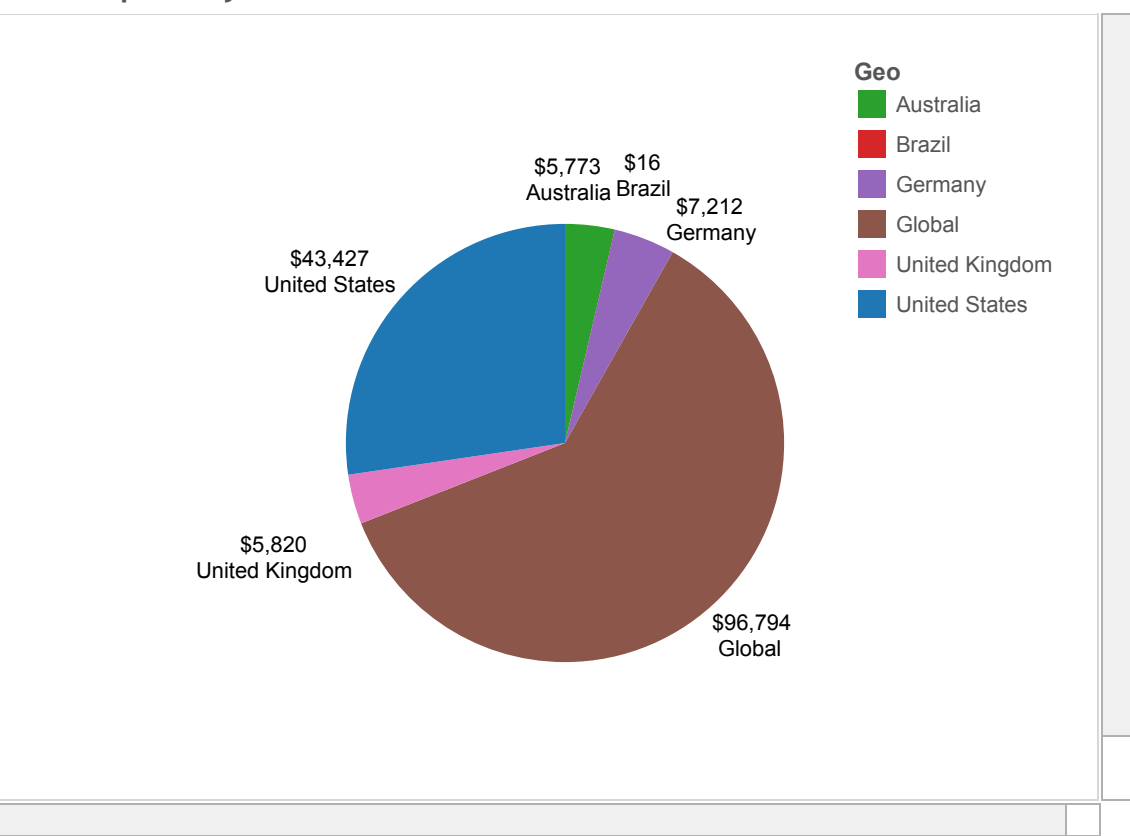


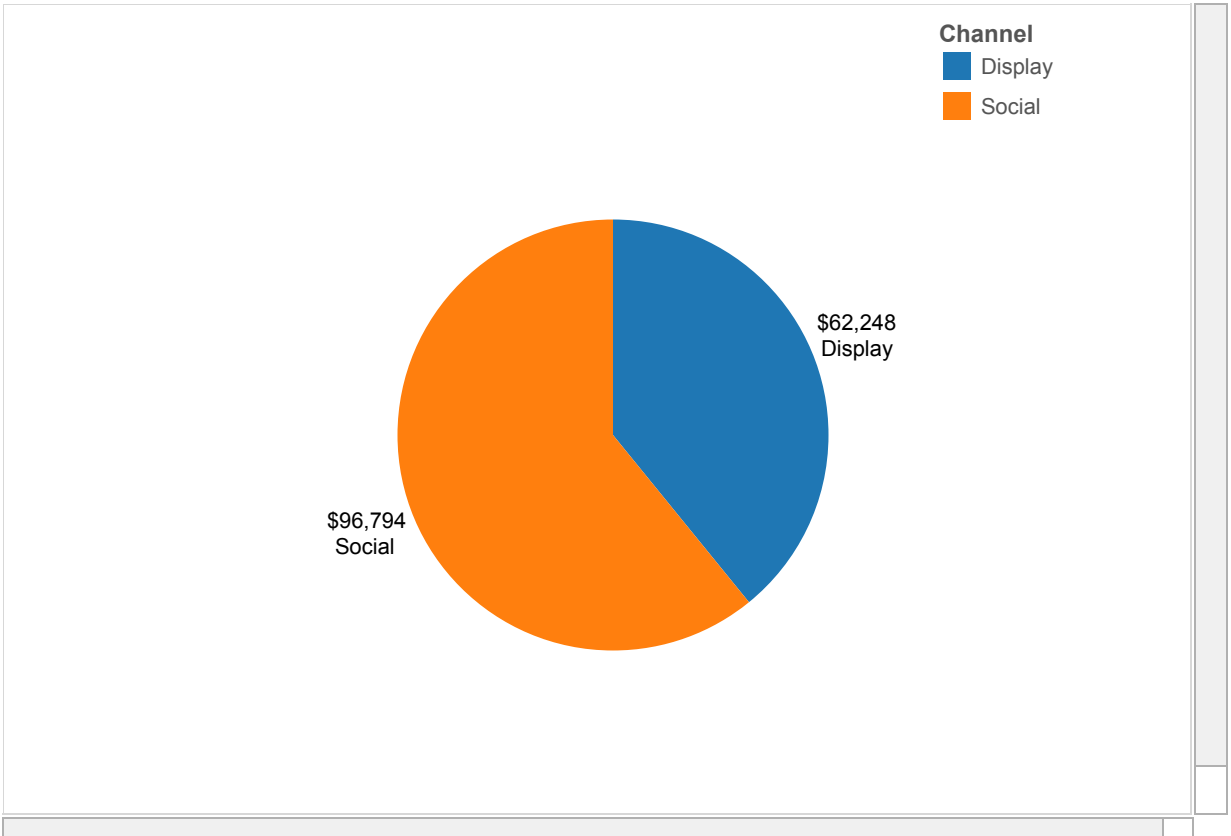
TBKF Social - CAMPAIGN SUMMARY

<p>Fact</p> <p>Display</p> <p>TBKF Display campaign is showing excellent front-end performance in terms of CTR. Typical IT B2B CTR benchmarks for display are between 0.03-0.06% - aggregate performance across the 3 campaigns is 0.09%.</p> <p>As of 1/2/15, Rosetta placed conversion tags on all landing pages, as directed by Swirl. Swirl QA'ed all tags, and found no issues. At some point prior to launch, tags were set to preview mode, and were no longer active within the page. Rosetta has not experienced this before, and was not able to explain it.</p> <p>As of 2/10 (outside this reporting period), tags were placed back on the landing page. However, after extensive further QA and impressions continuing to serve, 0 conversions have been seen by Swirl or the vendors to-date..</p> <p>Social</p> <p>DEVOPS</p> <p>Performance was the strongest around CAW when looking at metrics across the board.</p> <p>Facebook drove 64% of all engagements, at a CPE of \$0.35, the lowest among all three partners. Whereas,</p> <p>Twitter brought in the most responses (64%), at the most efficient rate (\$54 CPR).</p> <p>The "Your brand rests depends largely.." post drove the highest engagement rate across all three partners, at 6.39%.