



**UNBOUND Technologies has developed a new approach to social media marketing. We enable brand marketers of all sizes to understand and connect with their audiences by revealing patterns of affinity and influence that help them precisely target their messages.**

Our solutions deliver results that are dramatically more effective than conventional marketing strategies for expanding brand awareness and consumer engagement.

### **Don't be Ignored**

In today's competitive marketplaces, it's hard to get attention. Despite well-crafted messaging and big advertising budgets, being ignored is hard to avoid amidst all the noise. And the situation is compounded by Web 2.0 and its social networks, blogs, widgets, and consumer-generated content.

What if there was a way to use this new media and the power of personal relationships to make real and lasting contact with your target audience? There is.

### **Identify and Engage your Target Consumers**

UNBOUND Technologies uses innovative social media mapping technology to create one of the world's largest social graphs. This social graph contains in-depth information on more than 70 million consumers, including demographics (who they are), geolocation (where they live), and affinities (what they're into). UNBOUND has also identified millions of influencers—individuals who are the most socially connected to the consumers you want to reach and who can influence their purchasing decisions.

UNBOUND then enables your company to engage these influencers and their already-receptive networks of friends in ways that make your brand messaging go viral. Our powerful, yet simple-to-use widget development and distribution platform facilitates this communication among influencers, friends, and friends-of-friends.

Simply put, UNBOUND Technologies helps brand marketers large and small to implement high-impact social media marketing campaigns that dramatically expand brand awareness and community engagement.

### **Harnessing the Power of Social Networking**

Social networks such as MySpace, Facebook and others are the primary means for hundreds of millions of people to connect with their friends.

UNBOUND Technologies leverages these social networks to create one of the world's largest social graphs. When combined with the knowledge from UNBOUND's social search and analysis solutions, along with the company's powerful and flexible viral dissemination tools, brands both large and small can more easily and effectively connect with and engage their target consumers.



Imagine a solution suite that enables you to connect with your target audience more effectively than ever.

- ▶ **UNBOUND Social Analysis** – Leverage your presence on MySpace, Facebook, and any other major social network with social mapping technology that tells you everything you need to know about a community—who they are, where they live, what they're into, who they're connected to, and who influences them.
- ▶ **UNBOUND Social Search** – Create targeted viral marketing campaigns by reaching out to the 70+ million people in the UNBOUND Social Graph. Just search on any desired demographic, geolocation, or interest and retrieve the social profiles that match your particular criteria. Or specify any community within the social graph and receive a ranked set of affinities plus the influencers who will spur these consumers to action.
- ▶ **UNBOUND Widget Platform** – Use this powerful, flexible platform to facilitate registration, personalization, presence detection, content uploading/downloading, and turnkey contest facilitation. Coupled with UNBOUND's detailed market intelligence, you can implement highly-successful viral marketing campaigns and syndicate valuable brand content.

## We make the world more connected

The world is a big place. But ultimately our most significant interactions are with the people we know *and* the people who influence us. We at UNBOUND Technologies believe you can't underestimate the power of common interests and influences in marketing. The sooner you put our solutions to work, the sooner you will extend and strengthen your brand.

## For more information

To learn more about how you can capitalize on the social networking phenomenon in your marketing efforts, please contact 1.310.528.7503 or email [ken.bane@UnboundTech.com](mailto:ken.bane@UnboundTech.com).

“ UNBOUND took us from 10,000 to 1.2 million video streams in a month...more than a 100 times lift!

– **John DeMarchi**  
General Manager  
VIBE Interactive Media

There is nothing more powerful than word-of-mouth referrals. And this is where Social Network Analysis can play a huge role. If you can understand the dynamics of social networks, you can unleash the word-of-mouth like no other vehicle can.

”  
– **Don Steiny**  
President  
Institute of Social  
Network Analysis for  
the Economy



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