



The Pop Commerce[®] Platform

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The Pop Commerce® Platform

Reach new audiences, drive targeted marketing goals, and find out how to identify and motivate key influencers with the Pop Commerce Platform.

Powerful, scalable, and easy to use, the Pop Commerce Platform empowers marketers to leverage word-of-mouth in the online marketing channel quickly and efficiently.

With minimal time and little or no IT effort, marketers can build, deploy, and scale integrated private-label viral marketing programs, perform sophisticated multivariate analysis of creative content and persuasive elements, automate targeted e-mail marketing initiatives, and more.

All programs are managed and hosted by PopularMedia, the leading provider of private-label viral marketing solutions.

Pop Commerce Programs are:

- Web-based viral offers, experiences, and content that consumers share with their friends through e-mail, instant messages, and postings on blogs, discussion boards, and social networking sites
- Integrated e-mail and web-based marketing communications systems that automatically segment and target consumers based on behavioral parameters and your business goals
- Highly scalable programs that drive targeted consumer actions and deliver fast, sustainable ROI with low, controllable costs
- Built on proven best practices and viral marketing strategy, managed, hosted, and supported by PopularMedia's viral marketing experts

Market leaders are using the Pop Commerce Platform for:

- Lead Generation
- E-Commerce Sales
- Subscriber Acquisition
- Grassroots Activism
- Brand Awareness
- Consumer Segmenting
- Message Testing
- Identifying Influencers

About PopularMedia

PopularMedia helps more than 60 leading brands and agencies turn the art of viral marketing into a science. Using advanced analytics, PopularMedia's patent-pending technology platform allows customers to create, measure, and optimize online experiences that leverage the power of social networks and drive measurable business results. PopularMedia is based in San Francisco and backed by Sequoia Capital and Steamboat Ventures.

For more information or to schedule a demo, please call us at (415) 318-7040, send an e-mail to sales@popularmedia.com, or visit us online at www.popularmedia.com

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Key Features and Benefits

The Pop Commerce Platform is designed for marketers, not engineers. That means that the tools are flexible and easy to use without sacrificing power. Integration is simple, so you don't need to burden your team or IT resources. Programs are private-labeled to carry your look and feel – so every consumer interaction helps to build equity in your brand. And Pop Commerce Programs are 100% measurable and accountable, so you always know your bottom line.

Easy to implement

Creating a seamlessly integrated viral program takes little or no IT effort: just add a line of code to your website to add the viral program to your e-commerce checkout, consumer registration path, or other existing user process. The flexible viral templates and modules are easy to configure, so they match your brand and marketing strategy. Social networking tools and data tracking systems are built right in, with no development needed.

Rapid testing and optimization cycles

Cycles of content testing and optimization are critical to developing an effective viral program. The system makes it easy to perform A/B and multivariate tests, letting you compare viral offers, creative content, and persuasive elements to find the most effective combinations.

Easy to scale and monetize

Solutions are designed to drive fast, sustainable growth and ROI. Optimization metrics help balance viral growth against sales or other monetizable actions, maximizing overall profits. To increase participant value and drive conversions, the platform enables behavioral segmenting and automation of personalized, event-triggered e-mail communications.

Best practices

To protect your company and consumers, our e-mail delivery processes support industry-standard best practices and regulatory guidelines for permission-based e-mail marketers, helping you stay in compliance with CAN-SPAM and other rapidly-changing regulations.

Cost-effective hosting and management

Hosting, maintenance, and viral management services are provided by PopularMedia's team of viral experts.

Custom solutions available

PopularMedia's team of viral experts is available for development of custom solutions for enterprise-level clients.

The marketer dashboard reports dozens of viral performance metrics in realtime, including:

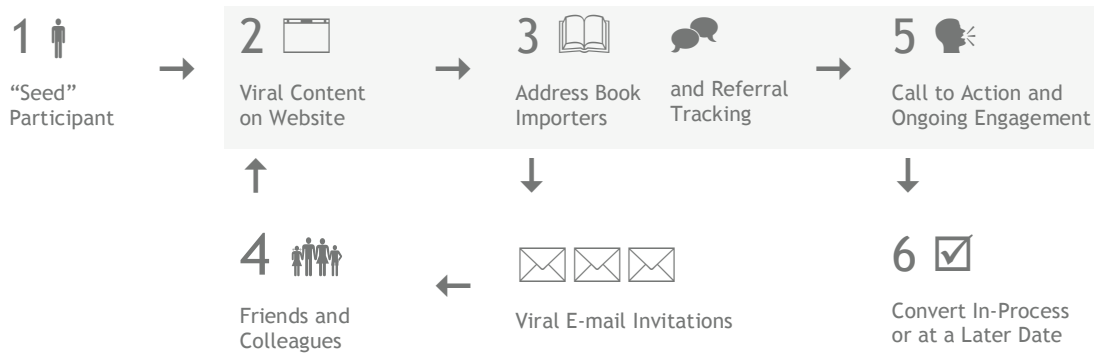
- Friend-to-friend messages sent
- Delivery, open, and clickthrough rates
- Viral and non-viral conversion rates for all test factors, alone and in combination
- Overall program performance and revenue

Pop Commerce Programs

The most compelling calls to action don't come from marketers – they come from friends. In fact, consumer-driven initiatives regularly outperform offer-oriented campaigns. The Pop Commerce Platform harnesses the power of word-of-mouth to make it measurable, scaleable, and profitable.

