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Nurturing Program FY11 Americas Review

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Rethink automation.

Overview

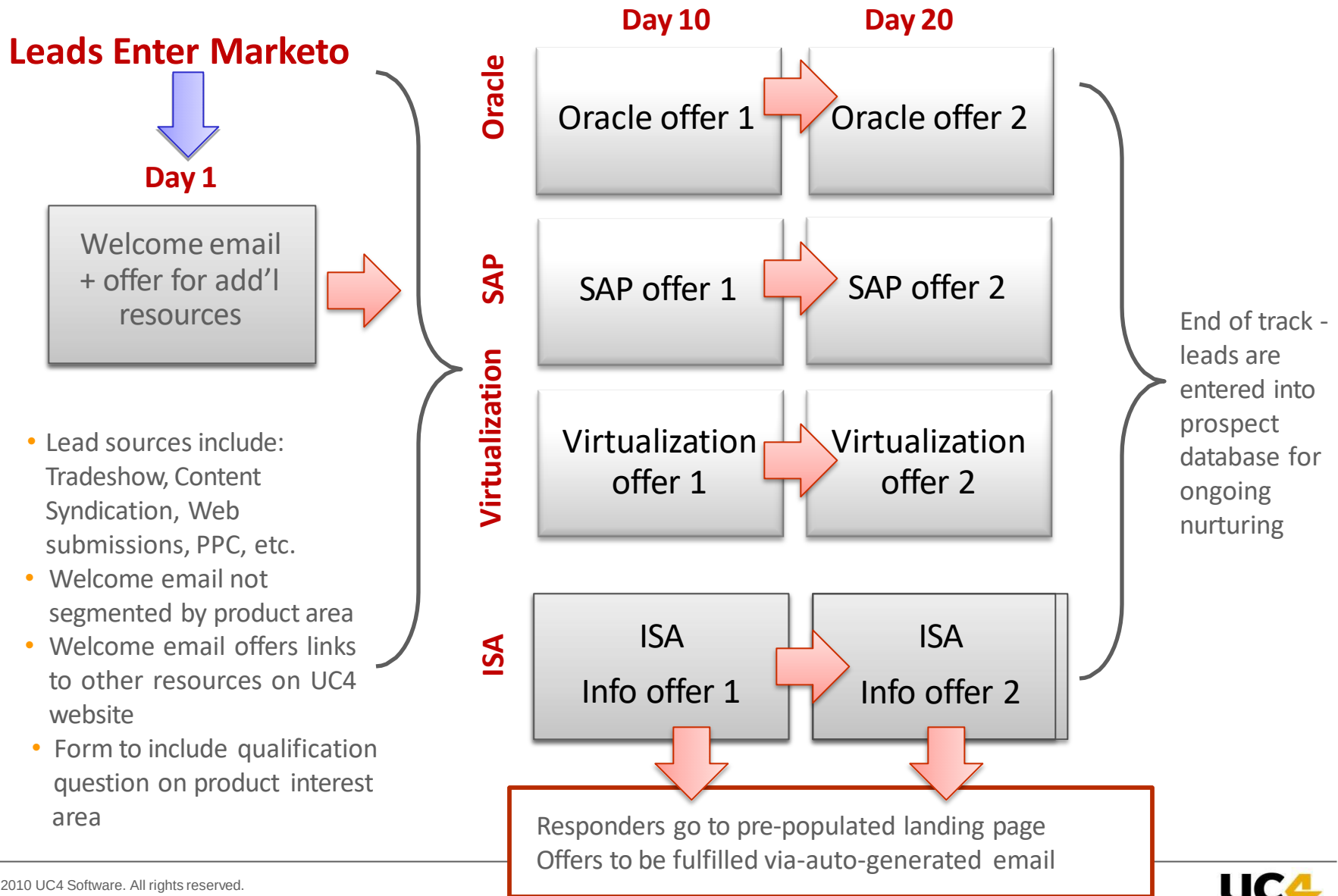
+ Program by region

- Americas (4/2010)
- GBIE/ROW (10/2010)
- COEU (01/2011)
- DECH (target date 03/2011)

+ Duration (Americas)

