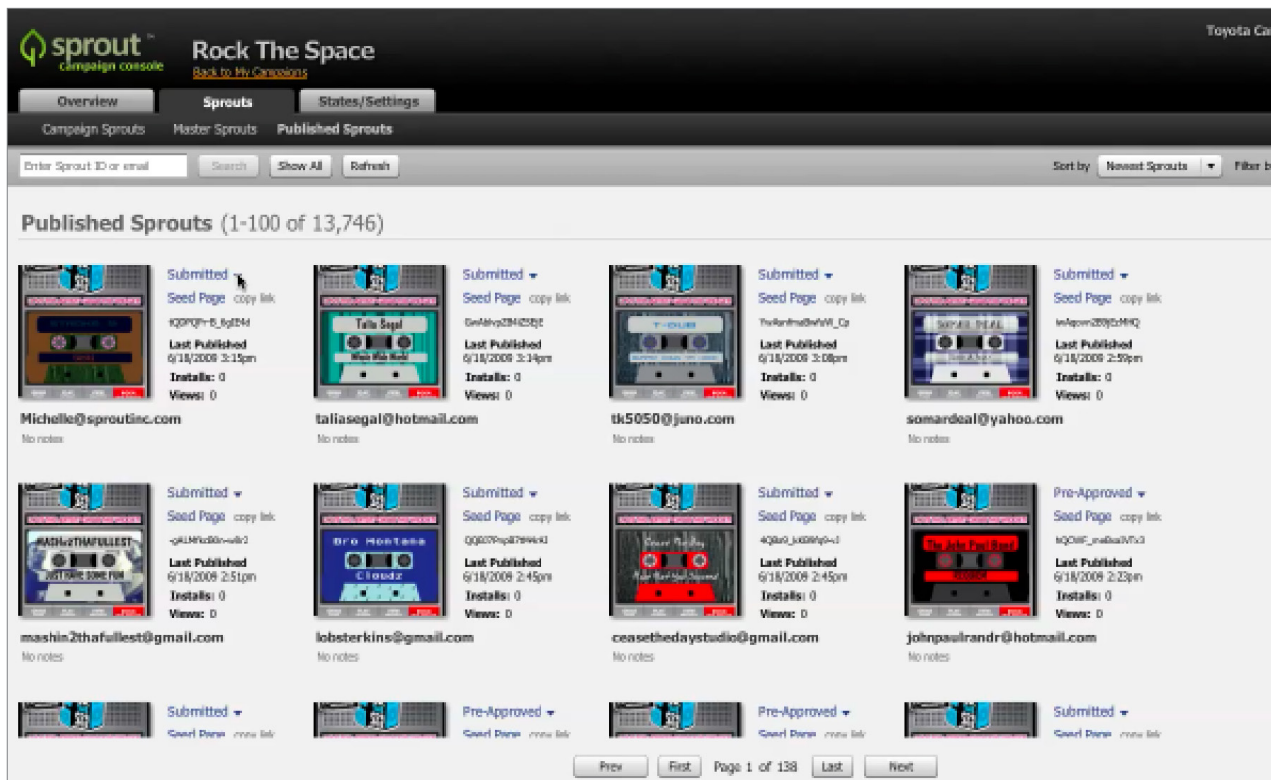


When you work with Sprout, beautiful creative is only one part of the equation. We know that your social media campaigns can only be successful if you can successfully measure ROI. Before we begin any creative work, we will discuss your goals and objectives and make sure that we can provide you with the data you need to optimize as you go and to measure success.

>> Campaign Console

When your campaign launches, you will receive a login to the Sprout Campaign Console. The console provides access to real-time reporting so you can see how you're doing against your goals and where tweaks to the campaign might help you be more successful. You will also be able to view all sprouts created by your users in the Campaign Console. The console gives you moderation capabilities so that widgets submitted with questionable user-generated content can be culled out before or after publication.