Private-label viral programs give your existing customers, subscribers, or site visitors the motivation and tools to connect their friends and acquaintances with your brand, driving exponential growth and measurable ROI. Behind the scenes, testing and analytics engines test the program's content, offers, and other persuasive elements and monitor consumer behavior to optimize the program in realtime, keeping the program fresh, effective, and scaling.

The Pop Commerce Process






- 1) Seed participants enter the program from key touchpoints in your existing process or click offer links on your website, in your newsletter, or on third-party sites.
- 2) Dynamic, customizable viral modules – easily integrated into your existing website or hosted on a microsite – enable multivariate testing and realtime optimization of creative and persuasive elements. Consumer tracking ensures that each participant receives a consistent, personalized experience or offer.
- 3) Proprietary social networking tools and address book importers, built into the program, make it easy and rewarding for consumers to share the offer, content, or experience with friends and colleagues.
- 4) Recipients receive personalized e-mail invitations from their friends, bringing them into the viral process and repeating the cycle.
- 5) Event-triggered e-mail messages containing personalized calls to action based on behavioral segmentation automatically engage participants at key touchpoints, strengthening consumer relationships, driving additional actions, and increasing consumer value.
- 6) In addition to expanding your market across social networks, the web-based viral process can include viral offers and content to drive a range of monetizable consumer actions.

The 3 Phases of Pop Commerce

There are 3 phases to creating a sustainable, profitable viral program with the Pop Commerce Platform:

- 1) **CONFIGURE** the flexible viral templates and modules with your brand, messaging, and viral offer, experience, or content
- 2) **OPTIMIZE** your program, using multivariate or A/B tests to find the persuasive elements that motivate consumers
- 3) **SCALE** your program, automate event-triggered e-mail messages, and drive targeted marketing initiatives

Configure	Optimize	Scale
 <p>Create programs easily by configuring viral templates</p> <p>Social networking tools are built in, giving your customers grassroots ways to connect with friends and colleagues</p> <p>Consumers can import contacts from all major address books, including Yahoo!, Hotmail, AOL, Gmail, and Outlook</p> <p>Minimal IT resources needed: integration is as simple as adding a link or line of JavaScript to your website</p> <p>Programs are integrated into your existing website, process, and brand</p>	 <p>Identify the value propositions and aspects of your brand that are really driving consumer responses</p> <p>Use A/B and multivariate tests to compare creative content and persuasive elements</p> <p>Optimize your program quickly to maximize viral performance and ROI</p> <p>Access your marketer dashboard 24/7 for real-time reporting and control</p> <p>Find out how to motivate consumers to advocate for your brand offline as well as online</p>	 <p>Scaling is easy and cost-effective – small increases in traffic can drive exponential viral growth and ROI with low, controlled costs</p> <p>Drive targeted consumer actions and generate detailed prospect databases</p> <p>Segment consumers by behavior and engagement levels</p> <p>Engage consumers with personalized, event-triggered e-mail</p> <p>Managed e-mail is CAN-SPAM compliant</p> <p>Custom solutions include multi-channel initiatives, enterprise data integration, and accelerated scaling</p>

Phase 1: Configure

Overview

The Pop Commerce Platform makes it simple for marketers to create successful viral marketing programs. Publishing tools make program development and updates quick and easy: just follow the step-by-step process to configure viral modules with your brand and messages.

Integration is as simple as adding a link or line of JavaScript to your website, with no need for major IT resources. Programs are seamlessly integrated into your e-commerce checkout process, consumer registration paths, or other existing user flows, so you can channel a steady stream of engaged consumers into the viral process.

All viral functionality is built into the modules, so no additional development efforts are necessary. Address book importers and other social networking tools let consumers invite and track friends from their Yahoo!, Hotmail, AOL, Gmail, and Outlook address books. Consumer tracking and customization is automatic, giving each visitor a unique, personalized experience.

You can customize flexible templates or design your own unique user experience. Testing multiple messages, creative elements, and offers is as easy as adding a simple tag to each piece of content. The system will automatically display the right elements for each visitor and track performance for the next phase: optimization.

Feature Spotlight

Address Book Importers

With a few clicks, consumers can invite friends to engage with your program by sending messages to contacts from their existing e-mail address books from Yahoo!, Hotmail, AOL, Gmail, Outlook, and more.

Fast, easy, and secure, the importers increase your referral volume, conversion rates, and the quality of your leads. Participants can also engage friends through AIM and MySpace instant messages, posting links on social networking sites, and other channels.

C2C Referral Tracking Tools

Closed-loop reporting isn't just for marketers: it helps consumers motivate their friends to engage with their brand.

Participants who invite friends to your program can easily see who has read their messages, signed up, and engaged with the program.

The tracking tools are flexible and can be customized to record purchases, uploads, downloads, and other consumer actions. For goal-driven programs, tracking tools allow consumers to easily monitor progress towards a target, and motivate repeat engagement and higher conversions.

