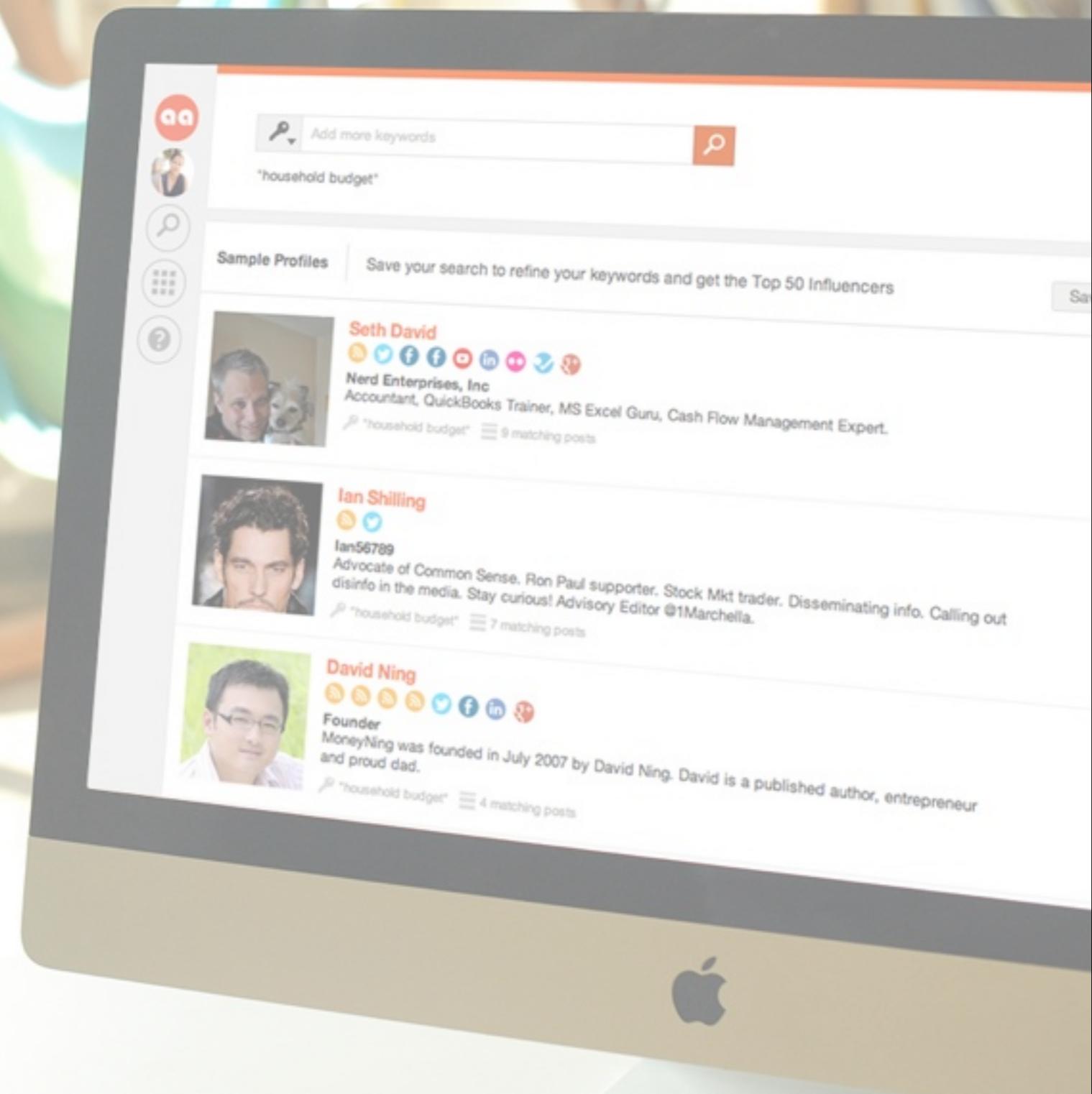


# Traackr

## Nurture Key Relationships

Traackr helps you identify influencers & cultivate relationships that strengthen your clients' businesses.



