

blitzmetrics™

Social Intelligence for Brands






Loved By



The Media Loves Us, Too...



Features	Benefits
<p>All Your Data In One Place </p>	<ul style="list-style-type: none"> • Excel hell got you down? Now get beautiful, automated reports. • What happened more than 89 days ago? Facebook doesn't keep this data, but we do. • What is the cross-over between all your pages, brands, and locations? How do you get them to work together?
<p>Advanced Analytics </p>	<ul style="list-style-type: none"> • Unlock your competitors' strategies. Set benchmarks. • How is your content performing by geography, time of day, and how can you improve your reach and engagement? • Who are your most engaged and influential fans?
<p>Integrated Advertising <i>(sponsored stories)</i> </p>	<ul style="list-style-type: none"> • Configure Facebook ads to guarantee your posts show up in the news feed. • Quickly adjust underperforming ads. • A single view of your owned, earned, and paid media.



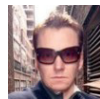
“Blitz created a custom social dashboard for Nickelodeon. The dashboard analyzes and reports in real time our social reach across the hundreds of accounts and pages. It is a great enterprise-level solution for businesses with a large and diverse social presence.”



— **Julie Sun**, MTV Networks



“The Blitz team exceeded our expectations wildly and assisted us in igniting our fan growth to the extent that it is now making a material impact on business.”



— **Eric Ludwig**, Vice President, Rosetta Stone



“Dennis Yu is a Facebook Marketing genius.”








— **Brent D. Payne**, Former SEO Director, Chicago Tribune

Pricing

(a) Dashboard (base level)

\$5,000/month

- One (1) user access covering up to 50 properties on  Facebook,  Twitter,  YouTube,  Instagram, and  Tumblr.
- Competitive intelligence comparing number of fans, depth of engagement, and fan overlap
- 36 months storage of insights data

(b) Add Ons

- Additional seat (volume discount after 10 seats) \$159/month
- Additional properties over 50 \$10/month each
- Enterprise data collection \$3,500/month

(c) Professional Services

- Other data sources Custom
- Facebook analysis — standard dashboard, strategy audit, recommendations based on your goals Starting at \$5,000
- Dashboard customization option \$43,500 (one time)

NOTE: All pricing valid through April 30, 2013

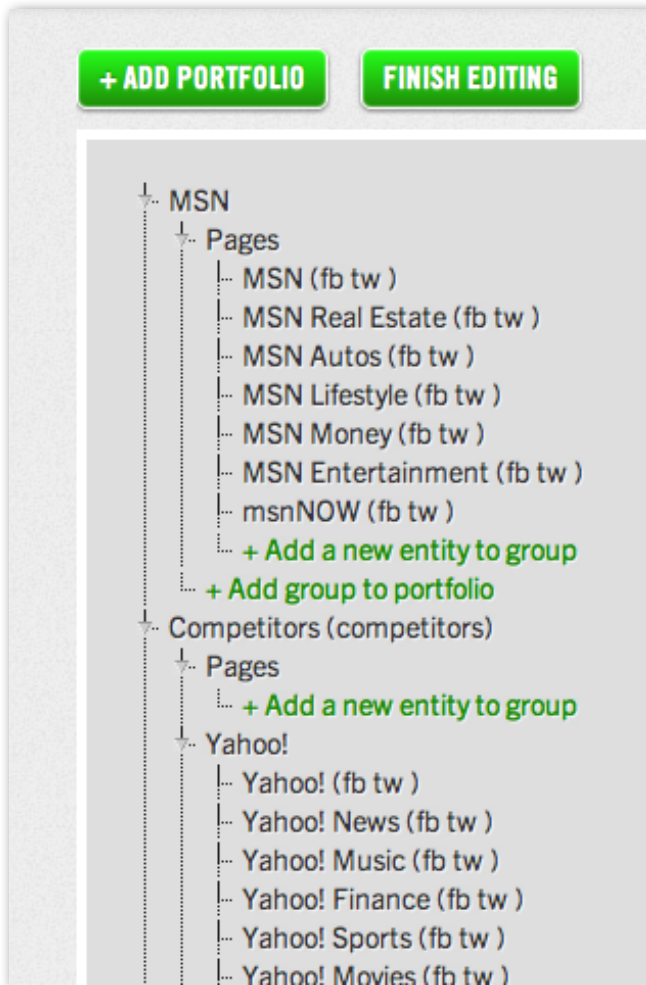


“We’ve been using Blitz to strategically grow our fan base. What we like most is their micro-targeting approach to drive the right fans and engagement, especially via Sponsored Stories to amplify our content. Our click-through rates are as high as half a percent and our page engagement levels are significantly higher than our competitors.”



— **Tyler Durham**, Digital Marketing Specialist, Texas Roadhouse

Your Brand Has Many Products, Teams, Shows, Or Locations Worldwide



- If you're the NFL, you have 32 teams, which each have 53 players. And each of these players has a Facebook and Twitter.
- If you're Viacom, you have many TV shows and films, organized by business group and brand. And then you have competitors to monitor. You want to compare social data against Nielsen and BlueFin.
- If you're Allstate Insurance, you have 12,000 agents across the United States in addition to your central hub. Each of these agents has a Facebook page, as well as presences on Google Places, Yahoo!, Citysearch, Yelp, and other directories.

We help you manage your portfolio in one place — not an Excel spreadsheet some intern tries to keep updated.

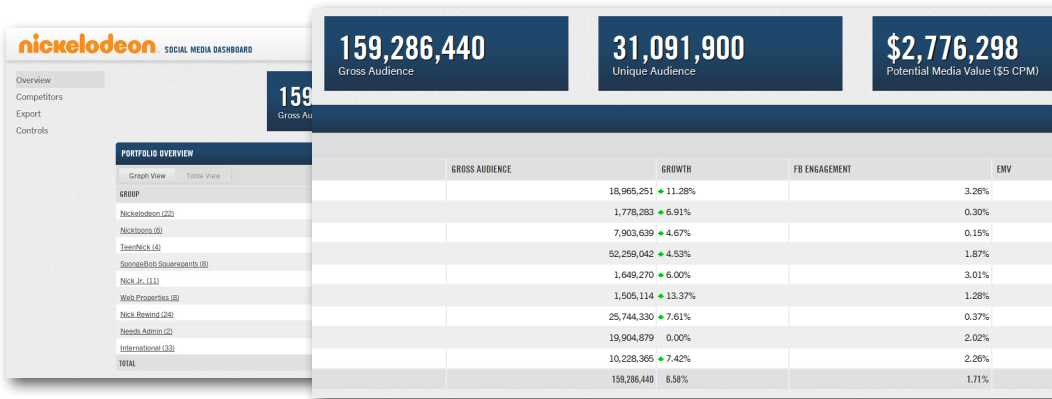


“What I like best about Blitz is that they remove the black box approach to SEO and PPC. We have great visibility into PPC management, and a similarly clear path toward SEO improvement. It’s an approach that a non-technical manager like me can understand.”