- Create sophisticated viral programs easily, with customizable templates and flexible feature modules
- Minimal IT resources needed: integration is as simple as adding a link or line of JavaScript to your website
- Programs carry your brand identity, and are built into your existing website or processes
- Social networking toolset gives your customers grassroots ways to connect with friends and colleagues
- Consumers can import contacts from all major address books, including Yahoo!, Hotmail, AOL, Gmail, and Outlook
- Generate detailed databases of high-quality, socially connected prospects who have actively engaged with your offering

Phase 2: Optimize

Overview

What if your marketing programs could learn and evolve? With the Pop Commerce Platform, your marketing initiatives get more effective with every consumer interaction.

In three years of delivering highly scaleable viral marketing programs, we've found that the only way to achieve virality is through rapid cycles of multivariate testing, analysis, and optimization. With our proprietary analytics engine, you can now perform these testing cycles quickly, accurately, and cost-effectively, in a way that's simply not possible for most marketers.

The Pop Commerce Platform enables you to easily test multiple messages, offers, and creative elements: just add a simple tag to each element. The system automatically displays the right combination of elements for each visitor and determines which combinations are most effective at driving the desired consumer actions.

The engine tracks hundreds of Viral Performance Indicators (VPIs) to give you a detailed picture of your program's performance. Clear, actionable reporting lets you leverage findings quickly, driving returns many times greater than those generated by static programs.

In addition to maximizing the performance of your Pop Commerce Program, the insight generated by the testing process can be used to target marketing initiatives in other channels.

Feature Spotlight

Multivariate Testing

Optimizing your content has never been easier. Just choose or define the elements you want to test, then follow the template guides to publish the content. Simple tags allow the system to test different combinations of the elements and identify the best combinations without the expense of additional development. We'll help you match your testing scale to your traffic volume, so you can run more testing cycles in less time, improving your program faster.

Balancing Virality vs. Monetization

The most common mistake that marketers make is trying to convert every prospect. In fact, you'll get the greatest returns by sending most of your visitors through a process that emphasizes virality – sharing your message or offer with their friends – then converting them at a later date. The remainder can be “harvested” with a monetization-focused process, driving a steady revenue stream. The Pop Commerce Platform makes it easy to manage this balance by shifting your traffic flow towards virality or monetization as necessary to maximize your overall program performance.

Social Influencer Maps

In viral marketing, consumer value is based on two things: the downstream value of an individual's social network, and the degree to which the individual can influence those people. Now you can identify your influencers – those key consumers whose opinions shape the behavior of the entire market. They're your most valuable assets, and are critical to the success of new product launches, and marketing efforts.

- Identify the value propositions and aspects of your brand that are really driving consumer responses
- Rapid cycles of multivariate testing and optimization drive viral performance
- Access your secure management dashboard 24/7 for real-time reporting and control
- Generate behavioral reports and detailed social influence maps
- Find out how to motivate consumers to advocate for your brand offline as well as online

Phase 3: Scale

Overview

Pop Commerce Programs are designed to scale up efficiently with minimal attention from your marketing team. Once the program is in place and receiving a sufficient volume of seed traffic, maintaining steady viral growth is largely automated. An easy-to-use marketer dashboard and flexible reports give you clear, actionable insight on your business goals so you can share findings with other team members and make timely decisions. Export in-depth metrics to your enterprise data systems for further detail and analysis. In addition, our team can design and manage custom strategic e-mail initiatives to boost ROI, accelerate growth, and dramatically increase your success across online marketing initiatives.

The system can help you segment consumers and tailor messages, offers, and content based on each individual's actual behavior, not just broad demographics. Automated, event-triggered communications reach consumers when they are most receptive, driving far greater response rates than manually generated, static, or offer-oriented programs.

Unlike one-off campaigns, Pop Commerce Programs keep consumers active and engaged through timely, targeted e-mail communications that bring people back into the viral process. Automated lead management can re-engage lost prospects, using findings from their initial interactions to create customized messages more likely to drive conversion. Active consumers can be moved to higher-value stages of the viral lifecycle, or targeted for specific initiatives based on their particular viral profiles: for example, by prompting influencers to convert at a higher level and vice versa.

Custom Communications Initiatives

Strategic marketers with sufficient traffic volume can add custom-designed and managed strategic e-mail initiatives. You'll be able to specify segmenting parameters unique to your business, set custom action thresholds, and add as many multivariate message and offer testing cycles as your traffic volume allows. Dedicated members of our team will personally manage your program, apply viral best practices and proven methodology to accelerate your program's success and drive additional marketing initiatives, maximizing the returns from your online marketing efforts.

Privacy and Reliability

PopularMedia manages delivery of millions of marketer-initiated, transactional, and peer-initiated e-mails every month. Our strict privacy policies and delivery practices support industry-standard best practices and regulatory guidelines for permission-based e-mail marketers. We work closely with top ISPs to be sure your messages are whitelisted and delivered. In addition, our system automatically manages consumers' e-mail preferences and scrubs mailings against individual and corporate suppression lists to ensure that your messages are always delivered and read.

