

Appirio's Referral Management Solution for Viral Marketing

Turnkey, Custom Facebook Applications, Powered by Salesforce.com

Today's situation

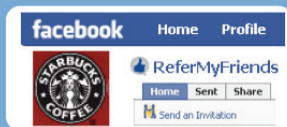
Every brand is thinking about how to use social marketing to engage a community. And every brand is interested in doing more with Facebook—with 200 million active members, that's where the people you need to reach are learning and sharing everyday. But how do you drive business results from Facebook?

Facebook gives you a lot of tools to engage a community: ads, pages, groups, and apps. Each is an appropriate part of a social marketing campaign. But Facebook apps are the missing piece for many companies. Simply put, they're the highest engagement way you have to interact with a community in Facebook. You need your own Facebook application—and now you can have one without starting from scratch with specialized developers.

Appirio Solution

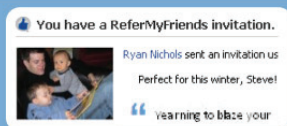
Appirio is excited to offer our Referral Management Solution for Viral Marketing—turnkey, customized Facebook applications, powered by Salesforce.com, for brands that want to encourage, manage, and measure word of mouth referrals.

Facebook application



Fans add your custom application to their profile—they'll be the first to know what's new with your brand

Matching Engine



Fans receive suggested referrals based on matches between your content and their friend's profiles

Referral Manager



Brands can track actions and measure results (e.g., traffic, registrations, leads)

Getting Started

It's easy to get started—Appirio provides the customized Facebook application, the matching engine, and the extensions to Salesforce.com. We'll partner with you and your agency to refine the content, reach out to your fans, and assemble a compelling use case. We'll execute your first set of social marketing campaigns for a total cost of around \$50,000, allowing you to demonstrate rapid ROI. The first step? A workshop to pick a use case and assemble a prototype. For more information, email cloud@appirio.com or visit www.appirio.com/contact.

Appirio (www.appirio.com), a cloud solution provider, offers both products and professional services that help enterprises accelerate their adoption of the cloud. With over 2500 customers, Appirio has a proven track record of implementing mission-critical solutions and developing innovative products on cloud platforms such as salesforce.com, Google Apps, and Amazon Web Services. From offices in the U.S. and Japan, Appirio serves a wide range of companies including Avago, Hamilton Beach, Japan Post Network, Ltd, Pfizer and Qualcomm. Appirio was founded in 2006, is the fastest growing partner of salesforce.com and Google, and is backed by Sequoia Capital and GGV Capital.

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