




-  Centrally manage social marketing & content distribution efforts
-  Generate and measure earned media across all social networks
-  Identify brand & social influencers across your customer base



ShoutCrowd Media allows you to build engaging relationships with customers and fans!

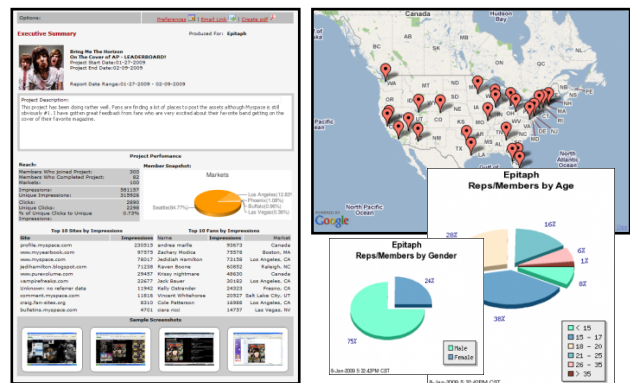
When customers promote your brand and products on their social networks, they are reaching new customers when they are in the mood for information, sharing, new ideas and interaction.

- Each active ShoutCrowd member typically generates 1,000 new customer prospects
- CTR yields are 10x-40x higher with ShoutCrowd-earned media versus online display advertising
- Build your ShoutCrowd team and create new campaigns quickly and at any time
- Learn which social networks are most popular with your customers
- Motivate your “Brand Ambassadors” with ShoutCrowd incentive-based marketing widgets

What Will Work with ShoutCrowd?

- Brands, products and social network sites
- Discounts, coupons and sale events
- Multimedia assets (audio/video/image)
- Social widgets and advertisements
- Customer loyalty and fan programs
- *Practically anything!*

Real-Time Analytics & Reporting



- **Asset Performance by Campaign**
 - CPM/CPC/CTR
- **Social Network Syndication Summary**
 - Posted asset tracking
 - CPM/CPC Performance
- **User Performance**
 - CPM/CPC/CPA individual stats
 - Geographic, age and gender breakdowns

Platform Features

- Software as a Service (SaaS)
- Widgets and tools for easy implementation
- 1-click signups using most social network IDs
- Widget / digital asset distribution and management
- Email marketing
- Affinity and affiliate programs
- Advertising insertion and tracking