Feature Spotlight

Event-triggered E-mail

Engage consumers when they're most receptive. Choose "triggers" from a menu of pre-defined consumer actions, and the system will automatically send personalized e-mail messages prompting recipients to take action. Preconfigured messages and triggers can be customized quickly and easily. For example, notify participants when their friends join a

- Ongoing communications keep consumers engaged, increase conversion rates, and drive continued viral growth
- Dynamic messages, offers, and content can be customized according to consumers' behavioral profiles, previous interactions, and position in the viral lifecycle, increasing click-through and conversion rates
- Integrated content management maintains a consistent brand experience across all consumer touchpoints
- Event-triggered messages are sent automatically when consumers interact, lessening strain on your marketing team and increasing marketing efficiencies
- Easily review and share actionable insight and key performance metrics on your marketer dashboard

program, and prompt them to send reminders to friends who have not yet responded. If participants are working towards a goal, updates can let them know when they make progress and motivate them to take the next step.

Behavioral Communications Suite

The system segments participants according to their behavior – a more accurate and useful method than relying on demographics or stated preferences. As participants engage with your program, you'll learn what offers and appeals motivate them, the size and strength of their social circle, how much their actions influence their friends, how receptive they are to marketer-initiated and peer-initiated offers, and more. Use established viral segments to customize offers for each group, or define your own segmenting parameters. *Not available with all programs.*

Mail Delivery

You can't afford to have your program held up by compliance issues, spam filters, and system glitches. We monitor and manage delivery of your program e-mail, including transactional and peer-initiated messages, to ensure high delivery rates, facilitate regulatory compliance, and increase the value of your prospect lists. Closed-loop reporting and internal integration help you leverage our services for future e-mail based initiatives, driving additional value.

Services and Support

All managed solutions include the following services:

Strategic Expertise

Take advantage of our expertise. Over the past three years, we've tested and analyzed consumer behavior in hundreds of millions of viral interactions. We'll guide you with proven best practices, developed by our team of experts in marketing, social psychology, cognitive science, applied math and interface design.

Design and Messaging

Our creative team will help your brand managers, designers, and copywriters leverage our proven guidelines for effective viral design and messaging.

Technical Resources

Our process is designed to require little to no technical implementation on your part. Integration takes less than a day for most clients. Your program can be live in a matter of days or weeks.

Management

Each client is partnered with a dedicated Client Services Manager (CSM) who coordinates with you through every step of the process. And the service doesn't stop at launch date: your CSM will continue to manage and optimize your programs for as long you are a client, ensuring that they continue to deliver for you.

Functionality

Using the power of the Pop Commerce Platform, we constantly monitor and manage every aspect of your program's performance, from basic functionality and message delivery rates to proprietary virality and conversion metrics. Our secure real-time reporting system keeps you up-to-date, all the time.

Traffic Acquisition

A media channel for viral marketing? Accelerate your program's success with media buys on the PopularMedia Acquisition Network™. This unique channel uses our proprietary viral process to give you top exposure with the best publishers at a lower cost-per-lead than on other networks.

End-User Customer Support

Our customer support team can provide Tier 1 support to all viral participants.

E-Mail Delivery Management

E-mail delivery management is critical to the success of any online marketing initiative. Due to the aggressive anti-spam measures being taken by ISPs and businesses, legitimate e-mail is being blocked at increasing rates. In many cases, marketers aren't even aware that their messages are not being delivered. In addition, marketers can face stiff penalties and fines for non-compliance with complex new anti-spam regulations.

PopularMedia manages delivery of millions of marketer-initiated, transactional, and peer-initiated e-mails every month. We work closely with top ISPs to be sure your messages are whitelisted and delivered. Our strict privacy policies and delivery practices support industry-standard best practices and regulatory guidelines for permission-based e-mail marketers.

Performance Monitoring

The Pop Commerce Platform automatically tracks hundreds of viral performance metrics, including send, open, and clickthrough rates for viral e-mail messages. Deliverability analysis alerts program managers immediately if messages are being blocked, caught in spam filters, or otherwise prevented from reaching their intended recipients, so the issue can be identified and resolved quickly and efficiently.

Regulatory Compliance

Are your peer-to-peer e-mail messages considered "induced" or "routine conveyance"? What are the requirements for transactional e-mails? We make it easy to ensure that each type of e-mail you send contains the required opt-out mechanisms and other header, footer, and subject line information necessary for compliance with CAN-SPAM and other regulations.

List Hygiene

Strict limits on bounced messages and complaints can lead ISPs to block all messages from your company. We follow best practices for e-mail management, monitoring and managing all complaints, hard and soft bounces, and unsubscribe requests. For additional control, you can include double opt-in requirements, address verification, and other features.

Unsubscribe Processing and Suppression List Management

Our platform automatically manages all opt-out requests within the regulatory limits. To avoid "forcing" consumers to block you, we offer list management options, allowing recipients to selectively block peer-to-peer messages from individual friends while remaining engaged with your program. Suppression lists can be easily integrated with your internal lists to manage compliance across campaigns.