— **Bill Flaherty**, Executive Vice President, Quiznos

Screenshots - Executive Dashboards



1.1 All Your Data In One Place

Navigate from the top level all the way down to a single user on a single page.

Our data platform pulls directly from any publicly available APIs for social data, including the Facebook Graph API, Facebook Ads API, Twitter, YouTube, Google AdWords, Compete, local listing directories, and a host of other sources.

STANDARD

INDUSTRY PAGES													
PAGE	FANS	POSTS	LIKES	ADMIN POSTS	COMMENTS	INTERACTIONS	ENGAGEMENT %	MARKET SHARE	SOV	PTA	ACTIVATION RATE	FOLLOWERS	RELAT
TOTAL	415,218,050	131,618	5,819,386	6560	1,388,257	7,339,261	1.77%	100.00%	100.00%	6,846,807	2	20,721,330	
Family Guy	43,020,618	926	117,290	22	18,356	136,572	0.32%	10.36%	1.86%	485,695	1	247,414	
The Simpsons	41,526,879	63	288,738	63	25,620	314,421	0.76%	10.00%	4.28%	636,526	2	0	
House	26,976,220	316	142,104	36	20,111	162,531	0.60%	6.50%	2.21%	162,816	1	131,282	

1.2 Competitor Face-off

Maybe your fan count is lower; but are your fans more engaged? Benchmark against others in the industry or specific brands of your choosing.

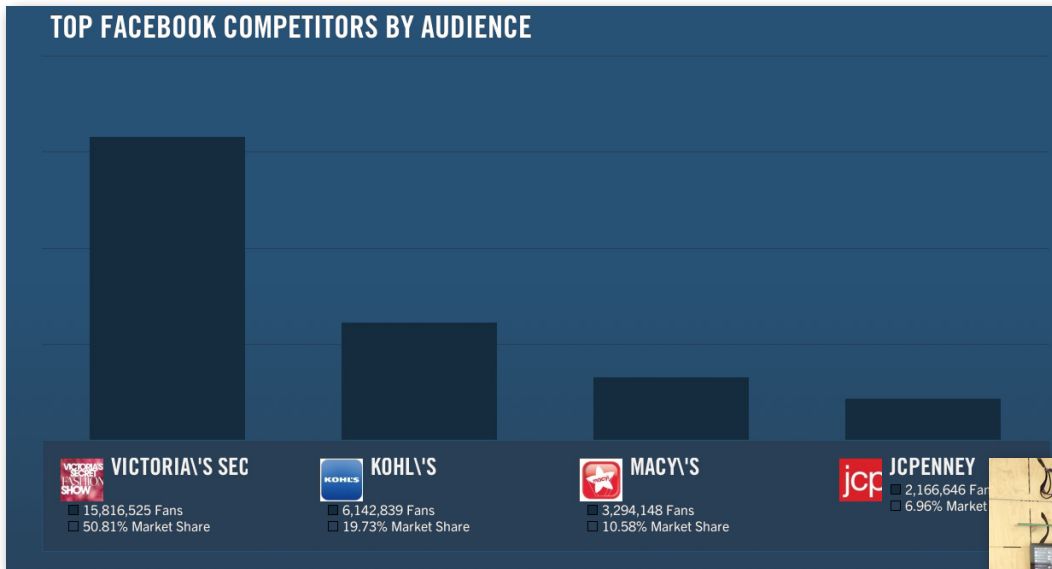
STANDARD



“The Blitz team clearly demonstrated their expertise to us in building a strong locally oriented web presence. Their approach of applying fundamentals within a comprehensive game plan fitting our unique wants, needs, and abilities showed us that they are looking after our long term success in the continually changing game of attaining a strong web presence. This is re-assuring to me as a small business owner who relies on trusted partners like Blitz who really do care about the success of their clients as much as their own success.”



— **Helly Duncan**, Principal Designer and Owner, Design Matters Inc.



1.3 HD Dashboard
 Each of your posts will resonate with a different audience. Find out who they specifically are. Pull out the influencers.

CUSTOM

Imagine this in your office, reflecting what's happening in real-time for your brand.



1.4 Custom Views
 Need a custom design with custom metrics? No problem. You give us the design and we'll implement it. Or we can design for you.

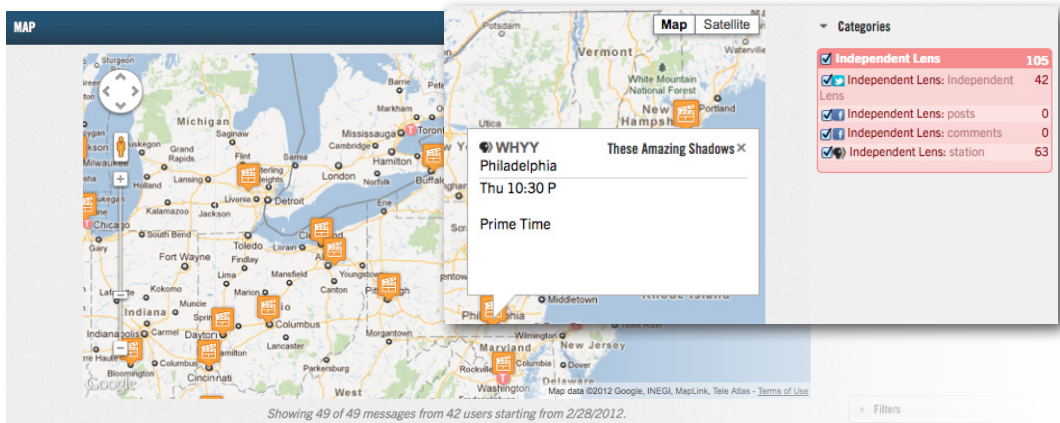
CUSTOM



“We couldn't have picked a brighter or more competent partner to help us drive our lead generation program. Blitz did a fabulous job.”



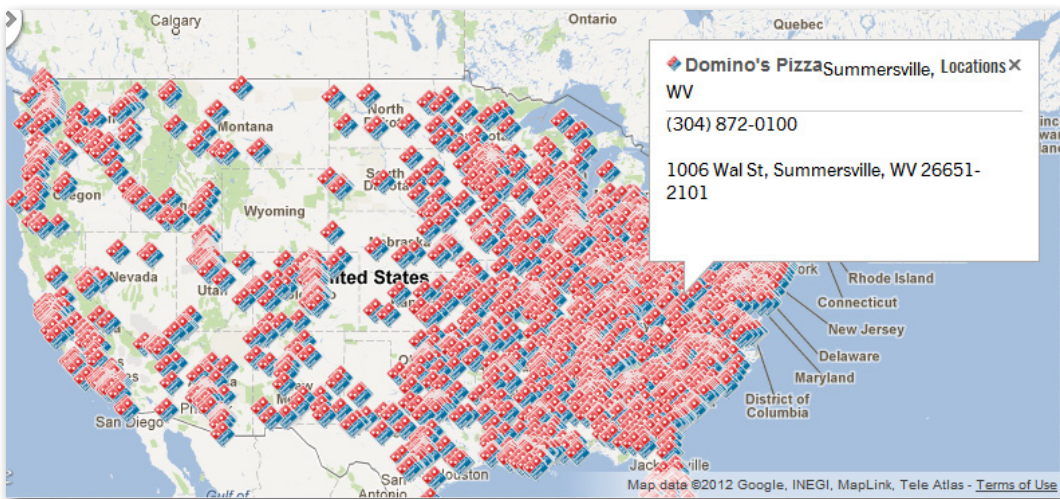
— **Chris Lynde**, SVP Directing Marketing Services, Equifax



1.5 Social Weather Map

Pulling from the Twitter and Facebook APIs, we can geographically visualize where a brand’s fans are located. The map includes the option to filter by most influential fans/followers to help Client efficiently leverage its online consumer base.