**Industry experts, influencers & customers  
are impacting your clients' brands.**

**Do you know who they are?**



**Industry experts, influencers & customers  
are impacting your clients' brands.**

**Do you know what they are saying?**



**Industry experts, influencers & customers  
are impacting your clients' brands.**

**Better yet. Do they know you?**



**Traackr helps you strengthen your marketing & outreach efforts by harnessing content & social media to build relationships with the people who matter most to your clients.**

## How It Works

Traackr is a complete influencer marketing platform.

## Four Main Traackr Functions

### 🔍 Discover

- Upload existing contacts
- Discover new people
- Search for niche influencers
- Get ranked lists of influencer list

### ➡️➡️ Nurture

- Get daily alerts of brand mentions
- Follow real-time conversations
- Engage at the perfect moments
- Manage relationships over time

### 💡 Plan

- Get full online footprints
- Track everyone's content
- See what posts are shared most
- Visualize networks & communities

### 📈 Measure

- Generate share of voice reports
- Create theme & sentiment reports
- Use metrics to prioritize outreach
- Export reports & contact lists



Discover



Plan



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Measure

# Upload your known contacts & start tracking all of their content.

**My Top Influencers ↗**

HOME INFLUENCERS PROFILES NETWORK REPORTS 

 Enter keywords to find influencers 

**Build custom lists of your own influencers**

**Add Influencer**   
Add Multiple

URL/Handle   
Person's Name

#NCAA and some #vi...





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Measure

# Constantly expand your network by discovering new influencers.

The screenshot shows the Traackr interface with a search bar at the top containing the text "cloud compute layer", "single tenancy", "federated cloud", "unified compute", "com", "cloudware", "cloud bursting", "cloud on demand", "cloud broker", "cloud initiative", "cloud startup", "cloud automation", "virtual data center", "cloud monitoring", "cloud utility computing", "storage cloud", "multi-tenancy", "cloud strategy", "cloud management", "cloud applications", "grid computing", "cloud technology", "managed service provider", "enterprise", "Software", and "cloud stor". A yellow callout box highlights the search bar area with the text "Influencer search finds new people based on your topics". Below the search bar, there's a section titled "Top Influencers" with a dropdown menu set to "All Influencers" and a "Sort by Rank" button. The main content area displays a profile for "David Linthicum" (ranked 01), including his photo, title ("Founder and CTO, Blue Mountain Labs"), location ("Reston, VA, United States"), and social metrics ("Reach 94", "Resonance 93", "Relevance 92"). A red callout box highlights the network analysis visualization below the influencer profile.

The screenshot shows the Traackr interface with a network analysis visualization. At the top, there are two checkboxes: "Influencers" (unchecked) and "Connectors" (checked). Below the checkboxes is a large, dense network graph where nodes represent influencers and connections represent their relationships. A yellow callout box highlights the network graph area with the text "Network analysis uncovers new people in your communities".



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Measure

# Instantly identify top influencers in any niche conversation.

Add more keywords 

 crossfit

**Define conversations that matter to you**

**Sample Profiles** Save your search to refine your keywords and get up to 100 Influencers 

**Tina Haupert**  
  
**NuVal LLC**  
My name is Tina and I live in the wonderful city of Boston. I live with my husband, Mal, and my adorable pug, Murphy, i...  
 Boston, MA, United States  
 crossfit  143 matching posts

**Add people to your existing groups.** 

**Ericka Andersen**  






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# Get ranked lists of influencers based on their relevance to your topics.

HOME INFLUENCERS PROFILES NETWORK REPORTS



**Debbie Gioquindo** ★

**Hudson Valley Wine Goddess**  
CSW -Educating you about the Hudson Valley Wine Region & more. Social Media Specialist & PR professional by day helping small business engage in emerging media.

