

CASE STUDY: SOCIALTEXT PARTNERS WITH PHEEDO TO DRIVE BRAND AWARENESS

ABOUT SOCIALTEXT

Founded in 2002, Socialtext Inc. is a leading provider of Enterprise 2.0 solutions. Socialtext captures the best features of web-native tools called "wikis" and "weblogs" and brings them inside their clients' enterprise to create a collaboration and knowledge tool that works the way people do. Their 3,000+ clients rely on Socialtext's social software to help foster collaboration and productivity within their organizations.

ABOUT PHEEDO

Pheedo, Inc, is a leading provider of RSS advertising solutions. Through Pheedo's FeedPowered™ ad platform we help advertisers to leverage their existing content assets as a tool to engage their target audience. The Pheedo Ad Network, comprised of hundreds of top tier sites and niche blogs, allows advertisers to reach an early adopter audience of RSS users.

WHY RSS?

RSS users rely on their RSS readers (Google Reader, NetVibes, NewsGator, etc.) to manage the information that they wish to receive. An RSS reader allows a user to reclaim their inbox for the types of relevant and permission based communications it was designed for. RSS users are now able to unsubscribe from email newsletters, and instead receive the same information by subscribing to the site's RSS feed.

Specific benefits include:

- The user has complete control over the content that they receive. They only receive content that they subscribe to, and have the ability to unsubscribe at the click of a button.
- The user's information is never 'shared' amongst publishers.
- Unlike email, deliverability challenges and spam issues do not exist. You are guaranteed to receive the information that you subscribe to
- Feeds are lighter than email messages and take-up less space

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OBJECTIVE

Socialtext, like many young companies in an emerging space, are challenged with educating their prospect and customers about their niche vertical as well as the specific enterprise level solutions that they provide. Specific campaign goals included:

- Creating brand awareness
- Driving impressions and page views to the Socialtext blog
- Generating quality leads for the Socialtext Sales Team
- Shortening their average sales cycle

SOLUTION

LEVERAGE THE POWER OF CONTENT WITH FEEDPOWERED™

Pheedo leveraged Socialtext's existing content assets, repurposed it within a series of FeedPowered™ ads, and distributed these ads to relevant, targeted segments of the Pheedo RSS network. While any text or HTML ad can be delivered within RSS, we have found that the culture of the RSS user causes content-driven ads to be the most effective way to engage with users within the RSS environment. See below example.



<http://www.socialtext.com/blog/feed>

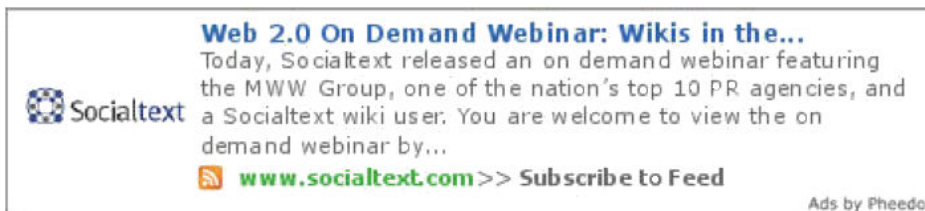


As Socialtext created more content in their Blog, their ad units automatically updated to reflect this new content.

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TARGETING

Pheedo recommended distributing the Feed Powered ad units through two channels that would be most responsive to an offer such as Socialtext's.



Web 2.0 On Demand Webinar: Wikis in the...
 Today, Socialtext released an on demand webinar featuring the MWW Group, one of the nation's top 10 PR agencies, and a Socialtext wiki user. You are welcome to view the on demand webinar by...
www.socialtext.com >> **Subscribe to Feed**
 Ads by Pheedo

RSS – FeedPowered™ ads delivered within RSS feeds reaching the highly responsive audience of RSSusers



Socialtext
 Wiki Simple. Enterprise Strong.
Making Distributed Teams Work: Effectively
 Assembla rebutted my so-called-rebuttal on distributed work. But Andy Singleton apparently doesn't know how Socialtext has been distributed across its five year history. He is absolutely right that making it work is not optional, 85% of workers connect with a distributed colleague. Ok, now...
 October 8, 2007
 Subscribe 
 FEEDPOWERED™ BY PHEEDO

On-Site – FeedPowered™ ads placed on niche sites and Blogs, targeting readers of blogs with content relevant to the Socialtext target audience.