Whitelisting and Creative Management

An estimated 4% to 20% of permission-based email is sent directly to spam folders and never viewed by the intended recipient. We test message content against current spam filtering technology to avoid "false positives." Additionally, we work directly with ISPs to provide whitelist status, ensuring that your messages are delivered to inboxes.

Consumer Privacy

Consumer trust is central to word-of-mouth marketing success. Our policies and processes protect the privacy of program participants and the friends with whom they share your program, building consumer trust in your brand and enhancing program performance. Whether participants share your program with friends by using our e-mail address book importers to access contact lists or by sharing links through other channels, you can be sure that the leads in your database represent consumers who have registered to receive your offers and messages.

Reporting

The Pop Commerce Platform gives you more than data: it gives you the deep insight and tools you need to manage your marketing strategy. As you run Pop Commerce Programs, you'll discover which elements of your brand, offers, and messages are really motivating your customers, and how to improve the less-successful elements. You'll learn better ways to segment and target consumers – according to detailed behavioral analysis, rather than simple demographics or stated preferences. And you'll be able to apply your findings in realtime, constantly improving the performance of your viral program.

Your Marketer Reporting and Management Dashboard provides you with realtime reporting and analysis of hundreds of Viral Performance Indicators (VPs). Included reports will help you interpret and act upon the data to improve your program's performance and overall marketing success. You can access the dashboard 24/7.

Testing and Optimization

Which aspects of your brand, offers, and messages do consumers find the most compelling? How can you improve the others? With the Pop Commerce Platform you can run complex multivariate tests efficiently and accurately, allowing you to evaluate different approaches and quickly hone in on the most effective combinations for driving each of a range of competing goals: viral word-of-mouth, consumer action, and other consumer actions. View results individually and in combination, and compare performance across time, referral source, and other segmenting factors.

Consumer Behavioral Reporting

How do you identify your most valuable consumers? If you just look at conversion rates, you're missing most of the picture. The system records each consumer's actions at every key viral touchpoint, so you can identify the most active and influential consumers in each of the critical areas. When you launch your program, you'll immediately begin gaining actionable insight on your current customers. As the program grows, you'll be able to identify new high-value consumers as soon as they participate, allowing you to reach out to them when they're at their most engaged.

Program Performance

To keep your program growing and profitable, you receive constant feedback: invitations sent, conversions at every step of the process, monetization rates, and much more. Straightforward summary and guidance reports allow you to make day-to-day decisions easily and with confidence, updating your program to build on new learnings. Or analyze the data as deeply as you wish, comparing results by time, test factor, consumer segments, and other factors to find the underlying reasons for viral success.

The Pop Commerce® Platform Feature List

Feature	Function	QS	Std	Adv	12+
Administrative Tools					
Publishing Tools					
Publishing Dashboard	The easy-to-use web-based interface enables rapid creation, deployment, and management of viral programs.	√	√	√	
Page Templates	Assemble viral programs quickly by selecting and configuring sets of page templates that contain all viral functionality: no additional development needed.	√	√	√	
Non-viral landing page template	Non-viral participants (who enter the program from a seed invitation or banner) can view the viral offer and register as a program participant by submitting a valid e-mail address.	√	√	√	
Viral landing page template	Viral participants (invited by another participant) can view the viral offer in the context of a personalized invitation to participate, and register as a program participant by submitting	√	√	√	
Customer landing page template	Existing customers, members, or subscribers (who enter the program from a post-transactional link) can receive personalized order confirmation information, view a personalized, customer-specific viral offer, and register as a program participant by submitting a valid e-mail address.	√	√	√	
Invitation page template	Participants can invite friends and acquaintances to participate in the viral program.	√	√	√	
Offer page template	Participants can view and complete the marketer offer (e.g. by making a purchase).	√	√	√	
Status page template	Participants can track referrals, invite more friends, view and complete offers, and track progress towards goals.	√	√	√	
Account Preferences pages templates	Participants can manage account preferences (e.g. forgot password, choose which classes of e-mail to receive).	√	√	√	
Redemption page template (optional)	Participants can register completion of a goal or claim an incentive (in goal-driven programs only).	√	√	√	
Privacy page templates	Participants can view the marketer's privacy policy (must meet standards for regulatory compliance).	√	√	√	
Terms of service page templates	Participants can view the program's rules and restrictions (PopularMedia's standard Terms of Service, plus additional marketer terms as necessary).	√	√	√	
FAQ page template	Participants can view Frequently Asked Questions about the program (compiled by PopularMedia)	√	√	√	
Custom template framework	The system includes a framework for incorporating custom pages with additional features or functionality, if desired. (Creation of new templates will incur a custom development	√	√	√	*
Custom branding	Templates can be customized with brand identity elements (e.g. logo, colors, fonts) to create private-label viral programs.	√	√	√	
Dynamic content cells	Pre-programmed dynamic content cells in the templates can show different versions of each creative and persuasive content element to different participants or sets of participants. Used for customization, personalization, testing and optimization.	√	√	√	
Page copy cells	Page copy cells display copy elements for program pages (e.g. headlines, body copy, button labels).	√	√	√	
E-mail copy cells	E-mail copy cells display subject lines and body copy for e-mail messages, including transactional e-mails and friend-to-friend invitations.	√	√	√	
Graphic cells	Graphic cells display graphic elements (e.g. product images, motivator graphics, logos, background images).	√	√	√	