</p> <p>Interest targeting on Facebook drove the highest engagement rate of any tactic, at 5.24%.</p> <p>MANAGEMENT CLOUD</p> <p>The beginning of the campaign saw much higher engagements (in the tens of thousands) and responses in the 60s, but has since decreased to engagements in the thousands and responses in the 20s.</p> <p>Facebook drove 80% of engagements, at the lowest CPE across all three partners, \$0.08! Twitter brought in 56% of the total responses.</p> <p>The "Experts estimate that..." post on Facebook drove the highest engagement rate across any post of all three partners, at 4.22%.</p> <p>Interest targeting on Facebook drove the highest engagement rate of any tactic, at 3.30%.</p> <p>SECURITY</p> <p>Engagements have been on the decline, when looking week over week. While, responses have been working inversely since the week of 1/1/2. The highest response volume (404 and 244) happening over these past two weeks.</p> <p>Facebook drove 84% of engagements across all three platforms, at a CPE of \$0.11.</p> <p>"The application economy is here..." post drove the highest engagement rate of any post across all three partners, at 4.43% Interest targeting on Facebook drove the highest engagement rate of all tactics, at 3.32%.</p>	<p>Understanding</p> <p>Display</p> <p>Vendors have been delivering large volumes of front-end engagement (impressions, corresponding clicks) and then optimizing to ensure abundant landing page visits.</p> <p>Swirl believes that the lack of conversions is in major misalignment with voluminous front-end activities. Rather than the media performing poorly in driving the final conversion, we believe that the tracking issues are continuing, and the system is still unable to properly report on conversions.</p> <p>Social</p> <p>DEVOPS</p> <p>The increase in spend during the CAW heavy up could have attributed to the increase in metrics. Over the last month engagements continue to increase, along with responses being the highest they have been even during CAW (ranging from 39-70), and consequently the lowest CPR (ranging from \$17-\$30).</p> <p>Facebook has the largest reach of all partners, casting the widest net, and in turn driving the largest volume of engagements most efficiently. Twitter's responses likely came from the "Do you own your customer experience?" post – making up around 79% of the total responses.</p> <p>The "Your brand rests depends largely..." post featured a strong CTA and short copy detailing clearly why consumers might benefit from the content being promoted.