



If your social media isn't driving sales, why bother?

Start a BzzCampaign.

Facebook. Blogs. Social sites. They're the price of entry for smart marketers who want to engage socially connected consumers. But how do you ensure that all these conversations will drive measurable sales? How do you turn buzzing into buying?

Use a BzzCampaign to convert your most passionate customers into a powerful sales force. These brand advocates recommend your products to millions of like-minded consumers and their word of mouth is accelerated into social media. The result? Sales impact you just can't get any other way.

Discover Return on Advocacy.

Three levels of involvement help advocates power your brand:

- **Engagement**—your customer profile attracts advocates
- **Immersion**—exclusive brand experiences generate excitement
- **Influence**—BzzAgents spread the word via social sites, your brand properties, points of purchase and more

Demonstrate Return on Investment.

See it, hear it, and measure your success—every step of the way:

- **Greater sales impact**—Our Nielsen partnership facilitates MMM and MPA studies that isolate our contribution to your bottom line
- **More impressions**—Facebook Connect, Twitter API and web analytics establish improved reach
- **Raised share of voice**—Nielsen BuzzMetrics shows lift in social mentions

BzzCampaign results speak for themselves.

We've raised share of voice—and share of wallet—for hundreds of top brands.

- **700K BzzAgents**
- **43MM People Reached**
- **500 Campaigns**
- **9.7MM Sales**



Boost your performance.

Call now to learn the performance benchmarks for your industry.

1-877-BZZAGENT

The Proof is in Our Numbers

Proven Increase in Sales and Profits

BzzAgent engaged a targeted group of 3,500 moms to launch Neutrogena Pure & Free Baby Sunblock. These moms tried the product and spread the word far and wide. The hundreds of thousands of conversations they created drove measurable sales impact. A media mix model analysis—the gold standard in measurement—conducted by Genpact, a third-party analytics company, isolated BzzAgent's contribution: each dollar spent on our program increased sales and profits.

Neutrogena®
Pure & Free™

New Customer Acquisition

Dove turned to BzzAgent to drive trial and recommendations for the launch of Daily Treatment Conditioners and the re-launch of the Dove Hair line. We recruited 10,000 women to participate in a BzzCampaign. They reached 900,000+ people via in-person and online conversations, including 1,800+ Facebook updates and 250+ blog posts. A lift in online dialog as measured by Nielsen BuzzMetrics drove purchase impact: 87,000 new consumer purchases during the 8-week campaign.



Strong Ticket Sales

Focus Features wanted strong opening weekend sales for its documentary film *BABIES*. BzzAgent got thousands of moms from our community to participate, asking them to view and share content from the film. Armed with rich material and robust sharing tools, these moms posted on their blogs and to Facebook, Twitter and other influential sites. They generated millions of brand impressions, and drove 48,000+ measured clicks. The results were fantastic: *BABIES* had a top-10 opening weekend at \$2.16MM, the best among limited-release films in almost two years.

F O C U S
F E A T U R E S