Feature	Function	QS	Std	Adv	12+
Custom content cells	Custom content cells can be created to display other types of content (e.g. video). Custom development fee applies.	€	€	€	*
Event Management	Events related to program actions or marketer goals can be defined by the marketer and monitored by the system: completion of events automatically triggers an e-mail or other consumer engagement action.	√	√	√	
Register (non-viral)	Triggered when a non-viral consumer (referred from client site, seed invitation, or link) registers on viral landing page.	√	√	√	
Register (viral)	Triggered when a viral consumer (referred by an existing participant) registers on viral landing page.	√	√	√	
Register (customer)	Triggered when an existing customer or subscriber registers on viral landing page.	√	√	√	
Verify	Triggered when a participant confirms intent to register (for programs requiring double opt-in).	√	√	√	
Import	Triggered when a participant accesses an e-mail address book and sends invitations to contacts.	√	√	√	
Action events	Custom-defined events, triggered when a participant completes a program action or marketer goal, such as a purchase, form submit, or download.	√	√	√	
Purchase quantity	Tracks the total number of purchases or orders made by a participant; triggered when participant makes target number of	√	√	√	
Purchase value	Tracks the total value of purchases or orders made by a participant; triggered when participants reaches target	√	√	√	
Combined purchase value	Tracks the total value of purchases or orders made by a participant and referred members of his or her social network; triggered when combined value reaches target "group" purchase	√	√	√	
Integration and Seeding	Flexible integration requiring minimal IT resources.	√	√	√	
Domain flexibility	Program can be hosted on a domain specified by the marketer (marketer must be able to administer DNS).	√	√	√	
Asset / content management	Easily upload and manage assets (images, copy, html, scripts).	√	√	√	
Flexible points of entry	Links to program can be placed at natural touchpoints in the marketer's existing process or user flow (e.g. e-commerce check-out process, subscription registration process) or on third-party	√	√	√	
Hosting and management	Program is managed and hosted by PopularMedia, either as a stand-alone microsite or embedded into client website.	√	√	√	
Offers	Programs can enable participants to complete marketer offers (e.g. make an online purchase, request information, register for a service, download a file).	√	√	√	
In-process offer	Offer is completed as part of the program's viral process.	√	√	√	
Out-of-process offer	Participant is directed to another site for offer completion (marketer's site or third-party fulfillment site).	√	√	√	
Offline offer	Programs can drive in-store purchases or other offline actions.	√	√	√	
Basic closed-loop reporting	Allows participants to receive credit for offers completed out-of-process or offline. Data must be passed to PopularMedia via an HTTP request on a per-user basis.	√	√	√	
Alternative closed-loop reporting	In some circumstances, marketers may provide closed-loop reporting data in a batch file in CSV format. Additional	€	€	€	
Multiple completion prompts	Participants are prompted to complete offers at multiple touchpoints in the viral process, such as on the offer page, on the status page, and in transactional e-mails.	√	√	√	
Content Testing and Optimization					
Dynamic content testing engine	The platform dynamically displays different versions of creative and persuasive elements to different participants and tracks the effect on conversion rates. The combinations displayed depend on the user's referral source and previous interactions, ensuring a consistent user experience.	√	√	√	

Feature	Function	QS	Std	Adv	12+
Multivariate testing	Fast, highly effective method of testing multiple levels of several creative and persuasive factors at once, to find the combination most effective at driving program goals.	x	√	√	
A/B testing	Method of testing multiple levels of only one creative or persuasive factor at a time, used when traffic volume is too low for multivariate testing.	√	√	√	
Program factors	The aspects of a viral program that have the greatest effect on virality and conversion rates. Several levels of each program factor can be tested to determine which is most effective.	√	√	√	
Motivators	Test effects of offering different incentives (e.g. gift card, consumer product) or non-incentive motivations (e.g. entertainment, social connection) used to encourage program	√	√	√	
Action requirements	Test effects of requiring participants to complete different consumer actions or obtain viral referrals on order to reach a goal or earn an incentive (e.g. "Get 5 friends to purchase 1 widget each", "Get 10 friends to purchase 1 widget each").	√	√	√	
Page flows	Test effects of the order in which participants move through the viral process (e.g. invitation before offer, invitation after offer).	√	√	√	
Custom program factors	Additional program variables, such as design factors, may be tested if the program receives sufficient traffic volume. (Available with multifactor testing only.)	x	√	√	*
Dynamic content elements	Multiple versions of content elements (such as text and images) can be used to represent different levels of program factors (e.g. version 1 of an image can show a gift card, while version 2 shows a consumer product). Elements will be dynamically displayed in appropriate combinations.	√	√	√	
Content element tagging	Simple, intuitive tags are used to associate each content element with the corresponding level of each program factor.	√	√	√	
Content element consistency	The system uses the tags to automatically maintain consistency across content elements within each participant's user	√	√	√	
Participant segmentation	Participants are segmented by relevant user attributes for test localization and analysis of interaction effects. (Available with multifactor testing only.)	x	√	√	
Country	Automatically identifies participant's location based on IP address, enabling program optimization and automatic offer modification or restriction for consumers in different countries	x	√	√	
Custom segmentation	Marketer may be able to define custom segments, such as gender or zip code, depending on available consumer data.	x	√	√	
Optimization	Ongoing cycles of testing, analysis, and refinement to increase program effectiveness at driving goals.	√	√	√	
Virality optimization	Identify the combinations of program variables most effective at generating sustainable viral growth, and improve program based on findings.	√	√	√	
Conversion optimization	Identify the combinations of program variables most effective at driving conversions (e.g. e-commerce purchase, subscriber registration, completion of a request for information, or other on- or off-line consumer actions).	√	√	√	
Virality/conversion balance	Maximize overall program effectiveness by determining optimum proportion of traffic to send through high-virality process (to maintain steady viral growth) versus high-conversion process (to deliver steady stream of revenue or other	√	√	√	
E-mail Management					
Delivery and Management	Reliable, cost-effective delivery of all program-associated e-mail. Includes deliverability monitoring and reporting to maximize delivery to recipients' inboxes.	√	√	√	
IP management	Maintenance and use of an IP address pool to increase deliverability by preventing misclassification as bulk mail.	√	√	√	

