

# JitterJam™ 2.0 with Jitterater™

*JitterJam Social CRM for Businesses, Brands and Agencies*

JitterJam™ combines email, social media and mobile engagement with an intelligent contact database to provide businesses, brands and agencies with a powerful and flexible integrated consumer marketing platform. JitterJam v2.0 includes the following new and enhanced features:

- **Jitterater™ Social Rating Engine**
- **Enhanced Make Me Happy™ Permission Marketing System**
- **Social Search Hot List**
- **Streamlined User Interface**
- **Enhanced Metrics**
- **Additional Enhancements**

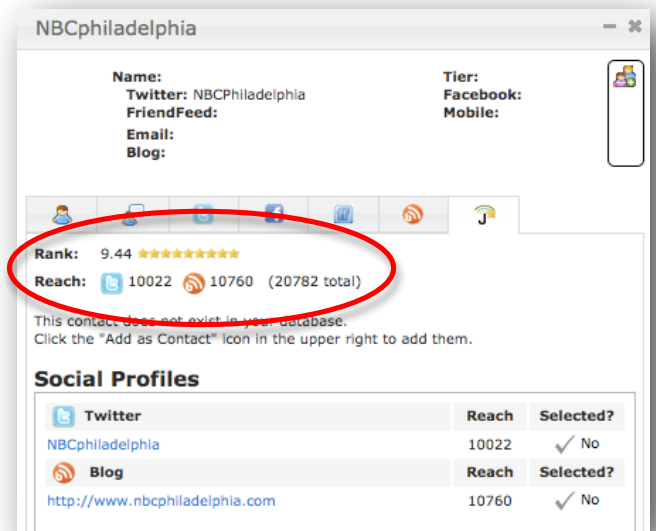
## 1 Jitterater™ Social Rating Engine



Jitterater enhances the valuable social profiles within JitterJam's Social Customer Relationship Management (SCRM) system by estimating the influence and reach of individuals. The engine is fully integrated into JitterJam—enabling brands to access and utilize all the intelligence gathered and generated by JitterJam to discover, engage and market to their consumer contacts.

### Jitterater Benefits

- Easily identify people who have the greatest influence and reach within your target market and prioritize activity around those individuals
- Understand the total reach/brand impressions for each of your public social communications
- Identify your most influential advocates through the combined intelligence of Jitterater rank and JitterJam engagement metrics
- Experience higher open and response rates through highly targeted communications



**NBCPhiladelphia**

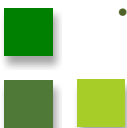
Name: NBCPhiladelphia  
 Twitter: NBCPhiladelphia  
 FriendFeed: NBCPhiladelphia  
 Email:  
 Blog:

Tier: Facebook  
 Mobile:

Rank: 9.44 ★★★★★★  
 Reach: 10022 (Twitter) 10760 (FriendFeed) (20782 total)

This contact does not exist in your database. Click the "Add as Contact" icon in the upper right to add them.

Social Profiles		
	Reach	Selected?
Twitter NBCPhiladelphia	10022	✓ No
Blog <a href="http://www.nbcphiladelphia.com">http://www.nbcphiladelphia.com</a>	10760	✓ No



## Jitterater™ Social Rating Engine, continued

### Easily Prioritize Resources

When businesses and brands find many new voices on the social web, it's hard to focus the scarce time and resources they have on the individuals and conversations that are most productive and beneficial to the brand. Jitterater makes it easy for businesses to sort through those conversations found through JitterJam's social searches and quickly identify the most influential voices talking about their brand, their products or their market.

Matches by Source: [Dropdown] | You have no advanced filters selected | Analyze Keywords | Reset

1 to 20 of 26 items matching criteria | Display: 20

All	Search for author	Rank	Reach	Content	Date	Actions
16	services	10.00	0	New Years Eve Hotels in Claremont, NH - <a href="http://www.123newyears.com/new-yea...">http://www.123newyears.com/new-yea...</a>	Saturday, Jul 24 2010, 04:58:28	[Icons]
1	Philadelphia	9.44	10,022	NJ man dies while hiking Mount Washington in New Hampshire. <a href="http://bit.ly/9VU2Ya">http://bit.ly/9VU2Ya</a>	Tuesday, Jul 20 2010, 12:17:11	[Icons]
3	Stephen Walasavage	7.37	6,848	Public Status: Is off on a six day adventure in New Hampshire's White Mountains, hiking to the peaks of no less than a dozen 4000+ foot peaks. If I don't make it back alive, the usual procedure applies: mourn briefly, then avenge my death (hint: if a mountain destroys me, I want you to destroy all mountains)!	Friday, Jul 23 2010, 23:59:52	[Icons]
0	brooksbayne	7.28	111,414	N.J. man, Chris Baillie, falls to his death while hiking in NH <a href="http://bit.ly/99HH6x">http://bit.ly/99HH6x</a> he was an amazing young man. so sad.	Monday, Jul 19 2010, 18:18:12	[Icons]

JitterJam's powerful functionality also makes it easy for the brand to immediately engage that individual and start a dialogue and add them to the JitterJam database. Jitterater puts more power in the hands of the social marketer and makes prioritizing activities and actions a straightforward and uncomplicated process.

### Jitterater Rank and Reach

Jitterater estimates the influence and reach of individuals and assigns a numeric "rank" (0 to 10) for each person. The Jitterater rank is based upon various elements of an individual's social profile, including Twitter and Facebook accounts, blogs, websites, etc. The accompanying reach data shows each individual's audience size both in total and by social channel.

