

## Social Attribution Intelligence

Email-driven, Socially-shareable Campaigns. Higher Revenue, Measurable ROI, Organic Subscriber Growth.

### Key Benefits

- Organic acquisition of new subscribers through existing email subscribers
- A low-cost, better performing alternative to social display advertising
- Measurement of social media marketing ROI in terms of universal metrics like opens, shares, and revenue
- Ability to quickly identify brand advocates and attach value to each one
- Opportunity to develop specific marketing programs to reward brand advocates and retain them

### Want to learn more?

Contact us at 1.800.565.7224  
or visit [www.infocanada.ca](http://www.infocanada.ca)

In the age of the empowered customer, brands are looking for innovative ways to reach their prospects. And what better way to do so than by harnessing the power of each subscriber's social networks.

Social Attribution Intelligence allows marketers to have their customers sell for them by sharing a brand's email on their social networks thus reaching previously unaware and unengaged audiences and amplifying the email campaign's exposure. In addition, this unique solution enables tracking of each open, 'share', and purchase resulting from the socially shared email.

#### Organic Subscriber Acquisition, Achieved.

Subscriber base growth is an important metric for determining marketing effectiveness. With Social Attribution Intelligence, marketers are able to expand the reach of their email campaign beyond their email subscribers. With a click of a button, campaign recipients can share the email with their networks on a variety of social channels. Social Attribution Intelligence tracks each 'share', campaign click, and purchase resulting from the message, and collects basic information for consumers who interact with the campaign, thus effortlessly acquiring already engaged subscribers.

#### The Elusive Social Campaign ROI, Measured.

While measurement is key for determining campaign success, social media has long presented a challenge in this department. Social Attribution Intelligence makes it possible for marketers to track opens, 'shares', revenue, and database growth for each email campaign that has been shared in the social space, thus providing measurable success metrics and determining each campaign's ROI.

#### Brand Advocates, Defined & Retained.

It's no surprise that the most valuable subscriber segment in a marketer's database includes the brand advocates. It's often hard to identify them and even harder to measure their value. Social Attribution Intelligence enables marketers to identify those subscribers who share their content and track the engagement and revenue each 'share' generates. Marketers can then develop campaigns to incentivize social sharing and target their most valuable subscribers thus increasing the campaigns' exposure and generating organic subscriber growth as a result of digital word-of-mouth.