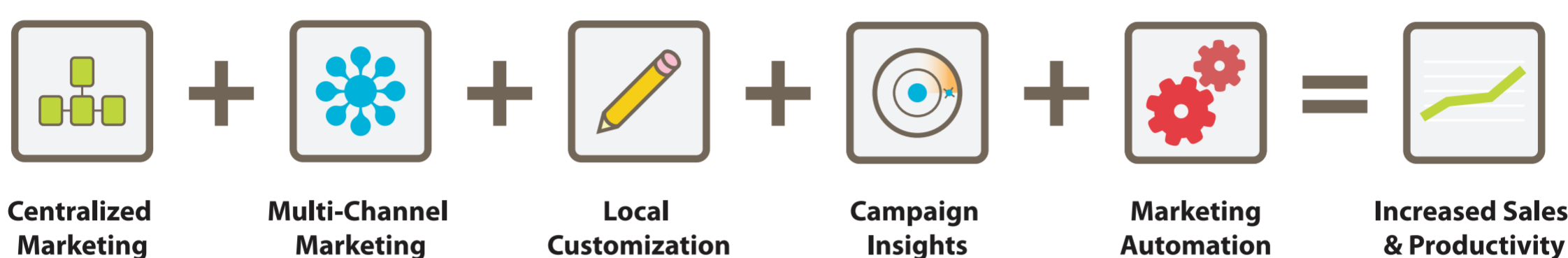


THE RISE OF DISTRIBUTED MARKETING

Today's marketers face critical challenges when it comes to managing, optimizing and integrating the delivery of content across many marketing channels, as well as throughout their distribution and social networks. More and more marketers are turning to a rising marketing technology known as a Distributed Marketing Platform (DMP) to solve these challenges and achieve measurable success.

What is a Distributed Marketing Platform (DMP)? Technology infrastructure that allows corporate and local marketers, field sales, and marketing partners to efficiently create, store, localize, manage and measure marketing communications across various channels. By having all sales and marketing communications centralized, organizations can drastically improve efficiencies, optimize distribution channels, ensure brand and regulatory compliance, get better insight through a larger aggregated data set, and make better, more informed decisions.

The Formula for Success



Centralized Marketing Control

34M This year, 34 million workers ignored company policies and installed unsupported software to help them more effectively do their jobs.¹

- Financial Industry Regulatory Authority (FINRA) fines up 15% with marketing and advertising violations increasing a whopping 344%.²
- Companies leveraging a DMP are 23% more likely to ensure local marketing is in compliance with corporate policies.³
- On average, companies with a DMP reduce marketing compliance costs by 15%.⁴

Multi-Channel Marketing

Content distribution is the biggest challenge for marketers due to growth of channel and device choices.⁵

- 40% of marketers see more than a 15 percent increase in revenue when incorporating multi-channel strategies.⁶
- Companies with a DMP are 28% more likely to leverage integrated multi-channel campaigns which lead to higher response rates.⁷
- On average, B2B marketers employ eight different content marketing tactics to achieve their goals.⁸

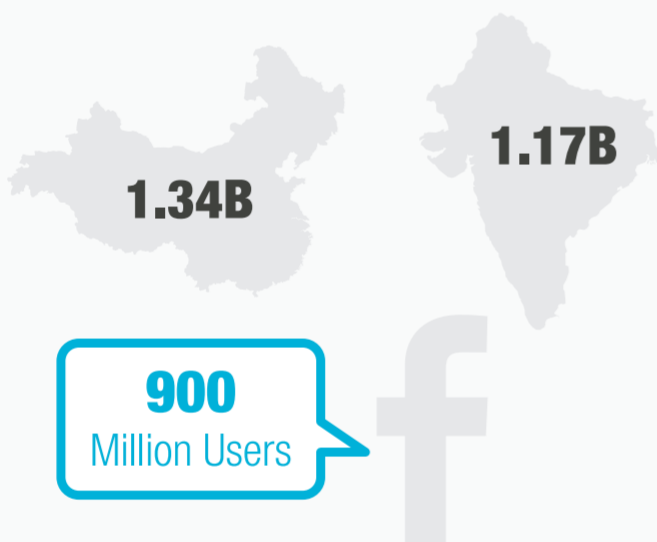


Random Fact

There are 7 billion people on Earth. 5.1 billion own a cell phone. 4.2 billion own a toothbrush.