Poughkeepsie, NY, United States  
 [hvwinegoddess@gmail.com](mailto:hvwinegoddess@gmail.com)  
 845-206-9463  
 Also influential in Craft Beer

Reach 99 Resonance 75 Relevance 94

Qualify your influencers with three main metrics

Posts Footprint Network Notes

Show A-List ▾ Filter by All Platforms ▾





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Measure

# Complete online footprints help you connect with your contacts.



## Ben Kepes ★



**Adviser, Clouability**  
Ben Kepes is an analyst, an entrepreneur, a commentator and a business adviser.

📍 Strathmore Park, New Zealand  
✉️ [inquires@diversity.net.nz](mailto:inquires@diversity.net.nz)  
📞 64 21 2384136  
👤 ben\_kepes  
📅 reviewed by xxx [View more](#)

🏷️ Competitor

[Follow](#)

Reach 94   Resonance 94   Relevance 82

Posts   Footprint   Network   Notes

Blog [gigaom.com](http://gigaom.com)

Linkbacks 426,916

**See everywhere your influencer publish & share content**



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Measure

## Direct your attention to the most important posts & shares.

**Posts**      **Footprints**      **Network**      **Notes**

**Contact tracking shows you what your influencers are publishing**

 **Ben Kepes** @benkepes  
@adamse @sschuller hey, I sense a PaaS run coming up... I'm always keen for a posse

 **Ben Kepes** @benkepes 8 days ago   
Interesting to hear of #Apprenda success in healthcare - McKesson, Memorial Sloan-Kettering and AmerisourceBergen #PaaS

 **Ben Kepes** @benkepes 9 days ago   
Excellent post from Matt, and the truth about SaaS > Amazon's

**Keyword Matches**

- "PaaS" 39
- "hybrid cloud" 12
- "cloud computing" 9
- "IaaS" 8
- "enterprise cloud" 7
- "cloud management" 6
- "SaaS" 6
- "cloud storage" 5
- "public cloud" 5
- "private cloud" 4
- "cloud platform" 3
- "cloud applications" 2





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Measure

# See which publications & content your influencers share most.

HOME

INFLUENCERS

PROFILES

NETWORK

REPORTS

## Trending Content Shared By Your Influencers

Bert Fentress +6 more shared



[Verizon Is Acquiring Content Delivery Network EdgeCast For More Than](#)

Holger Mueller +5 more shared



[Newly private Dell goes a little bit cloud nutty with new alliances](#)

Travis Waggoner +5 more shared



[Opscode gets \\$32M in fresh dough, a new CFO, and a new name: Chef](#)

Alessandro Perilli +6 more shared



[Don't believe any claim about private cloud market share](#)

Travis Waggoner +5 more shared



[In cloud computing, 'life is a series ever-changing alternatives'](#)

Pete Johnson +5 more shared



[Another startup finds the Amazon cloud just doesn't fit](#)

Easily follow  
Trending Content

's Next

[New Influencers on Your Topic](#)

[Create Your Share of Voice Report](#)

[Customize Your Notifications](#)

[Share This Project With More Users](#)

Questions? [Ask a Traackr expert](#)

## Most Engaging Influencers



**Ben Kepes**  
Adviser , Cloudability  
Influences 28 in the community

[See Your Most Engaging Influencers >](#)





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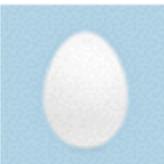
Measure

# Uncover each person's network connections.



Silicon Valley, CA, United States  
Also influential in Influencer Watchlist, Cloud Computing, Crowdsourcing Services, +2 more  
Beta Test, Melissa

[Edit](#) [+](#) [X](#)

Posts	Footprint	Network	Notes
 <b>Harvard Biz Review</b>  @harvardbiz The latest Harvard Business Review blog posts, Management Tips of the Day, Daily... → Influences Sramana Mitra  Very Strong			
 <b>Cátia Conceição</b>  @1m1m → Influences Sramana Mitra  Very Strong			

**Find new people for your groups & see who influences the influencers**



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Measure

# Visualize how members of your community are connected.

HOME INFLUENCERS PROFILES NETWORK REPORTS

Adam Nason (#5)  
Influences 8 people in this community

Identify hubs, find connectors & track how influence flows

**5. Adam Nason**

Beerpulse  
Entrepreneur-ish. Thinker. Hustler. Hacker lite. Music guy. Beer drinker. Wearer of too many hats at @beerpulse.  
<http://on.fb.me/adamnason>  
<http://gplus.to/adamnason>

Boston, MA, United States  
[beersage@gmail.com](mailto:beersage@gmail.com), [adam@beerpulse.com](mailto:adam@beerpulse.com)