Feature	Function	QS	Std	Adv	12+
Event-triggered delivery	Defined events can be used to trigger automatic delivery of personalized messages, which prompt consumers to take additional actions when they are most receptive.	√	√	√	
Opt-out management	Facilitation and management of participant opt-out process, in compliance with CAN-SPAM and other regulatory guidelines.	√	√	√	
Suppression list management	Suppression lists are automatically updated to prevent delivery of unwanted messages after opt-out requests, complaints, or bounced messages.	√	√	√	
Compliance tools	Best practices for permission-based marketers and regulatory compliance are supported by message templates, header and footer information, and delivery practices.	√	√	√	
Dynamic content engine integration	Creation and testing of multiple versions of each e-mail message, including friend-to-friend invitations. The dynamic content engine automatically sends the appropriate combination of content to each recipient.	√	√	√	
Customization and personalization	Headers, footers, and other elements accurately reflect the identities of the sender or imitator, recipient, and marketer.	√	√	√	
Viral Invitations	Friend-to-friend program invitations containing unique tracking links that enable the program to credit the sender for referring the recipient.	√	√	√	
Basic Notification E-mails	A standard set of e-mail messages that notify users of changes to their program status.	√	√	√	
Account management e-mails	Transactional messages containing user information about the program, including username, password, and useful links. (Optional: for programs with double opt-in requirements, these enable participants to confirm their intent to register.)	√	√	√	
Personal network updates	Messages that increase engagement by notifying participants of changes that occur within their viral network (e.g. completion of an action requirement, a friend's acceptance of an invitation) and prompting them to take the next appropriate action.	√	√	√	
Completion notification	Messages that notify participants that a goal has been reached (for goal-driven programs) and, for incentivized programs, provide instructions for claiming incentives.	√	√	√	
Event-based Communications Suite	Automatically send participants targeted messages upon completion of defined program events or actions, driving increased engagement and prompting specific actions.	x	√	√	*
Behavioral Communications Suite	Define and send participants customized, targeted messages whose content and timing are determined by the individual participant's previous behavior in the viral program. May incorporate multiple program events, program factors, participant segments, and detailed viral behaviors (e.g. percentage of contacts to whom invitations were sent).	x	x	√	*
Reporting					
Client Dashboard	Used by the marketer to track Viral Performance Indicators (VPs) and overall program success.	√	√	√	
Web access	Dashboard can be accessed 24/7 with log-in from any web	√	√	√	
Custom date range	Dashboard can be accessed 24/7 with log-in from any web	√	√	√	
Executive summary					
Registrations and conversion	Snapshot of overall program performance. View current and historical performance metrics for registration, completion of any action events, and revenue generated.	√	√	√	
Registrations summary	Current performance and trends for participant registration.	√	√	√	
Other Action Events summary	Current performance and trends for other marketer-defined action events (e.g. purchase, download). Reported in appropriate units (e.g. number of downloads, dollar amount of	√	√	√	
14-day summary	Number of consumers who have completed each program event, and revenue generated, for each of the last 14 days.	√	√	√	

