

blitzmetrics

CERTIFIED PARTNER PROGRAM



The Blitz Partner Program is designed to support your business growth, help generate new opportunities, increase profitability and close deals more quickly.

Benefits to Partners

- 1) Learn how to build dashboards and perform analysis on a sample client we provide you or one you have.
- 2) Marketing materials skinned for your brand. Give us a logo and have dashboards live on your site. Determine country/vertical pricing if different than our standard offering.
- 3) We drive you leads based on your geography and vertical. For strategic partners, we'll fly in and help you close deals.






“At Netizency we highly value the Blitz dashboards as they give our clients a clear view on the value we are adding to their social presence. They can reference their performance against competition and set measurable KPIs, all of which can be tracked in real-time through easily accessible browser based dashboards. The team at Blitz is also extremely friendly and readily available around the clock to help with clarifications and queries..”



— **Fadi Khater**, Netizency

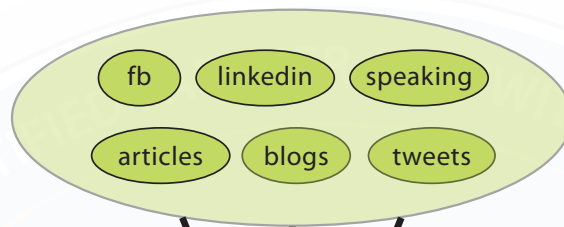
(a) Dashboard (base level)

\$5,000/month

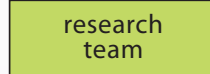
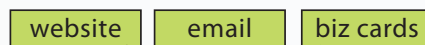
- 10 user licenses covering up to 50 properties on  Facebook,  YouTube, and  Twitter
- Competitive intelligence comparing number of fans, depth of engagement, and fan overlap
- 36 months storage of insights data
- Monthly training calls
- 50% off the current dashboard pricing for clients

(b) Add Ons

- Additional seat (volume discount after 10 seats) \$159/month per user
- Additional properties over 50 \$10/month each



CONTENT!



inbound requests

growth hacker

Certified Partner

marketo / salesforce

Nurture

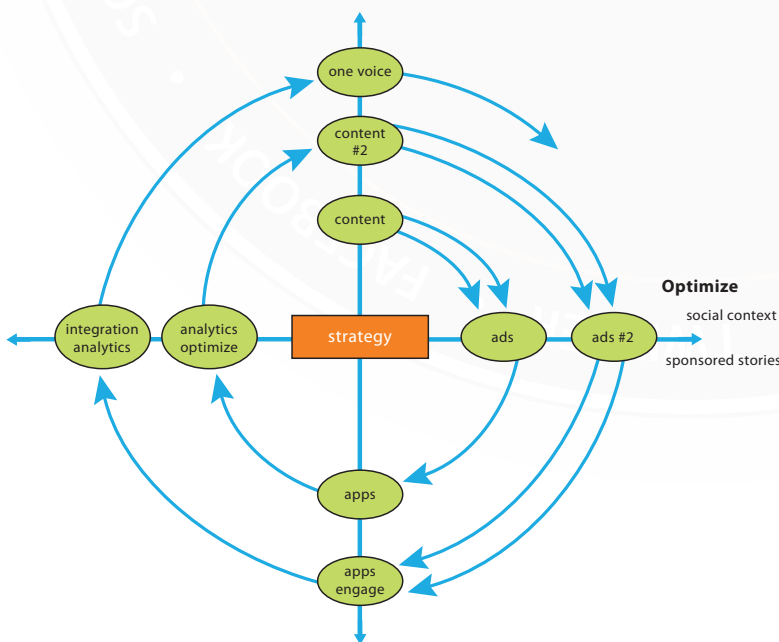
Qualification

Dir. Research

Dashboard

Audit

CLOSE SALE



Commodity

Rare

want

not want

want	not want
✓ red	X
(✓✓) blue	X

R: responsible
A: accountable
C:
I:

How do you become a “Certified Partner”?