STANDARD



1.6 Geo-Spatial Mapping

Local and social intersect. What are your customers saying about you across Yelp, Google, Bing, Yahoo, FourSquare, Instagram, Tumblr, and other sites? How about across all your locations? How accurate is your data and how does it affect your search rankings?

CUSTOM

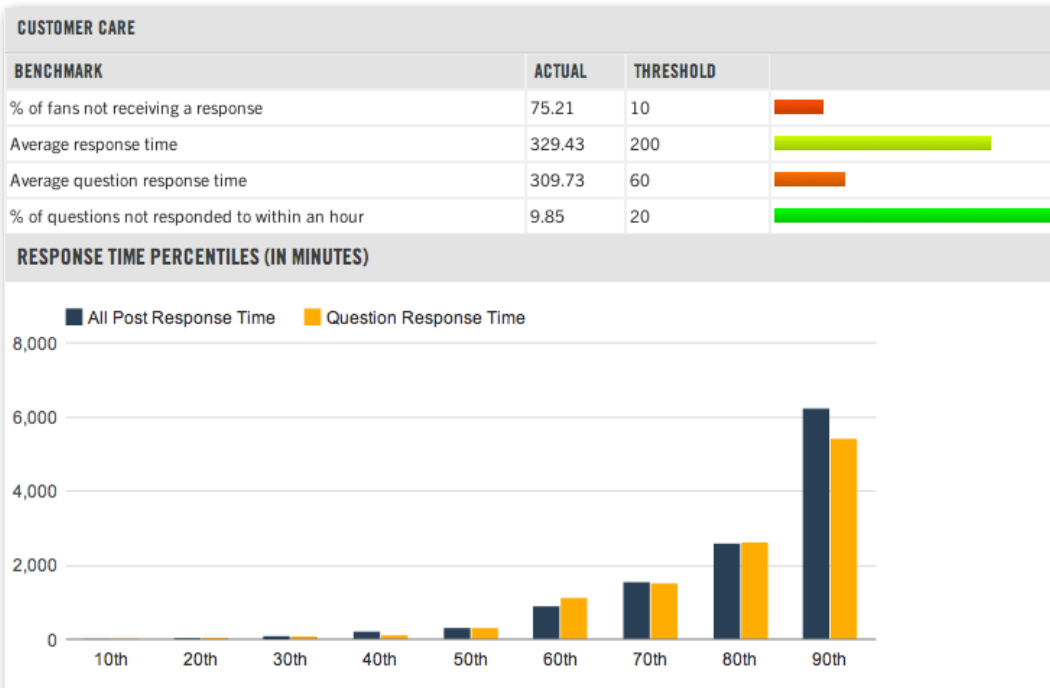


“Simply put Blitz is the future of local search. Its genius is in its simplicity.”



— **Marcus Frind**, CEO, Plenty of Fish

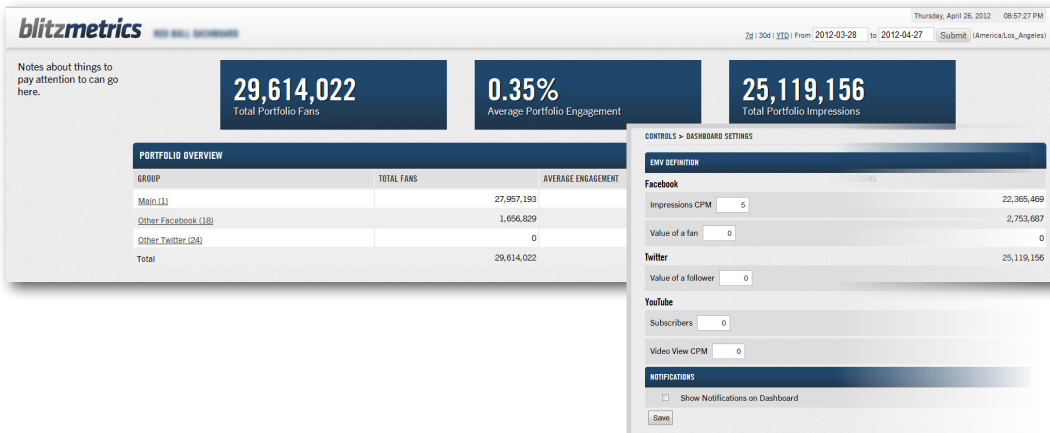
Screenshots - Marketing ROI



2.1 Customer Care Metrics

Unless they have a small fan base, most brands are guilty of neglecting their fan base. Our dashboard allows Client to measure its response time and the percentage of fans getting responses, allowing action to be taken and improvements to be measured.

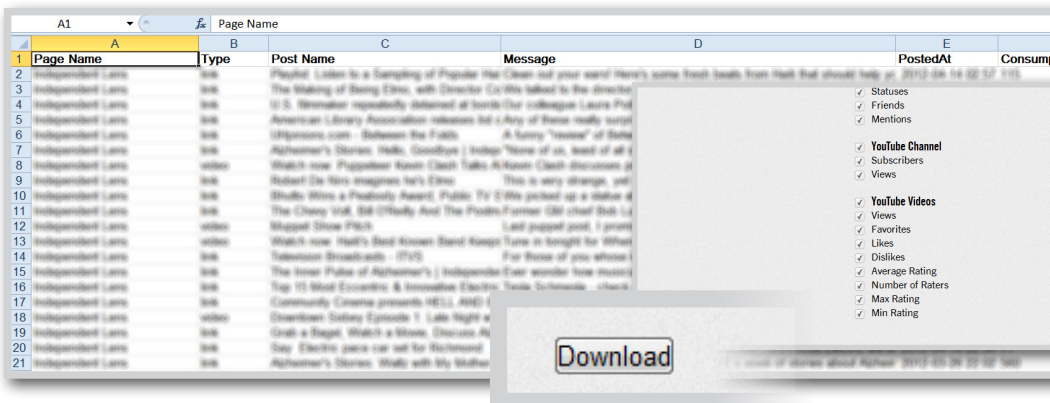
CUSTOM



2.2 Earned Media Value

What is the value of your unpaid efforts? For example, if you wanted to specify \$2 CPM, 50 cents value of fan, 30 cents twitter follower, \$1.15 subscriber, \$6 video CPM.

