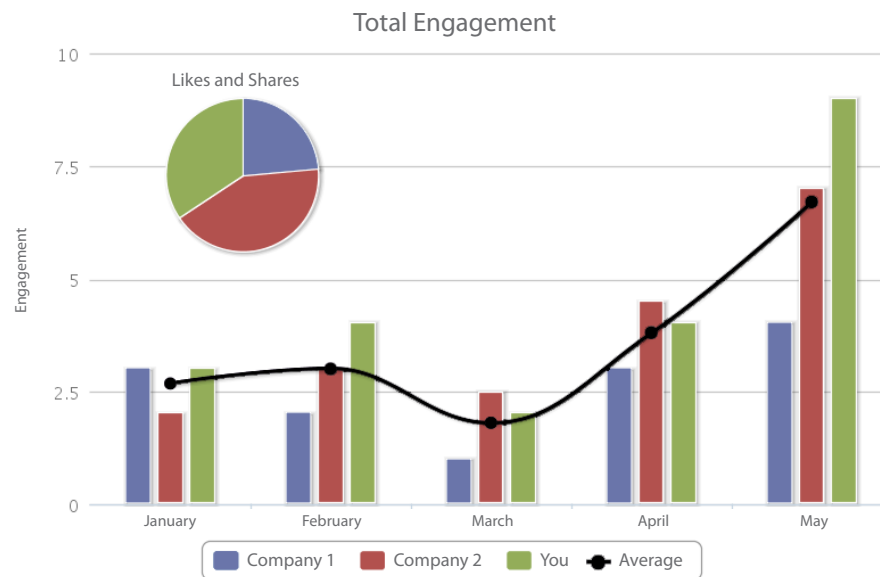


ARE YOU IN THE TOP 10%



Competitive insights that you never knew

REAL-TIME COMPETITIVE INSIGHTS ABOUT YOU AND YOUR COMPETITION



YOUR CHALLENGES

How do I analyze 1000's of posts by my company as well as the competition and find out which ones are most engaging?

EXPION'S SOLUTIONS

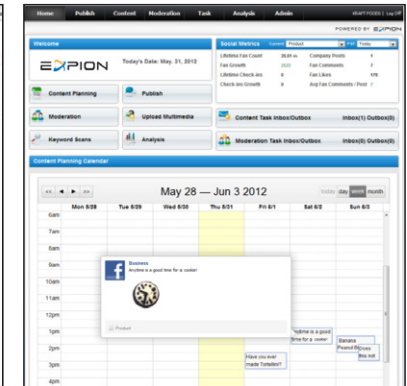
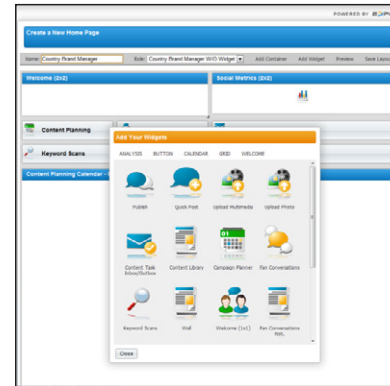
- Establish benchmarks against your competition
- Share engaging posts across all your social channels
- Identify keywords that are most effective for higher engagement

FULLY TRAINED IN 60 MINUTES OR LESS



content planning
publishing
moderation
governance
workflow control
analysis

CUSTOMIZE THE DASHBOARD TO SUIT YOUR RESPONSIBILITIES – “ONE CLICK ACCESS”



YOUR CHALLENGES

Social software is too complicated - it takes me too long to get to the functions that apply only to my job. With employee turnover, system training takes too long.

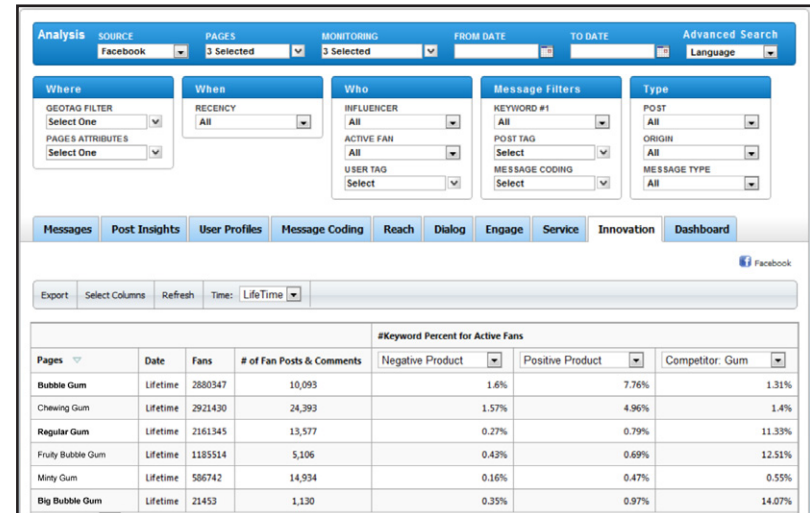
EXPION'S SOLUTIONS

- Creates tailored dashboard for each user to their specific responsibilities through any combination of Expion's 40+ social software widgets
- Tracks key performance indicators tied to your goals via one-click access metrics
- Provides alerts and triggers that automatically inform you of conversations, sentiment-shifts and intel you should act on now