The Jitterater Rank enables brands to quickly identify the most influential voices on the real-time web and the potential audience size that for each individual. As brands engage these contacts, JitterJam uses the reach information to calculate the potential impressions for each communication they send. This enables the business to see the potential impact of each communication and immediately measure the resulting engagement and response.

### Complete Social Profile

JitterJam uniquely develops intelligence about each contact in the database. Each time a contact posts relevant social comments on Twitter, Facebook, blogs, etc., JitterJam captures that comment and counts the occurrence. JitterJam also collects the number of potential brand impressions seen by the contact via the brand's social updates. All this intelligence, combined with the Jitterater data, creates a complete social profile for each individual that goes way beyond simple contact information. This intelligence can be then used by the business to finely target groups of individuals for marketing campaigns—created, delivered and measured all within the JitterJam platform.

## 2 Enhanced Make Me Happy™ Permission Marketing System

JitterJam's Make Me Happy™ permission marketing system enables businesses and brands to ask their contacts to opt-in to communications—but in a manner that goes way beyond today's standard opt-in/out systems. Brands using JitterJam's Make Me Happy system can ask consumers to specify:

- Multiple preferred channels and associated addresses to receive communications: Email, Twitter, Mobile and Facebook
- Preferred frequency of communications for each channel
- Communication types/interests fully customizable by the business
- Demographics

JitterJam's Make Me Happy enhancements are detailed below.

### Multiple Configurations & Automated Segmentation

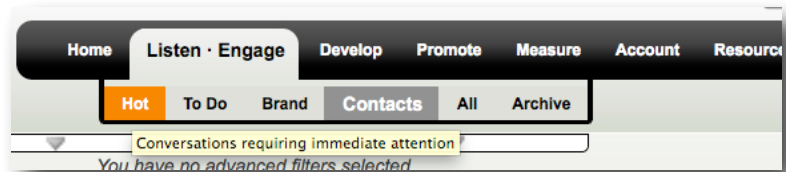
JitterJam now enables brands to create multiple Make Me Happy configurations. Brands can create a permission marketing form that's focused on each channel (web, Facebook, Twitter, etc.) or even for a specific campaign (e.g. contest). Each form can be customized to specify data collected, logos and branding, and more. This gives the brand the maximum flexibility in creating the right permission form for the specific campaign. The Make Me Happy system also allows unique tags to be assigned to individuals who fill out each of the forms—additional, critical intelligence for the brand to segment its database.

### Make Me Happy Campaign Wizard

While it's easy for brands to integrate the Make Me Happy links and forms into their websites and Facebook pages, they also may want to periodically send messages to new or existing contacts asking for them to engage further with the brand. JitterJam has made it easy for brands to target specific individuals in their contact database and give them the opportunity to drive the rules of engagement. This leads to higher open and response rates and much happier customers.

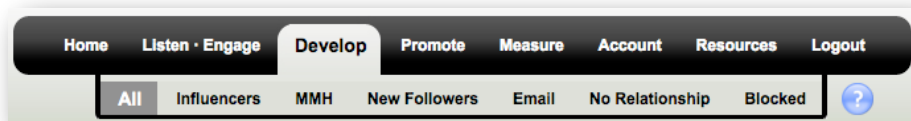
### 3 Hot List

Brand mentions, direct communications, potentially damaging conversations, mentions by key influencers...all these communications merit immediate attention. Get to the most important conversations with a click of the mouse. JitterJam enables brands to easily prioritize their time by highlighting the most important tasks at hand.



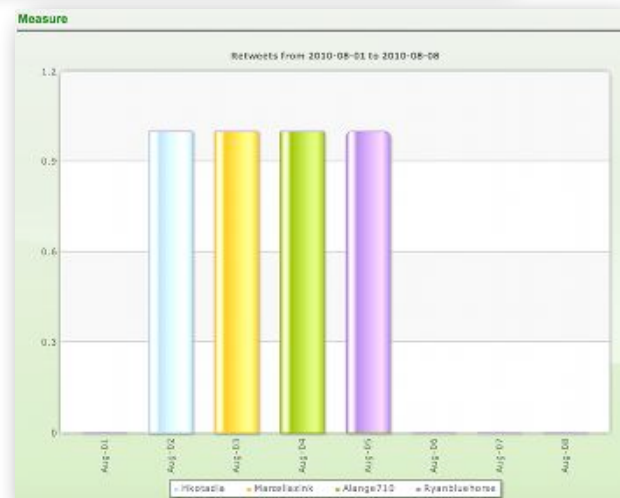
### 4 Streamlined User Interface

JitterJam has streamlined its navigation to provide users with instant access to their most used functions as well as their most compelling data. The “most important” data is only a click away! JitterJam has also incorporated performance enhancements to make access to important data even faster!



### 5 Enhanced Metrics

JitterJam's analytics have been expanded to include buzz for each social search, topic or source and each channel within each of those categories. Trends now identify individuals who have shared a brand's content with others. Brand impressions and click-through percentages are now included with each message. JitterJam makes it easy to see and share results!



### 6 Additional Enhancements

A number of functional enhancements have been included in the 2.0 release, including the addition of YouTube as a search channel, Twitter favorites, full-width layout of search results, charts and data, automatic addition of contacts to the database, and more! Find out about all JitterJam's capabilities at <http://www.jitterjam.com> today!



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