STANDARD



2.3 Export Your Data

Download reports via Excel.

STANDARD

Screenshots - Brand Power



3.1 Owned, Earned and Paid

Using Facebook metrics for viral, organic and paid impressions, our platform can put a value to a brand's owned, earned and paid media.

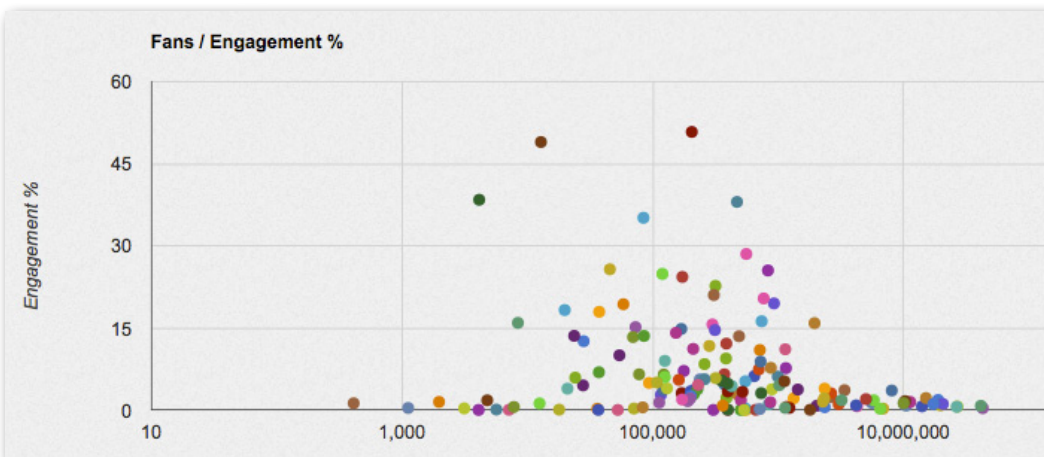
STANDARD

PORTFOLIO OVERVIEW					
GROUP	GROSS AUDIENCE	GROWTH	FB ENGAGEMENT	EMV	IMPRESSIONS
Nickelodeon (22)	19,306,803	▲ 9.42%	3.12%	\$852,796.43	170,559,539
Nicktoons (6)	1,806,003	▲ 6.88%	0.07%	\$14,022.00	2,804,358
TeenNick (4)	7,969,596	▲ 4.01%	0.15%	\$128,382.00	25,676,370
SpongeBob Squarepants (8)	52,660,996	▲ 3.90%	1.86%	\$917,222.00	183,443,987
Nick Jr. (11)	1,665,772	▲ 5.37%	3.06%	\$60,615.00	12,122,725
Web Properties (8)	1,521,425	▲ 10.58%	2.08%	\$66,269.05	13,253,687
Nick Rewind (24)	25,901,275	▲ 5.85%	0.31%	\$321,775.00	64,355,108
Needs Admin (2)	20,110,396	0.00%	1.86%	\$0.00	0

3.2 Tie Alerts with Automatic Campaign Execution

Monitor what matters to you. Let the tool sift through the data for you. In this case, the trigger metric could be fan growth, engagement rate, or new lead generated.

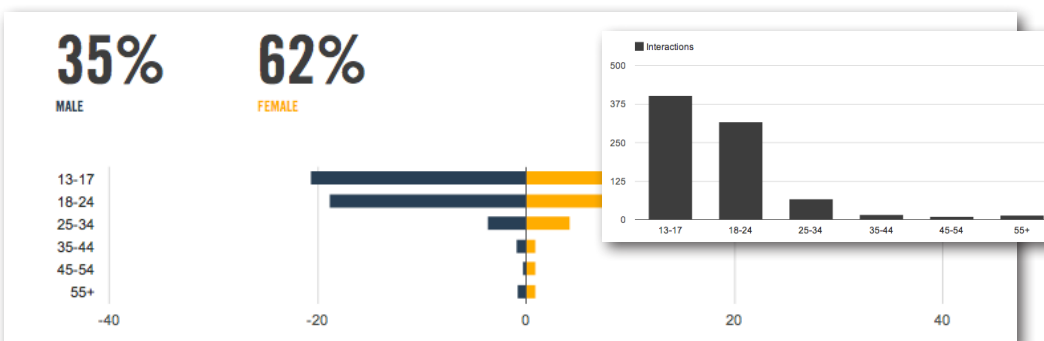
CUSTOM



3.3 Fan Engagement Metrics

What content is activating the most engagement and who is most engaged?

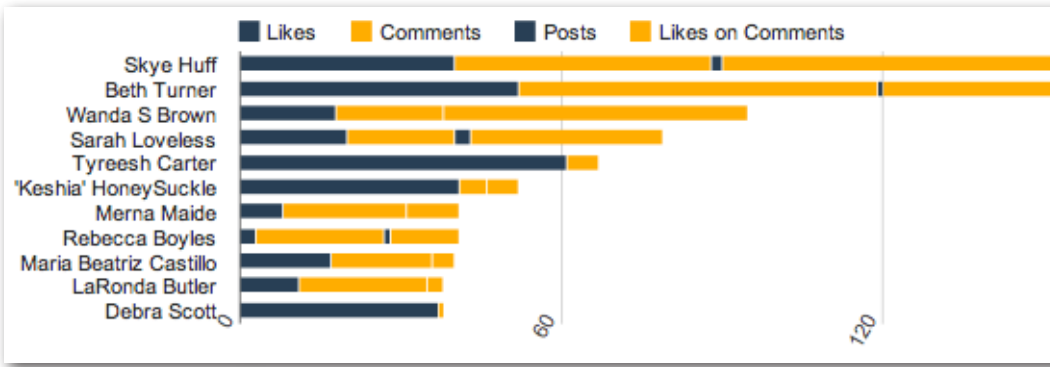
STANDARD



3.4 Demographics

Your engaged audience is not the same as your fan base — find out why.

STANDARD

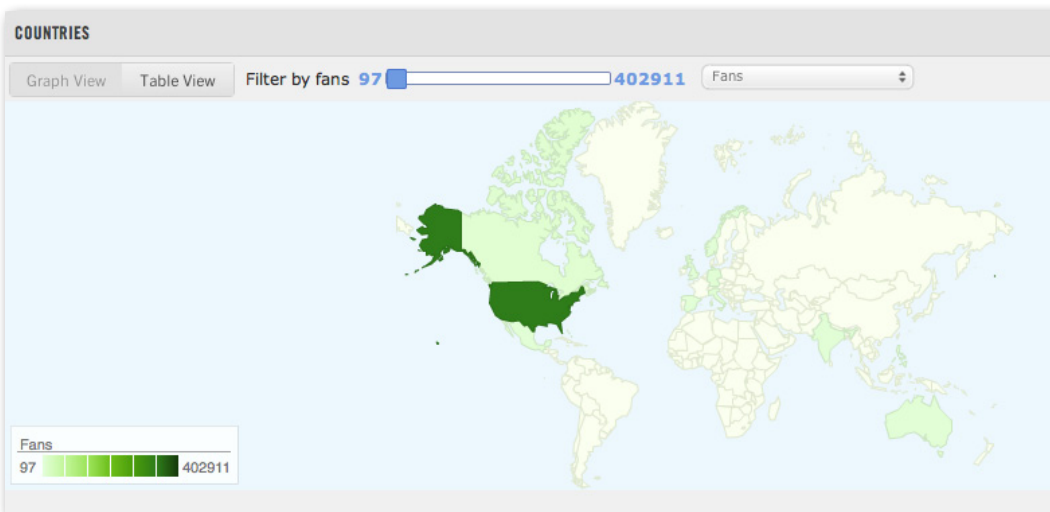


3.5 Top Fans

A brand's most engaged fans can often be their most influential. Identify them for special treatment.