Feature	Function	QS	Std	Adv	12+
Administrative Dashboard	Used by the PopularMedia Client Services Manager to monitor and improve performance of the viral program, and to identify and correct any technical issues.	√	√	√	
Conversions					
Registrations by tag	View landing page views and conversion rates (registration with e-mail address), grouping results by tag and usertype to compare the effects of each level of each program factor.	√	√	√	
Importer					
Observed clickthrough	View observed clickthrough rate for each subject-body combination tested in viral invitations.	√	√	√	
Predicted clickthrough	View predicted minimum and maximum clickthrough rates for each subject-body combination tested in viral invitations.	√	√	√	
Invitation Code					
Invite code by day	Tracks referral source by day. Enables optimization of third party referrals (e.g. banners) and provides data necessary for coordination with major ISPs and maintenance of whitelisting status for e-mail delivery.	√	√	√	
Registrations		√	√	√	
Registrations by domain	View top e-mail domains for all program participants, reported for each of the past 14 days and as a program total.	√	√	√	
Incentive					
Incentive Matrix Report	For goal-oriented programs, enables Client Services Manager to predict, track, and manage fulfillment needs.	√	√	√	
Summary					
Summary Report	Executive summary of program performance: easily view and compare the key Viral Performance Indicators over time and at varying levels of detail, and identify drop-out rates for each	√	√	√	
Registration by usertype	View landing page registration rates for all usertypes (viral, non-viral, and customer) by hour, day, and week.	√	√	√	
Total invitations sent	View total number of invitations sent to contacts imported using address book importers, grouped by e-mail provider and compared by hour, day, and week.	√	√	√	
Average import size	View the average number of contacts in participants' address books, grouped by e-mail provider and compared by hour, day,	√	√	√	
Average invites per import	View the average number of contacts invited per address book import to the total number of contacts available, grouped by e-mail provider and compared by hour, day, and week.	√	√	√	
Total Page Views	View the total number of page views for each page in the viral program, compared by hour, day, and week, in order to identify and correct sources of consumer drop-out.	√	√	√	
Summary by tag	View the effect of each level of each test factor on all major Viral Performance Indicators, for all users or grouped by user type, to determine which combinations are most effective at driving conversion, virality, monetization, etc.	√	√	√	
Registrations by tag	View landing page views and registration rates, grouped by tag, to compare the effects of the program factors being tested.	√	√	√	
Imports by tag	View rates of address book imports and numbers of viral invitations sent, grouped by tag, to compare the effects of each level of each program factor being tested.	√	√	√	
Revenue by tag	Track revenue at each consumer touchpoint, including revenue per landing page view and per registration, grouping results by tag to compare the effects of each level of each program factor	√	√	√	
Registrations and revenue	Snapshot of overall program performance. View current and historical performance metrics for registration and completion of marketer's desired action.	√	√	√	
Custom reports	Custom reports can be generated and exported for in-depth data analysis. Additional fees may apply.	\$	\$	\$	

Feature	Function	QS	Std	Adv	12+
Custom date range	Reports can be constrained to a particular date range.	√	√	√	
Fulfillment Tools	Used by PopularMedia to manage fulfillment for incentivized	√	√	√	
Qualification tracking	Identifies participants who have completed the action requirements necessary to earn an incentive or reward.	√	√	√	
Validation tools	Facilitates validation of incentive claims, ensuring that participants earned incentives in accordance with the program Terms of Service, and enables management of user fraud cases.	√	√	√	
Participant Experience					
Social Networking Toolset					
Friend-to-friend Invitations	Participants can send friends and acquaintances personalized invitations to participate in viral program, track their responses, and receive credit for referrals.	√	√	√	
Address book importers	Participants can easily access existing Yahoo!, Hotmail, AOL, Gmail, and Outlook e-mail address books by secure log-in with existing usernames and passwords.	√	√	√	
Select contacts from address book	Participants can select all their contacts with one click or use checkboxes to select and deselect individual contacts.	√	√	√	
Multiple address books	Select contacts from multiple address books.	√	√	√	
Other e-mail program option	Use another e-mail tool to invite friends by copying and pasting invitation copy and personal invitation link.	√	√	√	
Add contacts manually	Invite additional contacts by typing e-mail addresses into a field	√	√	√	
Personal invitation link	Invite additional people by sharing a personal invitation tracking	√	√	√	
Invite more friends	Invite additional people at any time in the future.	√	√	√	
Referral tracking	See who has accepted invitations and track progress towards a	√	√	√	
Personal network overview	At once glance, participants can see which of their invitees have registered and taken each required action, tracking their own progress towards program goals.	√	√	√	
Invitation exclusivity	Marketer can use message framing and interface cues to facilitate an "exclusive" program in which participants choose only a select number of friends to invite.	√	√	√	
Limit invitations received	Marketer can limit the number of invitations (from the same or different people) that one person receives in a given time	√	√	√	
Other Interactive Functionality					
Registration	Accept friend's invitation and register for the program by entering a valid e-mail address on the viral landing page. Includes links to account preferences tools, including terms of service and e-mail preferences.	√	√	√	
Co-registration	Marketer may choose to have registration include opt-in to e-	√	√	√	
Double opt-in	Option to require participants to confirm e-mail address and intent to opt-in to program or list (yields cleaner database and higher-quality leads).	√	√	√	
Mail preferences	Registered users can choose whether or not to receive each class of optional e-mail associated with program (account management, reminder e-mails, and status updates).	√	√	√	
Suppression / opt-out	Consumers can choose to be added to a local or global opt-out list to prevent delivery of unwanted invitations.	√	√	√	
<p>QS: Quickstart program package STD: Standard program package ADV: Advanced program package √ Included x Not available \$ Additional fees apply 12+: Not available in 6-month Pilot programs Note: Many features are not directly accessible to clients, and are managed by PopularMedia Client Services</p>					