Reach 86 Resonance 74 Relevance 88

Recent Posts



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Measure

# Get the most important mentions delivered to your inbox.

New posts from Chuck Hallett, Dave Butler and 13 more influencers Inbox

Jennifer Mak to me 10:28 AM (14 minutes ago) Print Compose

**Traackr** INFLUENCER HIGHLIGHTS Dec 12

**Craft Beer** has new mentions of hoppy brew, hoppy beer, beer tasting...

**Top Mentions**

 **Chuck Hallett** mentioned hoppy brew, hoppy beer, beer tasting RSS  
**Zombie Frog**  
View ← Tweet

Daily digests show you the most relevant content



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Measure

# Track real-time conversations among your most important contacts.

Influencer Posts

Most Recent ▾

community

See Your Most Engaging Influencers ➤

Filter by keywords

Show Filters

Search real-time content for specific topics

James Watters @wattersjames  
Artisan Zeitgeists since 2006

Hollis Tibbetts @softwarehollis  
#Cloud http://t.co/D36Bln6lwL

Andy Piper @andypiper  
Digging @jambay websocketd coolness on #cloudfoundry  
http://t.co/48ldHdjOnN fun way to explore an app container :-) /cc  
@lajoslange + team

about a minute ago

about a minute ago

2 minutes ago

Director, Head of Mobility Engineering , Sanofi Influences 8 influencers

More Recommended Influencers ➤

Share of Voice (30 Days)

aa



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Measure

## Engage at the right time, based on the most relevant content.

HOME INFLUENCERS PROFILES NETWORK REPORTS [View Full Report >](#)

 **Debbie Gioquindo** @hvwinegoddess about a minute ago 

Merry Christmas to me. I just registered for [#WBC14](#) [@winebloggerscon](#)

[Reply](#) [Retweet](#)  

 **Jeremy Labadie** mainwilk ▾  
It's all in da bread.  

 **Jacob Berg** @jacob.berg  
@justinbc Do you like beer against other brews?  

**Retweet to your followers?**

 **Debbie Gioquindo,CSW** @hvwinegoddess 2 minutes ago  
Merry Christmas to me. I just registered for [#WBC14](#) [@winebloggerscon](#)

**Easily share content on Twitter**

[Cancel](#) [Retweet](#)





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Measure

# Manage your engagement & relationships over time.

**HOME**   **INFLUENCERS**   **PROFILES**   **NETWORK**   **REPORTS**

Dana Gardner @dana\_gardner 8 days ago

#Cloud #Storage in 2014: 10 Bold Predictions  
<http://t.co/6A3bFOJqnp>

Cloud Storage in 2014: 10 Bold Predictions

By Chris Preimesberger | Posted 2013-12-04 Email Print There is no disputing this statement: 2013 was a breakthrough year for the development and the business of cloud storage. A recent survey showed that

John Smith

John Smith

Dana Gardner [briefingsdirect.wordpress.com](http://briefingsdirect.wordpress.com) 9 days ago

Identity and access management as a service gets boost with

**private cloud** 11

- "IaaS" 10
- "cloud security" 7
- "public cloud" 7
- "Software as a Service" 4
- "cloud management" 2
- "cloud platform" 2
- "cloud storage" 2
- "cloud strategy" 2
- "Platform as a Service" 2
- "cloud applications" 1
- "cloud initiative" 1
- "enterprise cloud" 1

**Assign posts to team members for follow up**

**Sentiment Breakdown**

- Positive 14 (58%)
- Negative 6 (25%)



