



POWERED BY  **Parta**
Dialogue
SOCIAL CAMPAIGN OPTIMIZATION

COMMERCIAL PRESENTATION

NOVEMBER 2011



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Social media efficiency value




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“2012 is the year for ‘cracking the code’ of Social Media ROI”

*  is calculated and delivered through our online platform. No downloads or installation required!

Introducing , a groundbreaking SaaS* tool, that gauges the efficiency of your Social Media Campaigns in real time.

Measured in real time on our online platform, the  processes your Efficiency & Engagement scores and proposes concrete actions for improvement –A user-friendly exercise that will drive the ongoing optimization of your social media investment.

Once you log on to  online, our custom APIs will collect data from your social media accounts (Facebook, Twitter, YouTube and Google Analytics for Blogs). Our proprietary algorithm will calculate your Engagement and Efficiency scores, our Artificial Intelligence software will benchmark your score, and finally our knowledge base will propose some specific actions to optimize your social media performance.

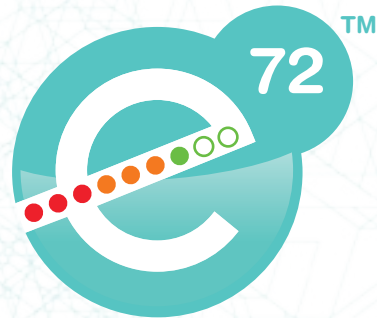
Register today, to be part of our beta testers!

www.socialmediaefficiency.com

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Measuring Social Media efficiency is critical

Top priority indicated for 2011 is obtaining Measurements (48%) of social media investments.

Being able to measure the efficiency of your social media investments is vital in order to optimize your efforts and to achieve your business goals.

In a survey of 140 social strategists by Altimeter, accountability reigns supreme, with respondents indicating that the greatest challenge for increasing investments and driving social and digital marketing success is "Measurement and ROI" (42%).



 is the essential measurement tool for improving social media campaign efficiency.

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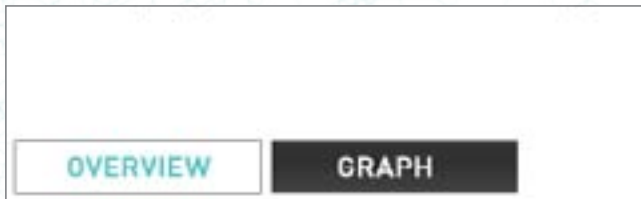
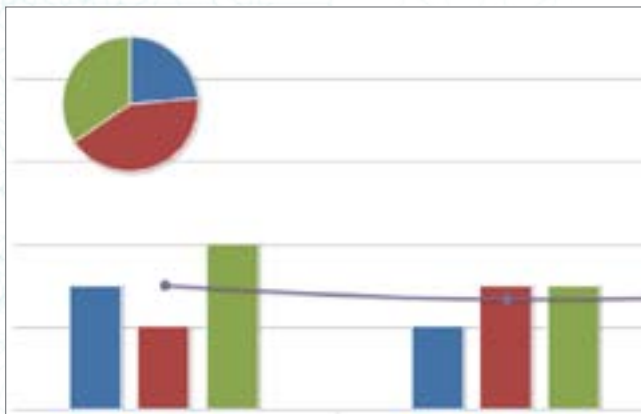
Overview :
 Your relative Efficiency Value™ is 28, which places you in the lower quarter of values compared with the 34 social media campaigns benchmarked in your tier.

OVERVIEW GRAPH

e^v will become the standard value for tracking the evolution of your social media engagement and efficiency scores. Measuring Social Media efficiency is critical

The e^v online dashboard provides managers with the necessary data for their social media investment decisions at a glance. Top priority indicated for 2011 is obtaining Measurements (48%) of social media investments.





The user friendly interface is accessible online, on any portable device.

MEMBERS	Your community of 33 549 members has grown 2.2 % last month Your industry tier growth is 1.2 %	GRAPH OVERVIEW ▲ SEE RECOMMENDATION ▼
USER POSTS	25 % of your overall content was posted by your community Your industry tier score is 12 %	GRAPH OVERVIEW ▲ SEE RECOMMENDATION ▼
ENGAGEMENT SCORE	Your Engagement Score™ is 2.2 Your industry tier Engagement Score™ is 1.2	GRAPH OVERVIEW ▲ SEE RECOMMENDATION ▼

ENGAGEMENT SCORE

Your Engagement Score™ is 2.2
Your industry tier Engagement Score™ is 1.2

Recommendations

We are currently tips and concrete. Our proprietary recommendation and benchmarking.

OVERVIEW

Snapshots of the interface



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