- 7 months
- Month one: A series of 3 email messages, segmented by product interest (Oracle, SAP, Virtualization, ISA)
- Use of progressive profiling throughout track – whereby forms feature relevant qualification questions to learn more about prospects
- Offers are of a general informational nature (vs. product-oriented) to garner maximum response from new prospects

Track Flow



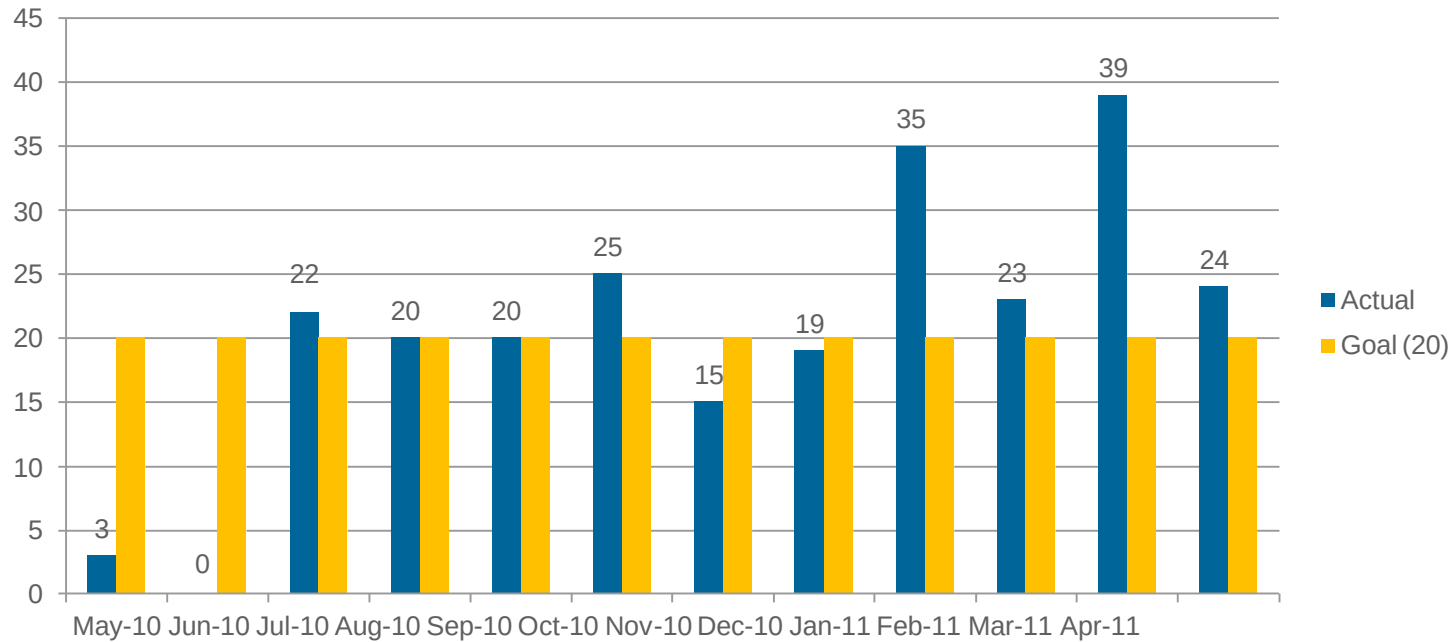
Progressive Profiling

- + Forms use "progressive profiling"
- + Contact data is pre-populated into the form
- + Once a qualification question has been answered in Marketo – it will not be presented to again and new question can be asked

Form Qualification Questions

- + Purchase timeframe
 - Immediate project (+100)
 - 0-3 months (+100)
 - 4-6 months (+80)
 - 7-12 months (+60)
 - 12+ months or don't know (+20)
- + Installed products (and possibly competitive products)
 - Oracle applications (+20)
 - SAP applications (+20)
 - VMware (+20)
 - CA (competitive product) (+20)
 - IBM (competitive product) (+20)
 - Tidal (Cisco) (+20)
 - None of the above (-0)
- + Role in decision making (decision maker, influencer, etc.)
 - Decision Maker (+30)
 - Influencer (+20)
 - End User (+10)
 - Consultant (+10)
 - Not involved in buying decision (+0)
- + Employee Size
 - 0-99 employees - (-20)
 - 100-499 employees - +10
 - 500-999 employees - +20
 - 1000+ employees +30