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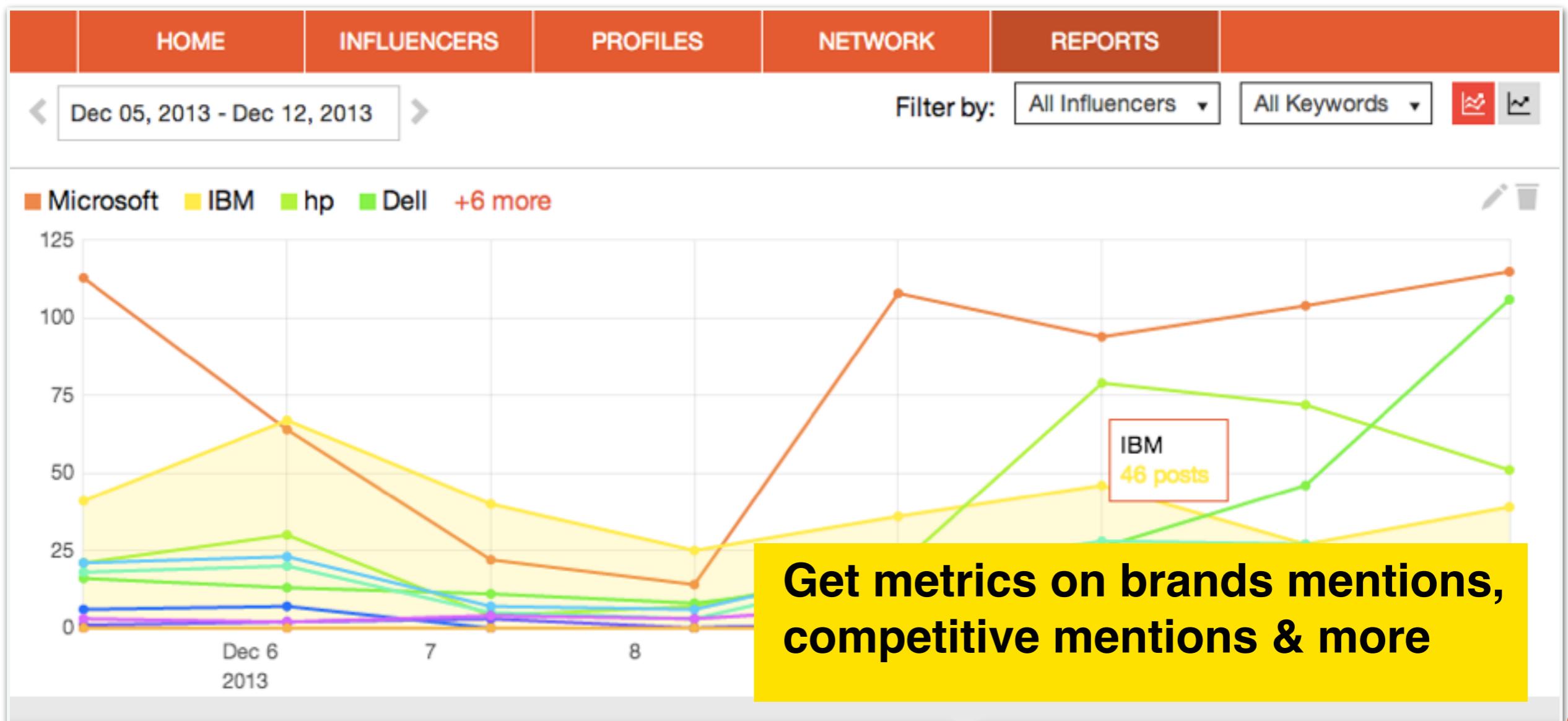