We have a formalized audit process, and we can set up "Face Off" and portfolio analysis. It's one thing to measure the number of fans, posts, comments, and tweets, but altogether a different matter to assess influence and engagement. The voice of a single influential user could be worth more than 10,000 nameless users.

STANDARD



3.6 Country Level Data

Sometimes the country with the most fans isn't also the one with the most active fans. We go beyond the 19 country limit in your Facebook analytics. Get data presence in all countries.

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MARKET	STATION	POSTALCODE	DATE	TIME	DAYOFWEEK	PRIMETIME	COMMUNITYCINEMA	EPISODE	HH	HRATING	SHARE
Phoenix	KAET	85004	December 29	11:00	Thu	yes	no	These Amazing Shadows	4325	0.2	0.6
Minneapolis	KAWB	56601	November 3	3:00	Sun	no	no	Donor Unknown	850	0.05	0.4
Kansas City	KCPT	64108	December 29	9:00	Thu	yes	no	These Amazing Shadows	8002	0.8	1.4
Seattle	KCTS	98109	December 29	10:00	Thu	yes	no	These Amazing Shadows	22351	1.2	2.6

3.7 Incorporate Nielsen and Bluefin Data

Find out how your digital strategy drives more TV viewership and can aid your ad sales team.

CUSTOM



"We were very impressed with the work that Blitz did for us in growing our Weekly World News Facebook community. In a word it was "impact". As soon as they started working with us we saw an immediate increase in our community, and within a few days the exponential growth we experienced was nothing short of dramatic."

— **Geof Rochester**, Weekly World News

Screenshots - Content Effectiveness



4.1 Post Detail

Get the full breakdown on impressions, negative feedback, shares, and other metrics not in Facebook Insights for each of your posts. Because each of your posts will activate a different audience and have a different objective.

STANDARD

POST MANAGEMENT	TRENDS	FANS	CONTEXT						
LAST 10 STATUS UPDATES				POSTED	IMPRESSIONS	COMMENTS	LIKES	FEEDBACK	TARGET
Descárgate el juego, compite y comparte. y gana premios únicos. Fácil no...				06/01/2012 09:07 am	12,302	1	2	0.00%	Spain
Tussenstand van de Red Bull Mobile wedstrijd na Ronde 2: 1. Chabelli: 12 2...				06/01/20					Nederlands
Ti aspettiamo all'Idroscalo di Milano il 10 giugno dalle 14. Anche per bat...				06/01/20					
Ronde 2 van de Red Bull Mobile wedstrijd "win je eigen festival" coming u...				06/01/20	IMPRESSIONS	COMMENTS	LIKES	FEEDB	Nederlands
Lass dieses Wochenende deine Erde langsamer drehen.....				06/01/20	771,828	43	981		nd, Deutsch, Eng...
Tussenstand na Ronde 1: 1. Carolien: + 4 2. Chabelli: + 2 3. Lieselot: + 1...				06/01/20	106,981	8	218		Nederlands
Luister nu naar MNM voor de grote finale van de Red Bull Mobile wedstri...				06/01/20	271,995	16	286		Nederlands
					35,281	0	13		
					19,249	0	15		
					107,476	7	198		
					53,046	3	49		
					93,140	1	26		
					186,892	355	97		
					12,401	1	13		

4.2 Post Management

Lots of content across different countries and products? No problem. We separate out performance for you.

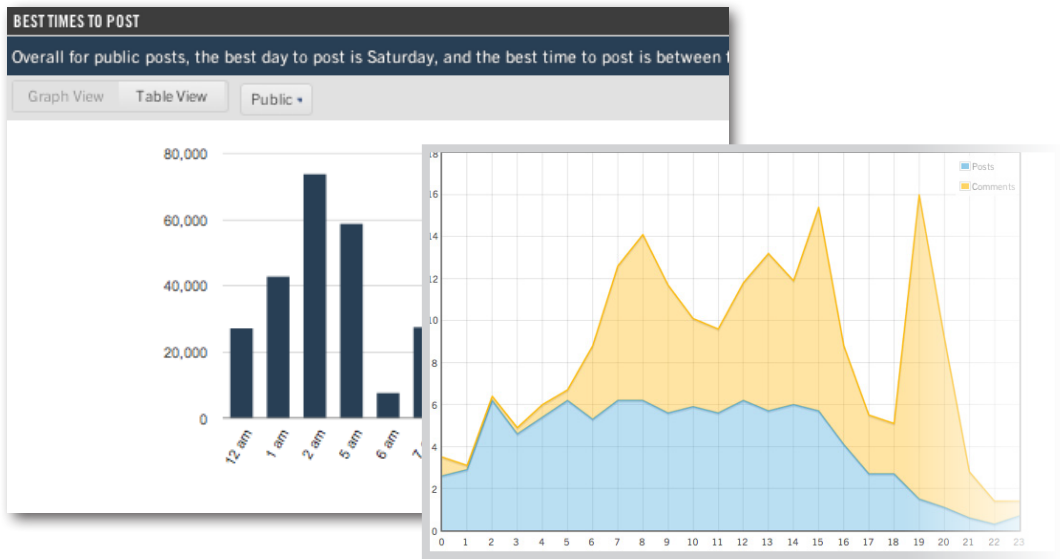
Should you be posting once per day or perhaps 5 times per day? Tune the most effective balance of reach versus negative feedback.

STANDARD



“Dennis impressed me with his clear way of expressing complex technical issues. He has a very strong grasp of Internet marketing. I look forward to working with him in the future.”

— **Douglas Schiller**, Chief Financial Officer, Live2Net/Track Entertainment



4.3 Post Timing

Know what times of day generate the most impact? We let you know.

STANDARD



“Blitz offered to help us with our SEO/SEM and did an amazing job – both in providing strategic and tactical guidance and in training us on the finer points of optimization.”