</p> <p>Selected interests, including agile software development and application performance management, are highly topical and relevant to the DevOps audience.</p> <p>MANAGEMENT CLOUD</p> <p>The engagements and responses decrease was correlated to spend levels. Spend were 4X larger at the beginning of the campaign to promote CAW.</p> <p>Facebook has more options for the user to engage with the post vs. other social partners. Twitter's "Mobility no longer means..." post brought in roughly 61% of the total responses.</p> <p>Compelling copy, a strong CTA, and a clear image drove the success of this post.</p> <p>Interest targeting historically has outperformed job title targeting on Facebook, because it casts a wider net, allowing more individuals to engage with the post.</p> <p>SECURITY</p> <p>The large volume of responses 70+ were coming from Facebook. New posts across Facebook, could have attributed to this spike.</p> <p>Facebook Security targeting reaches a much larger audience than LinkedIn or Twitter; "It's all about the apps" drove the most engagements, 45%.</p> <p>The top-performing Security post featured succinct and to-the-point copy, a strong CTA, and a clear image.</p> <p>Interest targeting, including data analysis and information technology consulting, tends to outperform job title targeting due to audience size.</p>	<p>Action</p> <p>Display</p> <p>Despite current back-end tracking issues, this level of front-end engagement is a clear indicator of user interest in the campaign, and thus CA's offer.</p> <p>It is Swirl's recommendation to take the following steps to final QA the situation and course correct, as needed:</p> <p>All vendors have been asked to pause campaign delivery until further notice.</p> <p>Swirl is submitting new landing page tags to Rosetta, and is asking to use them as container tags, against typical procedure. Swirl will then place vendor tags within the container tags to ensure that code is properly implemented. This provides a srouce against which to compare the current tags showing 0 conversions.</p> <p>Once these tags are placed, Swirl will ask vendors to un-pause the campaign and run at slow rate to test performance once full tracking capabilities have been set in place.</p> <p>After one week of being live once again (12/20), Swirl will review performance (specifically conversions) to-date and then determine next steps. If seeing conversions, we know that tracking is the issue. If still seeing no, conversions, Swirl will revise the display portion of the plan and provide a new recommendation.