This is a new program where we hand-pick folks who we know can handle inbound requests for their country and/or vertical. Our challenge has been that we’re unable to respond to all the requests for analytics — we’re a software company. So we want to give these all to agencies that have gone through our training to become “Certified Partners”.

At some point, we’ll formalize everything. But for now, we have trainings every Wednesday at 10PST. We are recording these as we go so you can catch up. If you are interested, we will share the links and various materials with you

Explain your training program.

We meet weekly on Wednesdays at noon Eastern for an hour to cover the latest social analytics techniques and how to do social strategy for clients. This includes the mechanics of building dashboards and troubleshoot Facebook ad accounts. All of the training sessions are recorded.

Do we bill clients or do you bill and commission back?

We can handle both. It’s often better for the agency to bill and then pay us, since they own the client relationship. We are usually mentioned as the technology partner. Because of cultural and legal differences by country, sometimes the pricing configurations are different, in which case it must be billed by the agency. If the agency is smaller, it may be more convenient for us to handle billing and organization.

How about running ad programs and building custom Facebook applications?

We do this for a select group of agency partners, as it takes more training and coordination to offer these in addition to analytics. Our custom ads and apps start at \$5,000 per month.

What if a client has custom needs?

If it’s small enough, we can often handle one-off report requests as part of the support queue. Some needs will require analysis to form a Statement of Work, which is then billed hourly. Happy to look at any request.

Can you provide geo-segmented dashboards? And can it be exclusive to our country?

Yes, there are three approaches we can use to segment data:

- Segment by active users
We go off the country of the user who liked, posted, and commented. We can do this without insights access, but we don't know the country of inactive fans, which is actually a good thing.
- Segment by insights data
We need a token to be able to break out impressions and certain types of actions by country. We can provide this to the client only, as it requires insights access.
- Segment by pages themselves
Some pages are country-specific, so we can assume that all users are from that country, especially if a brand has a central hub and then country-level spoke pages.

Can we custom brand dashboards?

Yes.

Can the dashboard go beyond Facebook to Twitter and also Web analytics?

We have Facebook, Twitter, and YouTube as standard sources, while everything else is custom. Twitter, in particular, does not charge for the data, so depending on what we pull, it costs more. We pass along these costs.

How long will it take you once you have the required info to have it ready?

Depends on whether it's an industry dashboard, enterprise dashboard, or custom. Generally, assume a few days on non-custom work.

Is the proposal 50/50?

Yes. Our Certified Partner program gives you a badge for being qualified to service social strategy/analytics clients. As part of that, we also do the co-branded service, which means dashboards that live on your site. In exchange for the 50/50, we need to invest together on training.

Why does the model not reflect shares?

Shares are to a user profile, so we're not allowed to get that in the graph API at a user-level. We can only grab page-related data at the user-level, which does partially intersect with the newsfeed. We can get total shares via the insights API, which does require a token from the page administrator.

When analyzing global brands that share a FB Page (but with different localized management), is it possible to sort only the local brand's information for the model?

Facebook doesn't yet provide us the ability to tell which of many page admins did the post. But, we can pull out posts that are geo or language targeted, which is a decent proxy, and we can get the country/language of users who interacted with the page.

Is the score calculated by giving different values to each type of interaction?

Yes, we assign weightings based on impact in the newsfeed. For example, we know that comments get 7 times more exposure than likes in the newsfeed, so they are weighted proportionately. In our dashboards, we also report on total interactions, which give each action a weighting of one.

Does the platform keep historical data?

We keep all detail data permanently. We do not archive, delete or roll off this data, despite the cost of storage, since we strongly believe in being able to compare results over time and track relationships over time.

Does each brand/customer represent a new set of measurements, or which are the standards?

The top brands all have some level of customization based on how they measure brand strategy and customer loyalty. That said, some of the mechanics around basic reporting are the same — size of audience, quantity of interactions, and top fans.

Do you have a model that accounts for more than Facebook (Twitter, G+, etc)?

We can measure over 30 different networks. The standard dashboards cover only Facebook, YouTube, and Twitter. We can add in others by request.