

FOR IMMEDIATE RELEASE:

FeedMagnet social engagement platform boosts participation at Cars.com annual sales event, integrates Salesforce Chatter

Chicago - Feb. 10, 2013 - Online automotive retailer Cars.com entertained and motivated their 1200+ employees and partners with a giant social media display at their national company conference. Twitter updates, Instagram photos, and content from Salesforce's Chatter service were presented on a 15-by-60 foot screen powered by FeedMagnet to encourage social posting and sharing.

The display filtered public social content that mentioned #ALLDRIVE along with the company's closed Chatter channel that is used for internal social collaboration.

"FeedMagnet displays can shape and enhance a corporate event," CEO and Founder Jason Ford said. "Companies that use Chatter will want to show the conversation going on there alongside public channels like Twitter, with custom filters to keep it relevant and visual controls to make it interesting."

FeedMagnet processed over 2,000 social interactions over the course of the event, with over 300 of them coming from Chatter.

The FeedMagnet wall was projected at different intervals in the event, to fill between speakers, drive audience Q&A, and inspire participants during breaks. Resolution Productions Group, the event production agency, integrated social participation into the overall attendee experience.

"Our company is often challenged by our clients to create high level engagements over numerous technology platforms to deliver corporate-wide messaging for meeting attendees in live and virtual audiences," said Jeff Facklis, COO/Owner of Resolution Productions Group. "Using FeedMagnet's social media platform in the meetings and events we produce enhances the level of interactive audience engagement."

Suggested Keywords: Social Media, Display, Curation, Aggregation, Events, Salesforce, Chatter, Cars.com, FeedMagnet, Resolution Productions Group

About FeedMagnet

FeedMagnet provides a social media integration system enabling brands and organizations to create engaging marketing and sales experiences through real-time social content. Powered by its innovative aggregation and curation engine, FeedMagnet delivers social content to power websites, Facebook pages, event displays and billboards with dynamic authentic content targeted to its client's objectives. FeedMagnet's clients include Verizon, GE, Dow Chemical, Sephora, McDonald's and AOL. For more information, visit www.feedmagnet.com.

Contact:
Frank Burns

frank@feedmagnet.com

PO Box 6382,
Austin, TX
78762
Ph: 1-(512)-576-0502

###