FY11 Goals and Results



Nurturing Notes:

- Goal 20/month passed to sales
- May – June numbers represent nurturing contacts that passed from telemarketing to sales

Goals and Results

	Open Rate	Click Rate	Lead Rate	Conversion	Unsubscribed
Benchmark rates***	10 - 15 %	2 - 5%	0.5 - 1.5%	25 - 35%	0 - 2%
FY 11 Campaign Total	11.20%	1.16%	0.80%	69.23%	0.60%

- + Open Rate - % of recipients whose email program downloaded an image from the sender's server
- + Click Rate - % of delivered email that clicked through to offer
- + Lead Rate - % of delivered email that submitted for offer
- + Conversion rate – ratio of clicks to leads; % of clicks who completed lead form

Nurturing Notes:

- Delivered to telemarketing 245
- Re-Engaged (after 2+ years or more) 15

*** Benchmark rates provided by Spear marketing

Campaign metrics

Email Name	% Opened	Click Rate	Lead Rate	Conv. Rate	% Unsubscribed
NA_NUR_AllTouch1_03082010	10.9%	0.59%	0.40%	67.74%	0.8%
NA_NUR_GeneralTouch2_03082010	14.0%	1.95%	1.43%	73.33%	1.1%
NA_NUR_GeneralTouch3_03082010	13.6%	2.02%	1.56%	77.17%	0.7%
NA_NUR_Ongoing_080310 t1	13.5%	1.27%	0.59%	46.15%	0.9%
NA_NUR_Ongoing_080310 t2	10.8%	0.96%	0.68%	71.43%	0.6%
NA_NUR_Ongoing_083110 t1	12.4%	1.39%	0.65%	46.67%	1.1%
NA_NUR_Ongoing_083110 t2	11.7%	1.28%	0.94%	73.15%	0.4%
NA_NUR_Ongoing_092810 t1	11.9%	1.10%	0.68%	61.54%	0.8%
NA_NUR_Ongoing_092810 t2	9.5%	0.96%	0.53%	55.84%	0.5%
NA_NUR_Ongoing_App_Assurance_Email8	9.1%	0.52%	0.32%	61.54%	0.5%
NA_NUR_Ongoing_BJS_WP_201103	10.3%	0.93%	0.65%	70.49%	0.4%
NA_NUR_Ongoing_EMA_WP_Service_Automation_Email7	9.6%	0.52%	0.38%	73.17%	0.5%
NA_NUR_Ongoing_IT_Risk_Mgt_Email9	8.8%	0.44%	0.35%	80.65%	0.5%
NA_NUR_OracleTouch2_03082010	16.8%	3.57%	2.12%	59.26%	0.7%
NA_NUR_OracleTouch3_03082010	15.3%	1.59%	0.80%	50.00%	0.7%
NA_NUR_SAPTouch2_03082010	16.9%	5.86%	3.52%	60.00%	0.3%
NA_NUR_SAPTouch2_5Reasons	13.3%	3.79%	3.32%	87.50%	0.0%
NA_NUR_SAPTouch3_03082010	16.3%	2.87%	2.15%	75.00%	0.2%
NA_NUR_VirtualizationTouch2_03082010	16.4%	4.18%	3.06%	73.33%	1.7%
NA_NUR_VirtualizationTouch3_03082010	13.9%	1.08%	0.90%	83.33%	0.5%
Total	11.2%	1.16%	0.80%	69.23%	0.6%

Year Over Year Comparison

	Open Rate	Click Rate	Lead Rate	Conversion	Unsubscribed
Benchmark rates***	10 - 15 %	2 - 5%	0.5 - 1.5%	25 - 35%	0 - 2%
FY11 Campaign Total	11.20%	1.16%	0.80%	69.23%	0.60%
FY12 Campaign Total	12.80%	1.70%	1.12%	76.89%	0.50%
YoY Change	14.29%	46.55%	40.00%	11.04%	-16.67%

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