— **Marc Sirkin**, CMO, International Rescue Committee

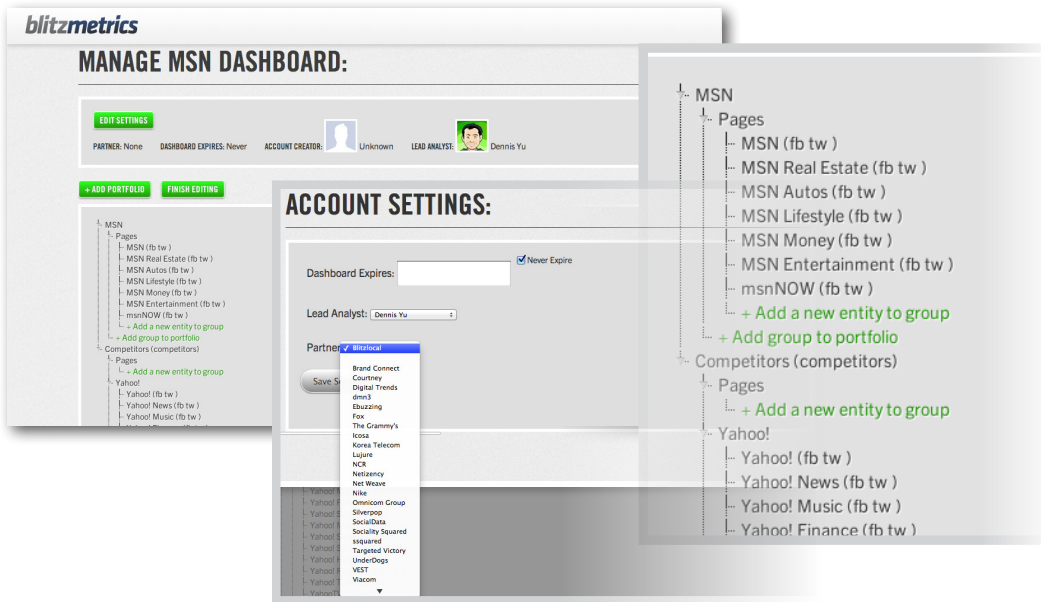


“One of the most brilliant ideas to come along to serve Boomers — and beyond — in a long while .”



— **Gillian Muessig**, SEOmoz

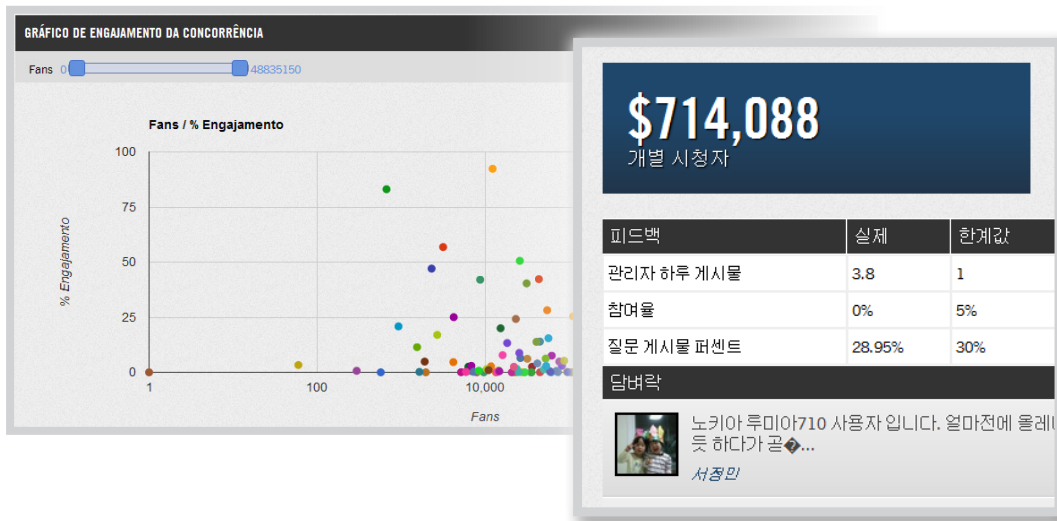
Screenshots - Controls



5.1 Manage Portfolio

Configure your brand footprint in our intuitive interface.

STANDARD



5.2 We Speak Your Language

See your data in English, Korean, Spanish, Italian, German, French, Portuguese, and Japanese. More languages coming!

STANDARD

blitzmetrics NICKELODEON DASHBOARD

Monday, March 26, 2012 12:11:57 AM

Overview Competitors Export Controls

CONTROLS > USERS

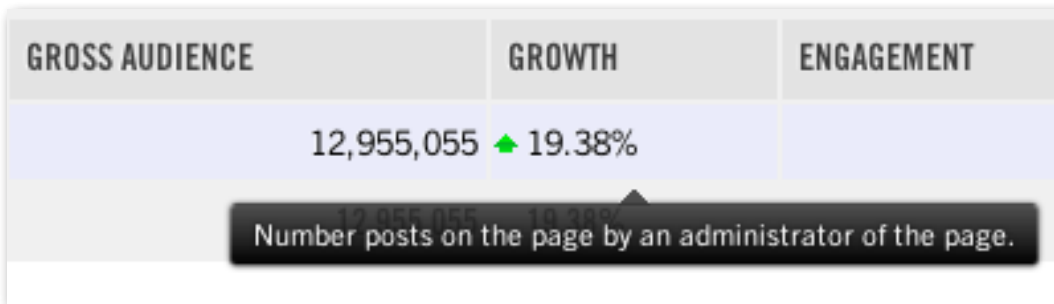
AUTHENTICATED USERS

NAME	EMAIL	ROLE	
Charles Sterling	charles@blitz.com	user	Delete
Julie Sun	jsun@blitz.com	admin	Delete
Mark Conner	mark@blitz.com	user	Delete
Justin Conner	justin@blitz.com	user	Delete
Jim Gibson	jim@blitz.com	user	Delete
Andrew Green Light	andrew@blitz.com	user	Delete
John Kelly	john@blitz.com	user	Delete
Mark West	mark@blitz.com	user	Delete
William Frederick	william@blitz.com	user	Delete
Jan Frederick	jan@blitz.com	admin	Delete

5.3 Multi-User Management

Manage access across your organization, whether they are administrators or read-only users. You approve access.

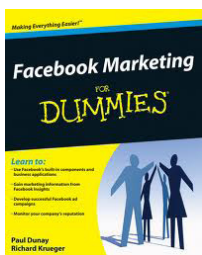
STANDARD



5.4 On Screen Help

Tool tips and definitions right where you need them.