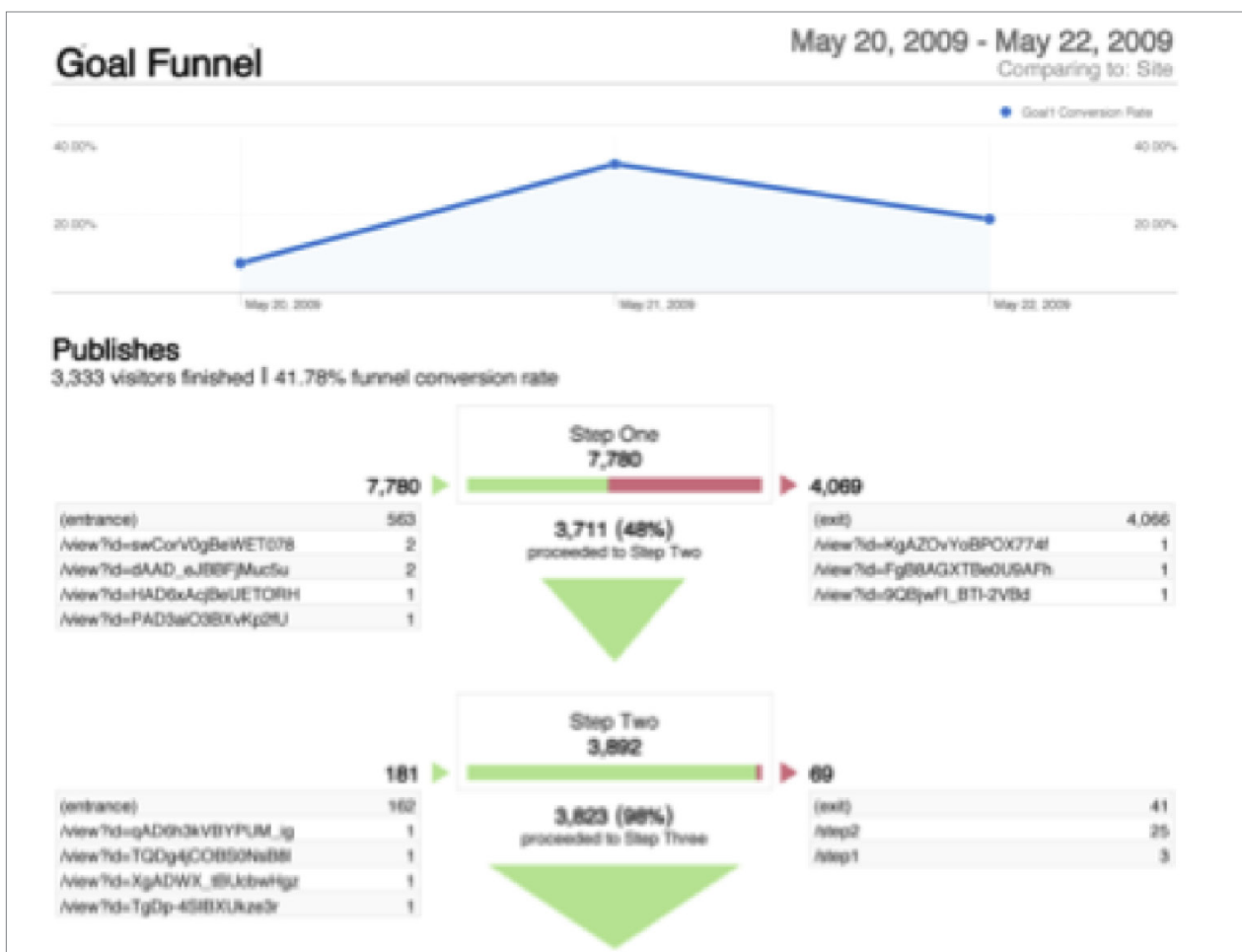
Sprout campaign console

>> Google Analytics Tracking for Adobe Flash

Sprout was the first third party developer to integrate Google Analytics Tracking for Adobe Flash. Now, all Sprout Engage customers have access to the Google Analytics console to track the following campaign data:

- **Goal funnel:** The campaign funnel shows how consumers are proceeding through the campaign. How many people hit the campaign landing page, how many people proceeded through the campaign and how many published content to their activity stream? Is there a place in the campaign where people are dropping off? Looking at this data allows you to remove barriers, if there appear to be any, to make your campaign as successful as possible.

- **Visits:** A single continuous set of activities attributable to a cookie browser or user—a basic measure of how effectively you promote campaign
- **Unique visitors:** Unique individual or browser that has accessed the Engagement application—identified by an analytics cookie.
- **Pageviews:** Tracking of the steps the user follows while using the engagement application (e.g. gallery, preview, interstitial, edit, publish, help)
- **Pages/visit:** Represents the number of pages user viewed in the session—not a complete gauge of interaction because user spends most of their time in the editor
- **Time spent:** The amount of elapsed time (engagement) from the initiation of a visit to the last user activity associated with that visit. Time spent should represent the activity of a single cookie browser or user for a single access session to the application—a visit quality measure.
- **Conversion rate:** Percentage of user sessions in the Engagement Application that translate to a publish
- **Bounce rate:** The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page)



Google Analytics Goal Funnel

>> Gigya Tracking

Gigya gives you the ability to track your sprouts out in the wild. Along with custom tracking of events within the sprout, you are able to track sprout installs and sprout views. Here is a full list of the data tracked through Gigya:

- **Installs (Sprouts):** Total installations of sprouts posted (i.e. grab, embed) to profiles, blogs, etc.
- **Views:** Total views (impressions) of posted sprouts generated by a campaign
- **Total published:** Total number of sprouts published (i.e. swf file created)
- **Custom tracking:** Total custom events within the sprout (e.g. “buy” button redirects to e-commerce site)



Gigya Dashboard

>> Reporting Metrics and Definitions Unique to Each Campaign

Sprout is able to capture additional information unique to your campaign. During our initial discussion about your goals and objectives, the specific action metrics will be determined.

- **Cost per unique visitor:** Total cost of the campaign, divided by the number of unique visitors to the Engagement application

- **Relevant actions taken and cost per relevant action**

- **Action Examples:**

- Contest/Sweeps Entries
- Pre-orders (e.g. dvds, video games)
- Coupons downloaded/redeemed
- Games played
- Videos viewed
- Uploads (e.g. images, videos)
- Poll votes
- Messages sent (e.g. Bulletins, Updates, Emails, Alerts)
- Invites sent
- Newsfeed items posted
- Comments posted
- Topics/Forums Created
- Number of Group Members