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## Measure

**Generate targeted & actionable reports.**





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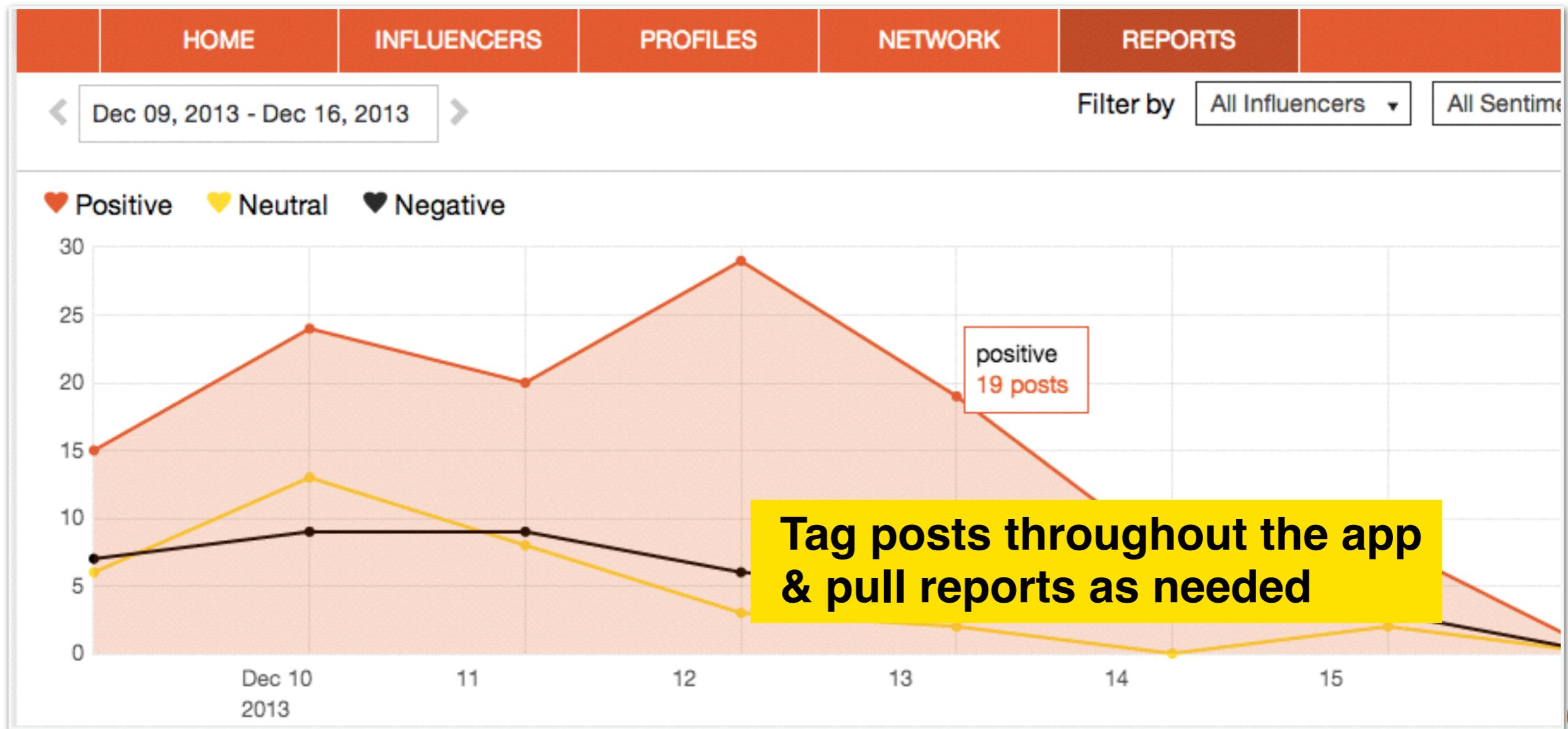


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Measure

# Report on themes & sentiment over time.



## Top Traackr Use Cases

Top agencies use Traackr  
in many different ways.  
Here are a few.

# What content should we produce & how do we get it shared?

- Content Research
- Outreach & Distribution
- Content Production
- Content Curation

# How do we grow their community & keep them in the right conversations?

- Managing MVPs
- Strategic Sharing
- Strategic Listening
- Social Media Scheduling

# How do we extract business insights from social conversations?

- Strategic Listening
- Strategy Insights
- Content Planning
- Trend Research

## Top Features



### Instant Search

Find influencers on any topic based on the content they produce & share.



### Dynamic Influencer Lists

Metrics-driven influencer lists update regularly as conversation change.



### Full Online Profiles

Complete online footprints give you contact info for your influencers.



### Built-In Engagement

Engage directly in Traackr with the most relevant content.



### Real-Time Listening

Follow brand mentions, important hashtags and other key content.



### Geo-Targeted Searches

Limit your influencer searches to specific geographic areas.



### Multiple Language Search

Search for influencers in French, German, Spanish & more.



### Share of Voice Reporting

Monitor your competition and other important trends.



### Daily Digest Emails

Get the most important content from your influencers delivered daily.



### Trending Content

Find out what your influencers are sharing most.



### Network Analysis

Visualize your communities and see how information travels from influencers.



### API

Get access to our influencer data in your applications.

## Just a few of our amazing customers.



For influencer marketing resources,  
visit [www.traackr.com/resources](http://www.traackr.com/resources)