STANDARD



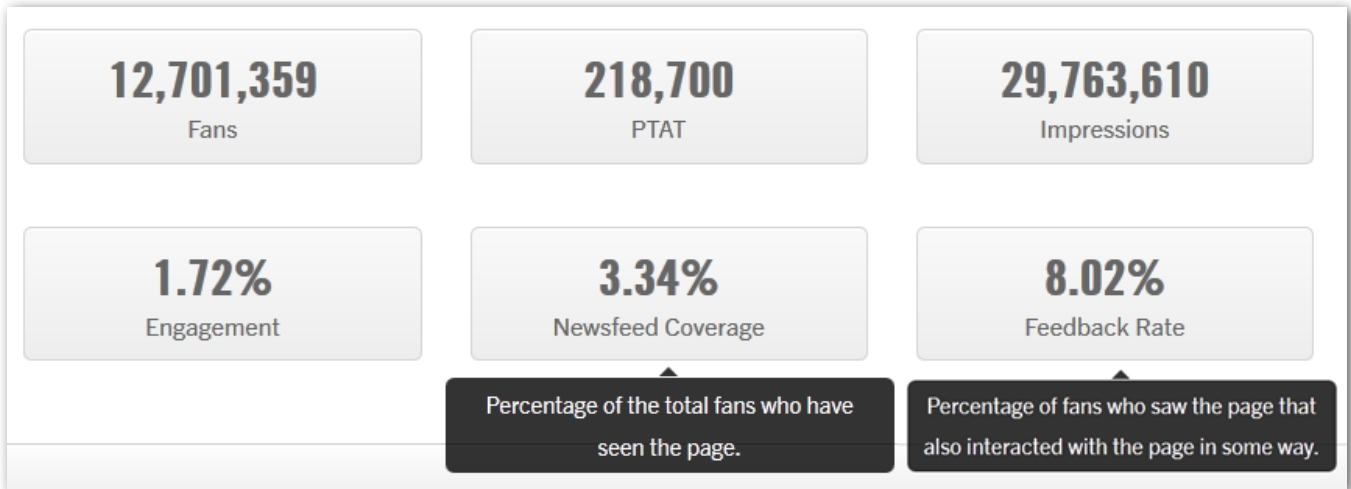
“One of my mentors in Facebook advertising is Dennis Yu. Dennis recently guest blogged for SocialMedia.biz about his micro-targeting strategy, showing us how to target down to the individual. And, all of this, for less than \$5 a day. Dennis, if you keep on giving away our secrets, no one will hire us. But, that’s the beauty of this man, who just wants to share his knowledge with all of us willing to learn from him. And, he still has plenty of tricks to teach us. I just hope he continues to share.”



— **Richard Krueger**, Author, *Facebook Marketing for Dummies* and *Facebook Advertising for Dummies*

Newsfeed Coverage and Feedback Rate

STANDARD



There are two metrics at the top of your dashboard page, as well as competitors: fans and PTAT. Everyone knows what a fan is, but PTAT (People Talking About This) is a bit more mysterious. It's worth your time to understand why Facebook has chosen this as their single most important way to measure engagement.

Here's the formula:

Fans x Newsfeed Coverage x Feedback Rate = Engagement.

If your engagement is low, it can be because your messages just aren't showing up in the news feed or because those who see it aren't interacting with your content.

Usually the culprit is the former, but often content optimization can significantly help improve the feedback rate. This, in turn, increases newsfeed coverage, as Facebook's algorithm is more likely to show engaging content, while burying content that doesn't get likes, comments, and shares. Alex Schultz, a Facebook executive, calls this "interestingness squared, boringness squared" to show how important engagement rate is to competing in the news feed.

The algorithm formerly known as EdgeRank is based on multiple factors, but suffice to say that your page is competing in the news feed for attention. You have to be more interesting than the friends of your fans — a high bar!

Your dashboard identifies which content is the most engaging, so that you can post more similar content. You can also spy on competitors, like we talked about before.

You can also look at each post to see how it performed in Newsfeed Coverage and Feedback Rate. If the Newsfeed Coverage is low, then you might want to run some micro-targeted ads to pump up that particular post. If the Feedback Rate is low, then consider content optimization techniques (posting with a photo, asking questions, posting when fans are most active, responding to comments, and shortening your post to under 120 characters).

NOTE: You cannot see this data on competitors, since it requires an insights token. But you can see their PTAT and how many interactions they are driving. This still gives you an apples-to-apples comparison.

Data Sources

Standard

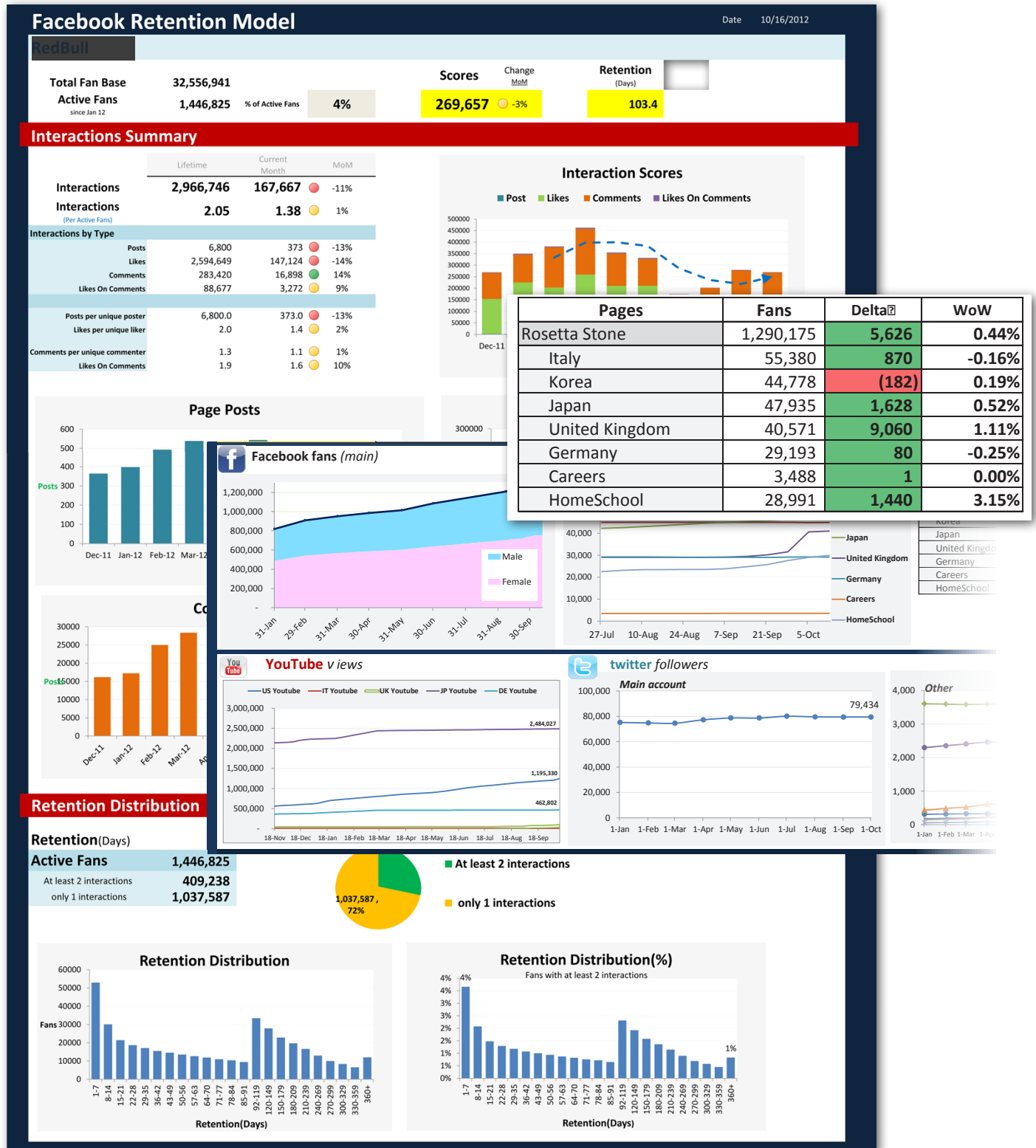


Custom



Analyze your brand's social loyalty vs those of competitors by looking at engagement and retention

See how you compare and view their top fans.