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CAMPAIGN

As the Socialtext content within the FeedPowered™ ad unit dynamically updates, new users or repeat users can click on the most recent Socialtext headlines, resulting in the following:

- Drives traffic back to Socialtext's blog where the user can read the full article.
- Once on the landing page within the blog, the user can sign-up to receive a free Wiki Kit from Socialtext by providing their email address. This allows Socialtext to receive a few primary benefits from their blog content:
 - Scalable Traffic
 - Lead Generation
 - Lift in Brand Awareness



Wiki Simple. Enterprise Strong.



According to BusinessWeek magazine, Web 2.0 technologies like wikis are "rewriting the rules of collaboration" and transforming how organizations work and engage partners and customers.

Big money in Enterprise 2.0

October 19, 2007



Radicati Group, a leading analyst firm that tracks the messaging and collaboration industry, recently released some surprising data on the size and growth of the business social software market. According to Radicati, the market is expected to be \$920 million this year and blossom to over \$3.3 billion by 2011. These revenue numbers are staggering and indicate the significant investment that has started in Enterprise 2.0 technologies by business customers. Radicati's numbers are indeed bullish compared to other analysts like Gartner which published back in July that the social software market would grow from \$226 million in 2007 to more than \$707 million by 2011.

Regardless of which numbers are accurate, what's clearly driving this market is the shift of consumer-oriented Web 2.0 tools to the domain of 'enterprise social computing' and addressing real business problems. Gartner highlights this trend in a recent study entitled 'Facebook and the Emerging Social Platform Wars' and points out "the usefulness of social networking in the enterprise is becoming more visible to large (BEA Systems, Sun, IBM, Microsoft and Oracle) and small (Leverage Software, Spoke, Userplane, Corespeed, Unisfair, Tacit Software, Socialtext) vendors." Clearly Enterprise

Get your Web 2.0 Wiki Essentials Kit Now

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Contents Include:

- Wiki Overview Whitepaper
- IDC Whitepaper
- Osterman Research Whitepaper
- Technology Case Study
- Financial Services Case Study
- Legal Case Study

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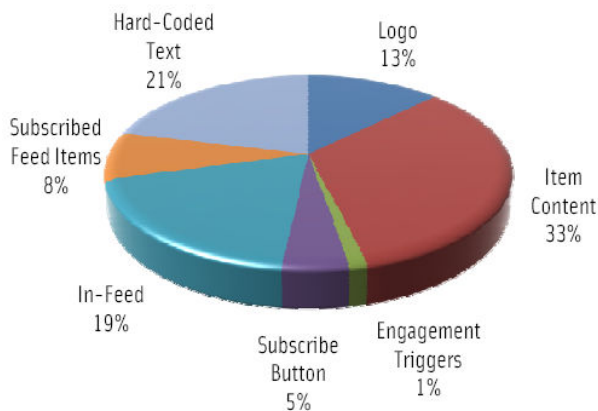
CAMPAIGN RESULTS

Total Ad Views: 421,339

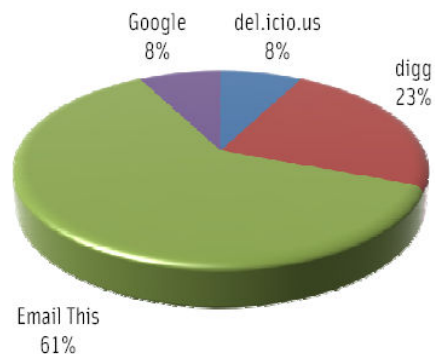
Total Clicks: 1,051

Total Click Rate: 0.25%

OVERALL INTERACTION



OVERALL ENGAGEMENT TRIGGERS



CAMPAIGN SUMMARY

Said Jeff Brainard, director of Product Marketing at Socialtext, "The Pheedo results were impressive. On a small budget, we were able to drive nearly 500,000 new impressions for our Socialtext blog content and generate over 1,000 unique clicks... Compared to alternate approaches like banner ads or email newsletter sponsorships, the campaign yielded click-thru rates more than double the industry average."

Relative to the goals set forth in the campaign objective, the FeedPowered™ campaign was able to:

- Generate 500,000 page views within the Socialtext blog
- Convert blog visitors into qualified leads for the Socialtext Sales Team
- Create additional leads by generating RSS subscriptions for Socialtext
- Generate residual search benefits for Socialtext through the inclusion of social media tags within the ad
- Create brand awareness for Socialtext in a cost-effective manner, as the "click-thru rates were double the industry standard".

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