Random Fact

If Facebook were a country it would be the 3rd most populated country in the world (900 million users) after China (1.34B) and India (1.17B).¹⁰



Local Customization & Execution

Over 40% of a sales rep's time is spent creating presentations and customizing messages. (translates to 5.2 months of lost productivity/yr)¹¹

- 40% of marketing assets are never used by sales teams because they can't find them, are in the wrong format or they are too difficult to customize.¹²
- Over 53% of leading companies cite that field sales and local interactions have the greatest impact on buying decisions and loyalty.¹³
- On average, companies leveraging a DMP reduce time spent assembling/customizing marketing collateral by 25% (adding 3.25 months of productivity per rep per yr).¹⁴

Campaign Insights

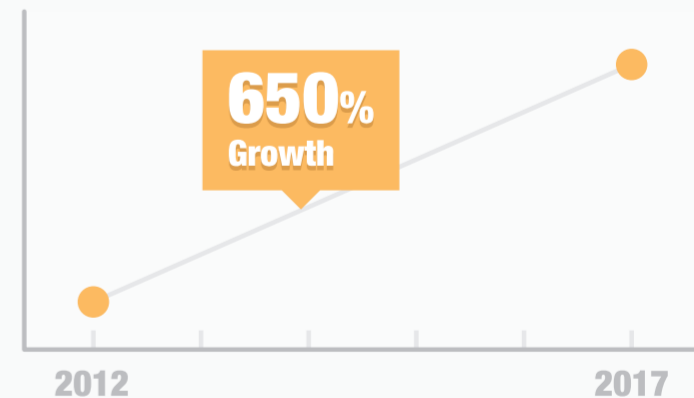
70% of CMO's feel they are not prepared to manage the explosion of marketing data and lack true insight into marketing performance.¹⁶

- 39% of marketers say their own company's data is collected too infrequently.¹⁷
- Comparing the effectiveness of marketing across different digital media is "a major challenge" for 65% of marketers.¹⁸
- 59% of marketers surveyed wanted a better system for measuring and analyzing the performance of programs that include multiple channels.¹⁹



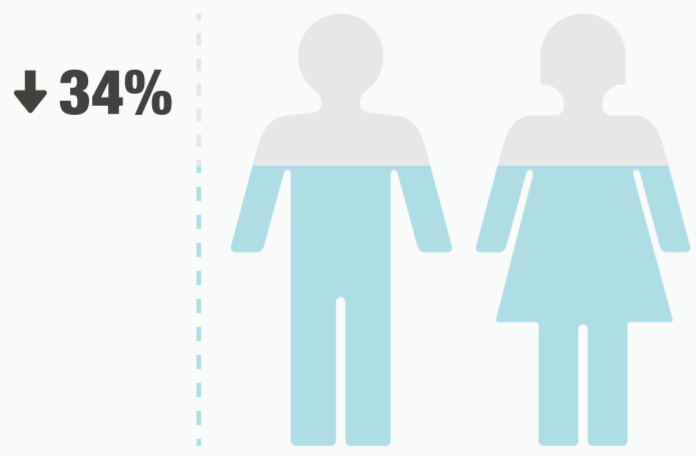
Random Fact

The amount of data an enterprise collects is expected to grow 650% over the next five years.¹⁵



Random Fact

Web-based email usage dropped 34% last year among 18-34 year olds, who prefer communication via text, instant messaging, and social networks.²⁰



Marketing Automation

Businesses that use marketing automation to nurture prospects experience a 451% increase in qualified leads.²¹

- 22% of top performers leverage "On Behalf Of Marketing Automation" so messages appear as if they came from a local office or representative.²²
- Spending on marketing automation technology expected to increase 40% annually.²³
- By 2017, the CMO will spend more on technology than the CIO.²⁴
- Survey shows that triggered open rates are 96% higher and triggered clicks are 125% higher.²⁵

Increased Sales & Productivity

67% of top performers have a strategy to centralize marketing functions while empowering local offices to conduct their own marketing efforts.²⁷

- Best-in-class companies achieved 31.6% annual revenue growth by integrating sales & marketing activities with marketing management technology.²⁸
- 62% of top performers feel their centralized brand marketing system was a key factor in their success.²⁹
- Distribution customers improve marketing efficiencies by 25%, reduce sales support costs by 10%, and improve sales conversions by 10%.³⁰



Random Fact

It takes 26 hours for the average person to realize their wallet is lost. It takes 68 minutes for them to realize their phone is missing.²⁶



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