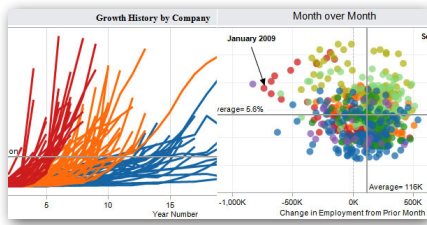


Access Your Data Anywhere, On Any Device

It's your data, so you should be able to download it or access it via your favorite reporting - not be forced to use our interface.



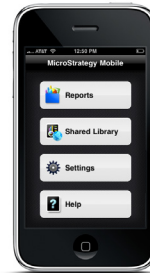
Access The Raw Data Directly



Tableau



Excel



MicroStrategy



Cognos

how's your pony?

“O...M...G...Blitz is a metrics tool to watch. FANTASTIC *actionable* social measurement stuff unlike anything I've seen. Wiping drool off my face. You don't want to miss it.”



— **Laura Lippay**, President, How's Your Pony?

Results That Speak for Themselves

- **74% improvement in ROI** for a national Quick Serve Restaurant Franchise — 5,300 locations, 3,500 keywords. 37% increase in leads and 33% more franchise applications within 60 days.
- **561% ROAS** on online merchandise sales for an Entertainment Company — over 400% ROAS on Pay-Per-View sales.
- **Reduced cost per order from \$37 to \$10.91** for a national Casual Dining Restaurant — and increased unique visitors to the site by 309% via efforts in SEO, paid search, and social media.
- **270% increase in leads** generated at the same budget for a Medical Services Company — and increased their Google Quality Score from a 1 to an 8.

189,019,732 Gross Audience	2,765,141 People Talking About This	\$311,885,638 Earned Media Value
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\$714,088
개별 시청자

피드백	실제	한계값
관리자 하루 게시물	3.8	1
참여율	0%	5%
질문 게시물 퍼센트	28.95%	30%

답변률

 노키아 루미아710 사용자입니다. 얼마전에 올레
넷 하다가 곧...
서경민






PE PoliticalEngagement Monday, March 26, 2012 12:20:48 AM

Yesterday | 7d | 30d | YTD | From 2012-02-25 to 2012-03-26 | Submit

Overview | Select a State | Select a Party | Select an Office Seeking

Popular Reports

- Democrat Party
- Republican Party
- Presidential Race
- MO Senate Race
- MA Senate Race
- MT Senate Race
- NV Senate Race
- NM Senate Race
- VA Senate Race
- WI Senate Race
- Top Videos

INDUSTRY PAGES						
ENTITY	FANS	FOLLOWERS	SUBSCRIBERS	PTA	TWEETS	VIDEO VIEWS
TOTAL	35,238,669	16,934,167	388,880	1,074,322	11,824	9,609,539
 Barack Obama	25,858,282	13,281,123	212,464	523,168	292	5,230,149
 Mitt Romney	1,548,604	393,214	5,556	122,144	43	884,980
 Newt Gingrich	296,382	1,450,984	8,948	34,791	178	387,692
 FreedomWorks	1,459,172	48,966	1,764	57,265	339	20,101
 Ron Paul	921,873	269,027	56,651	61,246	50	496,369

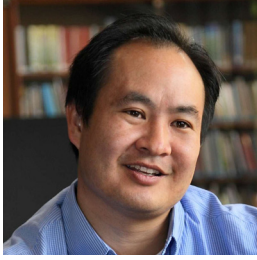


“Blitz is a really impressive, clean and easy way to track, analyze and make online marketing strategy plans.”



— **Anna Marie**, producer for Food Forward

Your Team

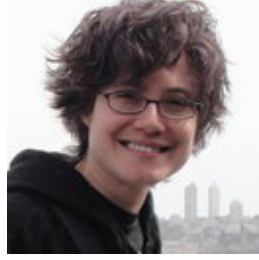


Dennis Yu

Architect

dennis@blitzmetrics.com

Dennis Yu has helped brands grow and measure their Facebook presence. He has spoken at Search Marketing Expo, Search Engine Strategies, Web 2.0, The American Marketing Association, PubCon, Conversational Commerce Conference, Pacific Conferences, HostingCon, Affiliate Summit, Affiliate Convention, UltraLight Startups, MIVA Merchant, and other venues. Yu has also counseled the Federal Trade Commission on privacy issues for social networks. Dennis has held leadership positions at Yahoo! and American Airlines. His educational background is Finance and Economics from Southern Methodist University and London School of Economics.



Mely Wilcox

Chief Financial Officer

mely@blitzmetrics.com

Mely Wilcox earned a JD in Criminal Law from Benemérita Universidad Autónoma de Puebla and became a Criminal Law Attorney in 1997. In 2004 she earned both US citizenship and a degree in construction project management from the Dunwoody institute in Minneapolis MN. She worked as a commercial Construction Project Manager at Kraus-Anderson Construction for several years before helping co-found BlitzMetrics. She is the mother of two boys, an avid runner, and enjoys learning new languages (her most recent challenge is Japanese).



Matt Prater

Senior Manager of Facebook Marketing

matthew.prater@blitzmetrics.com

Matt Prater spends his professional life managing Facebook marketing and working closely with brands such as The National Football League, Nike, MTV, and AT&T. His area of expertise includes ad campaign management and project development. He graduated from the University of Colorado, Boulder with degrees in Economics and Political Science. Outside of work, Matt is an avid tennis player and enjoys rock climbing, cycling, and travel.

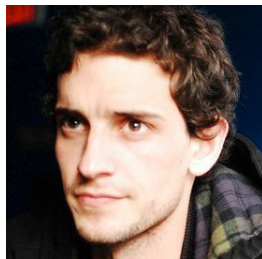


Brynn Smith

Creative Director

brynn.smith@blitzmetrics.com

Brynn Smith has a passion for making complex problems easy to understand and graphically pleasing. At Blitz, she works to maximize the design of their marketing materials so they reach farther and stronger. Brynn has a BS in graphic design and is a collegiate All-American runner. In her spare time she spends her days living an active outdoor lifestyle with her husband, son and two dogs.



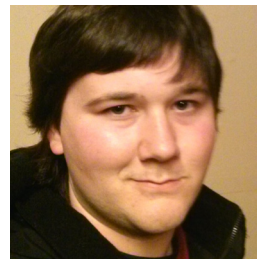
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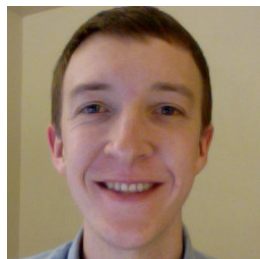
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