</p> <p>Social</p> <p>DEVOPS</p> <p>Continue to provide new content to drive engagements and responses.</p> <p>Utilize Facebook for engagement metrics and Twitter for responses. Optimize toward the "Do you own your customer experience?" post.</p> <p>Ensure content being posted is concise and relevant to consumers.</p> <p>Let posts targeted to DevOps interests, including agile software development and application performance management, continue running and optimize out of low-performing targeting.</p> <p>MANAGEMENT CLOUD</p> <p>Look at consolidating the campaign timeframe, to increase spending and in turn metrics.</p> <p>Push new content from CA live for a refresh.</p> <p>Optimize out of LinkedIn as it has the lowest volume of responses (48/505) and the highest CPR (\$111). Additionally, LinkedIn has only generated 106 out of the 168K engagements to-date. Split money amongst Facebook and Twitter programs.</p> <p>Optimize out of job title targeting and focus budget on interest-targeted posts.</p> <p>SECURITY</p> <p>Continue to increase and optimize content for optimal results.</p> <p>LinkedIn Security has driven the most engagements, 38%, across all three partners, optimize budget into Security</p> <p>Optimize toward Facebook and Twitter's interest targeting.</p>
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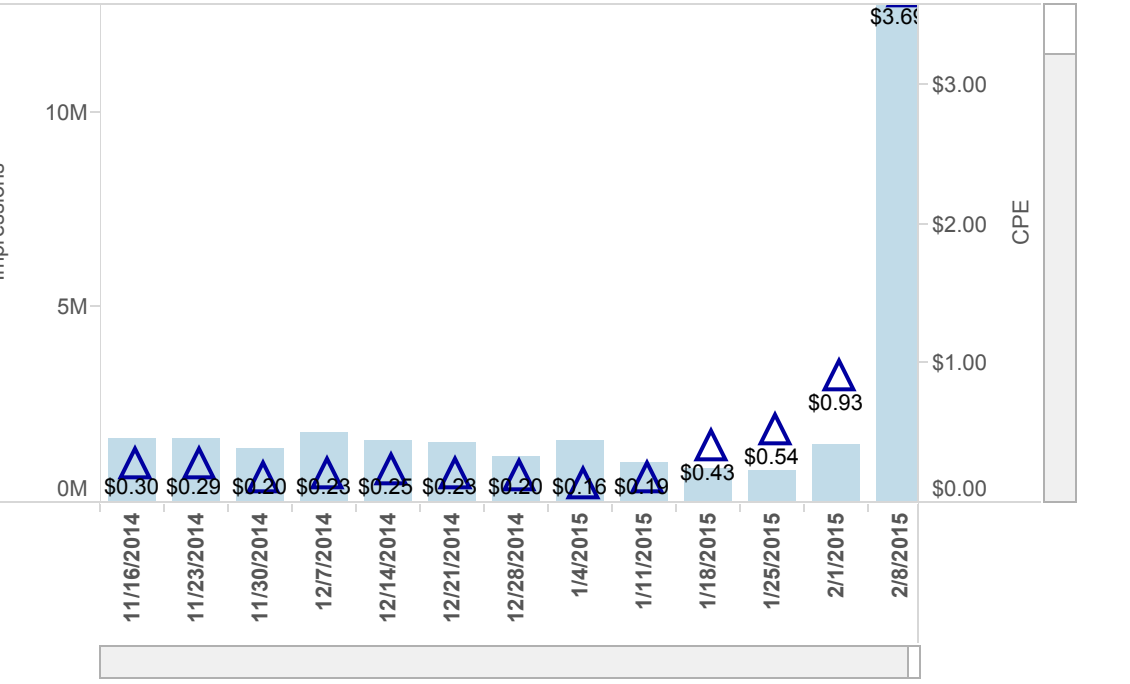
TBKF - Spend by Geo



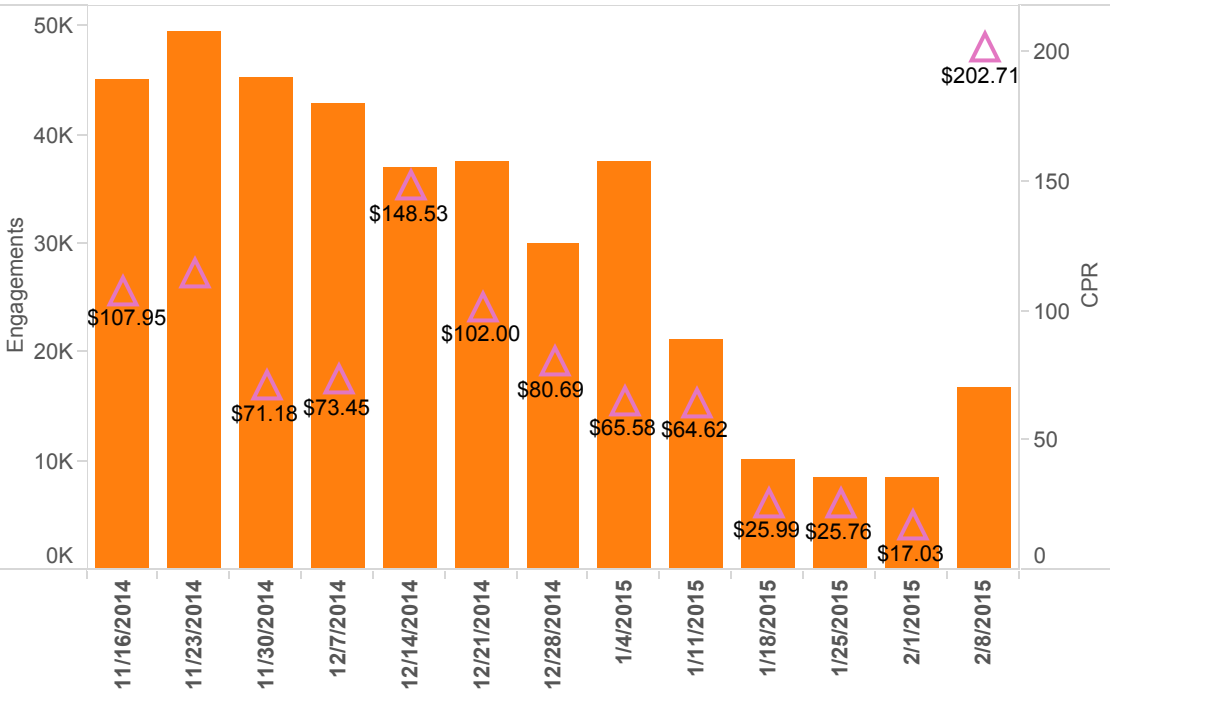
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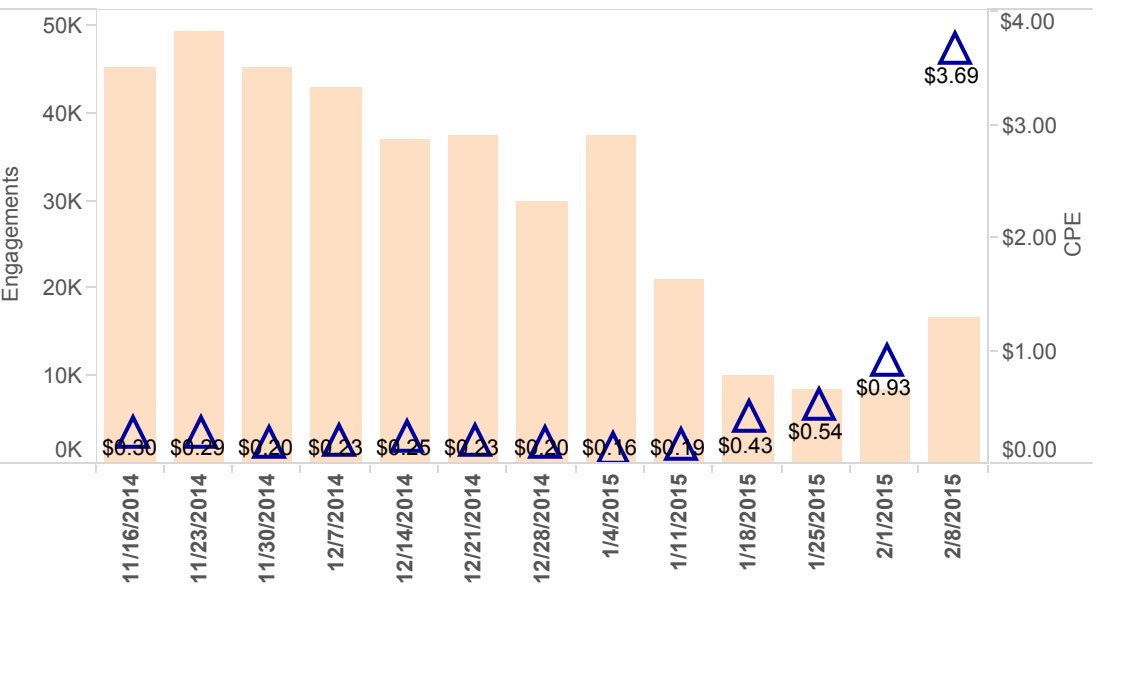
TBKF - Imps vs. CPE by Week



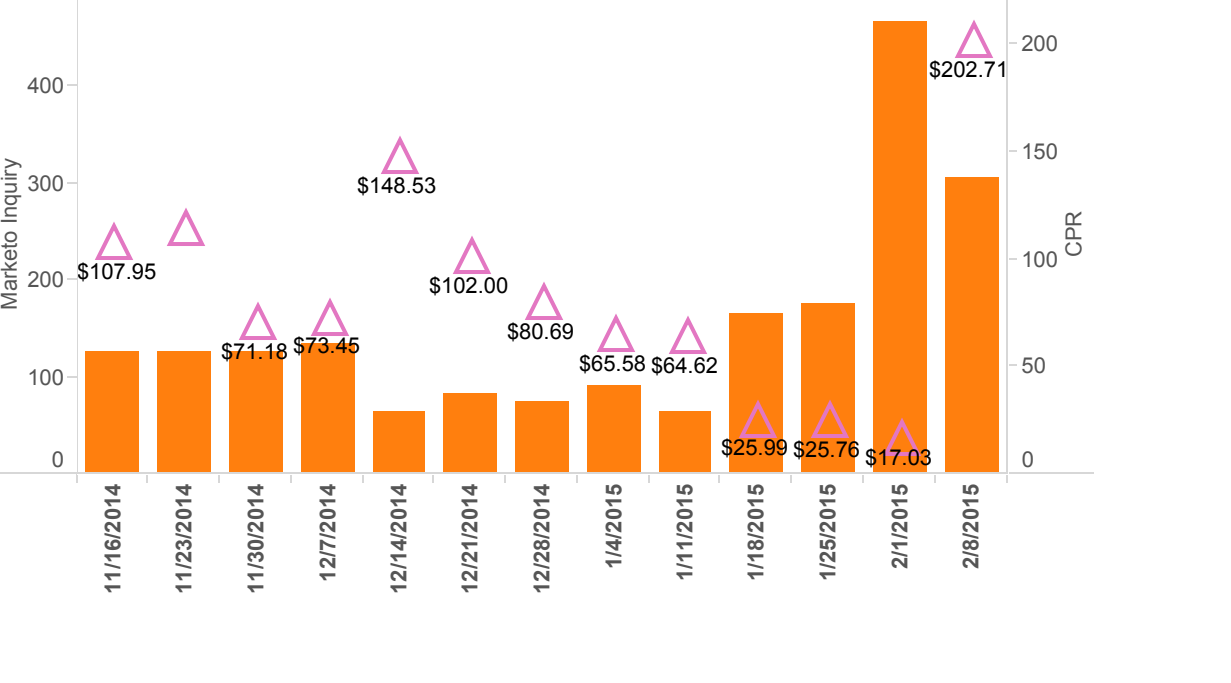
TBKF - Eng. vs. CPR by Week



TBKF - Engagements vs. CPE by Week



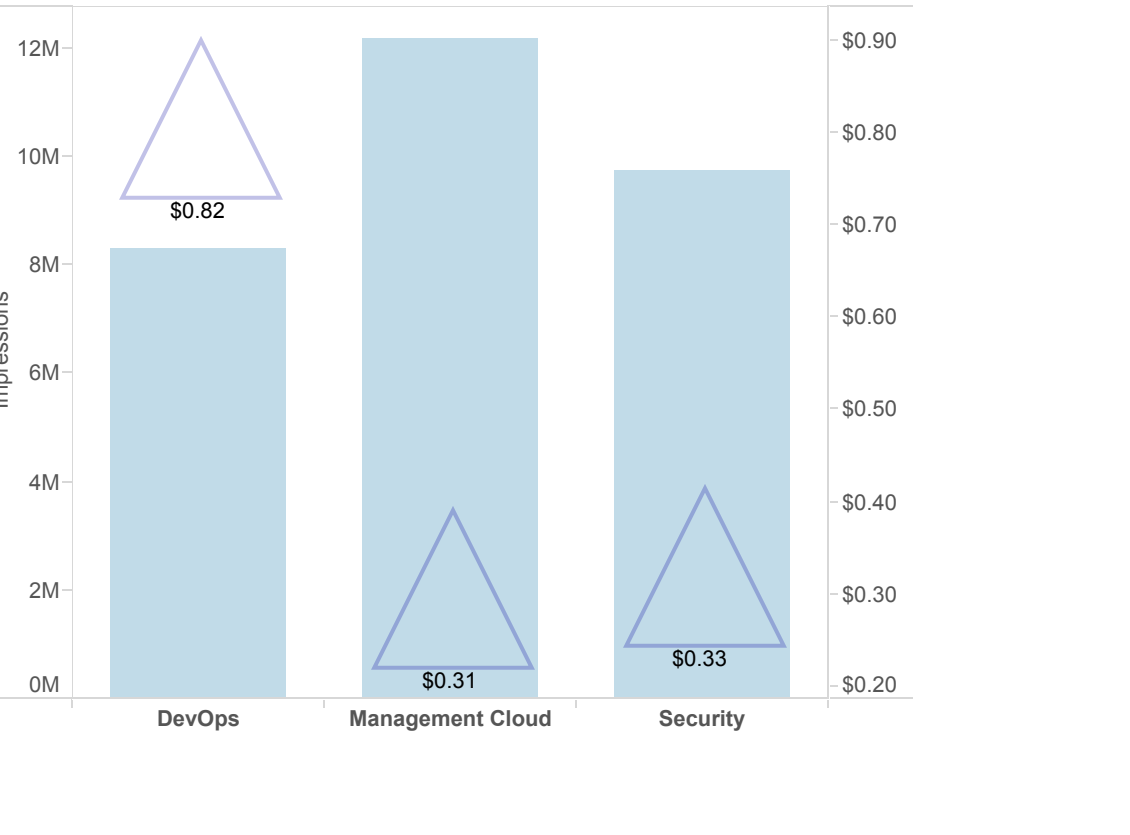
TBKF - Responses vs. CPR by Week



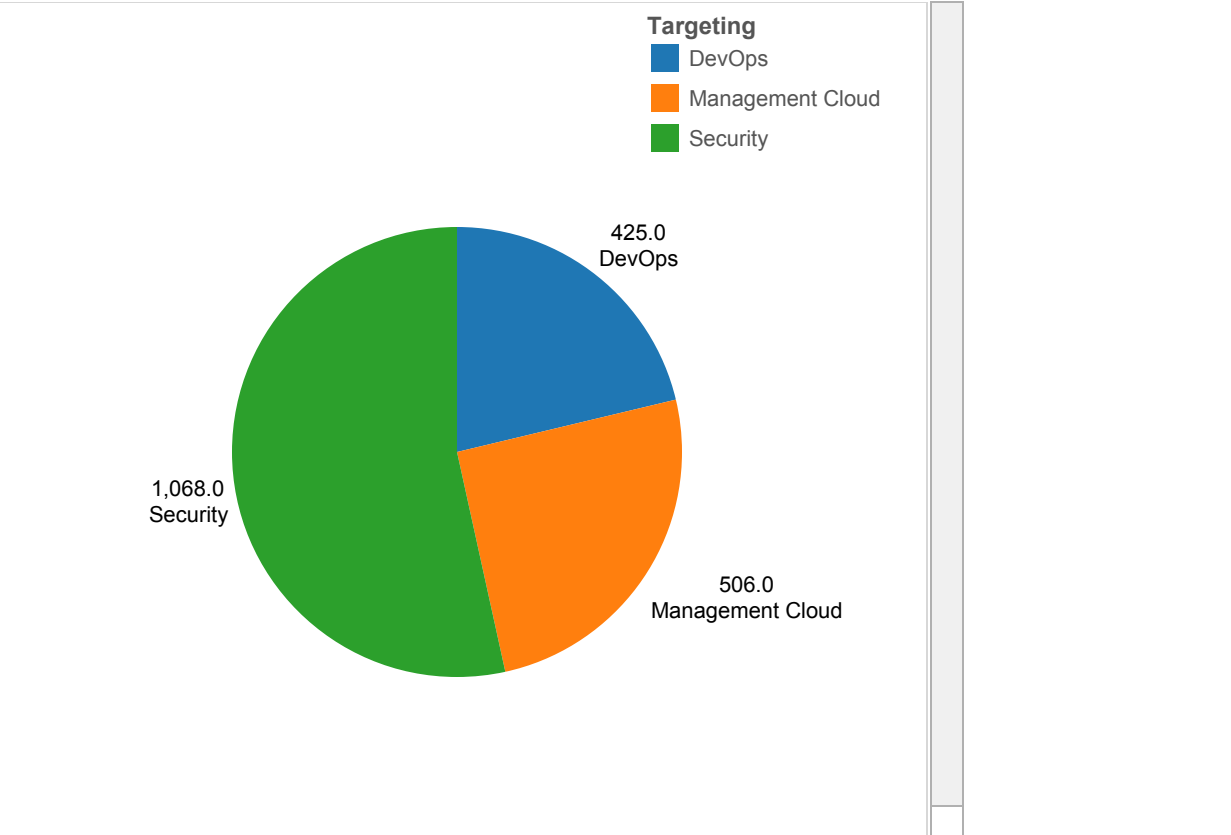
TBKF - Performance by Publisher

Site (DCM)	Targeting	Impressions	Clicks	CTR	Media Cost	Engagements	Engagement R..	CPE	Total Responses	CPR
Distillery	DevOps	1,884,308	650	0.03%	\$6,959.96	342	0.02%	\$20.35	1	\$6,959.96
	Management Cloud	1,373,409	433	0.03%	\$5,206.86	276	0.02%	\$18.87	0	
	Security	61,351	41	0.07%	\$260.13	21	0.03%	\$12.39	0	
Facebook	DevOps	1,881,065	51,451	2.74%	\$15,589.63	44,414	2.36%	\$0.35	82	\$190.12
	Management Cloud	4,110,808	143,513	3.49%	\$10,457.50	134,844	3.28%	\$0.08	176	\$59.42
	Security	3,861,651	135,956	3.52%	\$12,968.40	122,469	3.17%	\$0.11	671	\$19.33
Linkedin	DevOps	485,885	637	0.13%	\$8,179.17	98	0.02%	\$83.46	72	\$113.60
	Management Cloud	479,051	664	0.14%	\$8,211.73	107	0.02%	\$76.75	48	\$171.08
