click detection*
- Detailed run-time performance metrics

Advocacy Services

Zuberance and our growing network of agency partners can provide value-added Advocate marketing services, ensuring that you get the highest ROI from Advocate marketing programs. These services include:

- Brand Advocate strategy and expertise
- Brand Advocate campaign and program planning, management, and implementation
- Creative services

* Coming soon. Contact Zuberance for availability.

** Tags required.

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About Zuberance

Zuberance is the leading Brand Advocacy company. Forrester named Zuberance the winner of the prestigious 2009 Forrester Groundswell Award in the Energizing B2C category. Zuberance customers include leading B2C and B2B companies across multiple verticals. Zuberance is backed by leading venture capital firms including Emergence Capital Partners and Canaan Partners. Zuberance is a member of the Word of Mouth Marketing Association. For more information, visit www.zuberance.com.