	Security	500,821	811	0.16%	\$8,354.19	213	0.04%	\$39.22	172	\$48.57
RadiumOne	Management Cloud	2,260,506	1,367	0.06%	\$8,255.68	1,005	0.04%	\$8.21	0	
	Security	2,286,268	1,953	0.09%	\$8,245.35	2,975	0.13%	\$2.77	0	
Twelvefold Media	DevOps	2,281,820	3,661	0.16%	\$11,745.85	2,781	0.12%	\$4.22	0	
	Management Cloud	1,289,986	1,785	0.14%	\$6,512.29	1,582	0.12%	\$4.12	0	
	Security	1,234,166	1,112	0.09%	\$6,149.53	1,487	0.12%	\$4.14	0	
Twitter	DevOps	1,772,268	20,352	1.15%	\$14,484.92	22,218	1.25%	\$0.65	270	\$53.65
	Management Cloud	2,651,767	30,331	1.14%	\$14,047.61	33,428	1.26%	\$0.42	281	\$49.99
	Security	1,784,436	19,498	1.09%	\$13,413.42	21,546	1.21%	\$0.62	224	\$59.88
Grand Total		30,199,566	414,215	1.37%	\$159,042.21	389,806	1.29%	\$0.41	1,997	\$79.64

TBKF - Imps vs. CPE by Area



TBKF - Responses by Targeting



TBKF - Eng. vs. CPM by Week



TBKF - Performance by Area

Targeting	Impressions	Clicks	CTR	Media Cost	Engagements	Engagement Rate	CPE	Total Responses	CPR
DevOps	8,305,346	76,751	0.92%	\$56,959.53	69,853	0.84%	\$0.82	425	\$134.02
Management Cloud	12,165,527	178,093	1.46%	\$52,691.67	171,242	1.41%	\$0.31	505	\$104.34
Security	9,728,693	159,371	1.64%	\$49,391.01	148,711	1.53%	\$0.33	1,067	\$46.29
Grand Total	30,199,566	414,215	1.37%	\$159,042.21	389,806	1.29%	\$0.41	1,997	\$79.64