Customized dashboard simplifies the user experience

Innovate your products & services based on fan likes and dislikes

INNOVATING YOUR PRODUCTS & SERVICES WITH REAL-TIME CUSTOMER INSIGHTS



Analysis							
SOURCE	PAGES	MONITORING	FROM DATE	TO DATE	Advanced Search		
Facebook	3 Selected	3 Selected			Language		
Where		When	Who	Message Filters		Type	
GEO TAG FILTER Select One		REGENCY All	INFLUENCER All	KEYWORD #1 All	POST All		ORIGIN All
PAGE'S ATTRIBUTES Select One			ACTIVE FAN All	POST TAG Select	MESSAGE CODING Select		MESSAGE TYPE All
			USER TAG Select				
Messages Post Insights User Profiles Message Coding Reach Dialog Engage Service Innovation Dashboard							
Export Select Columns Refresh Time: LifeTime							
#Keyword Percent for Active Fans							
Pages	Date	Fans	# of Fan Posts & Comments	Negative Product	Positive Product	Competitor: Gum	
Bubble Gum	Lifetime	2880347	10,093	1.6%	7.76%	1.31%	
Chewing Gum	Lifetime	2921430	24,393	1.57%	4.96%	1.4%	
Regular Gum	Lifetime	2161345	13,577	0.27%	0.79%	11.33%	
Fruity Bubble Gum	Lifetime	1185514	5,106	0.43%	0.69%	12.51%	
Minty Gum	Lifetime	586742	14,934	0.16%	0.47%	0.55%	
Big Bubble Gum	Lifetime	21453	1,130	0.35%	0.97%	14.07%	

YOUR CHALLENGES

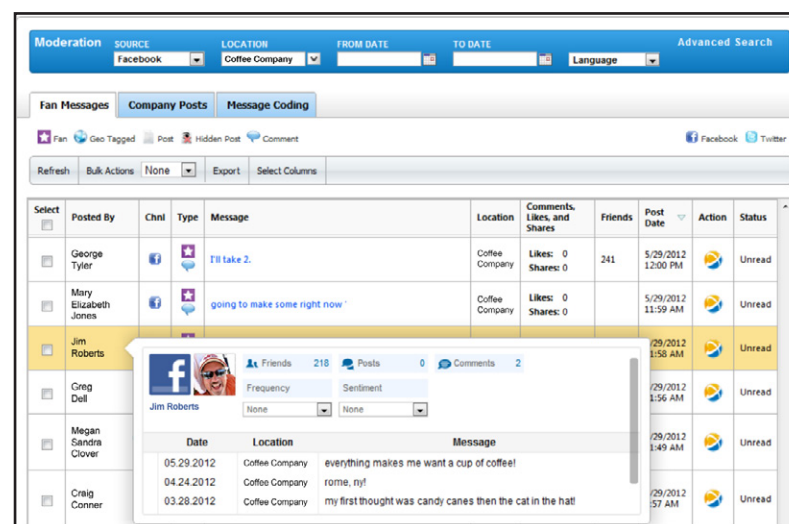
There's a lot of chatter. What conversations should I focus on?
How do I filter to improve my products and services?

EXPION'S SOLUTIONS

- Customized keyword phrase tracking by language for your product or service
- Profile products by audience attributes (activity, sentiment & advocacy...etc)
- Track product and service quality over time

FIND YOUR NEXT BEST SELLER

USING CUSTOMER INTELLIGENCE TO ENHANCE ADVOCATE ENGAGEMENT



Select	Posted By	Chnl	Type	Message	Location	Comments, Likes, and Shares	Friends	Post Date	Action	Status
<input type="checkbox"/>	George Tyler	f	Post	I'll take 2.	Coffee Company	Likes: 0 Shares: 0	241	5/29/2012 12:00 PM		Unread
<input type="checkbox"/>	Mary Elizabeth Jones	f	Post	going to make some right now	Coffee Company	Likes: 0 Shares: 0		5/29/2012 11:59 AM		Unread
<input type="checkbox"/>	Jim Roberts	f	Post					5/29/2012 1:58 AM		Unread
<input type="checkbox"/>	Greg Dell	f	Post					5/29/2012 1:56 AM		Unread
<input type="checkbox"/>	Megan Sandra Clover	f	Post					5/29/2012 1:49 AM		Unread
<input type="checkbox"/>	Craig Conner	f	Post					5/29/2012 1:57 AM		Unread

YOUR CHALLENGES

- How do I track what my advocates and most active customers are saying?
- How do I create more relevant conversations with them in real-time?

EXPION'S SOLUTIONS

- View audience profiles while in conversation through our "hover" feature to identify their activity, frequency, friend count and sentiment
- Assign "user tags" for customer tracking and targeting
- Improve your sentiment analysis through phrase cloud data mining

ENLIST YOUR
BRAND
SUPERFANS

Identify and engage your advocates in real-time



content planning
governance
workflow control

Mon 5/21

Tue 5/22

SHARE CONTENT WITHOUT LOGGING IN

Easily exportable content calendars for team approval

9am

10am

11am

12pm

1pm

2pm

3pm

Cookies
Try these delicious chocolate cookies.

CONTENT PLANNING & APPROVAL MADE EASY

Planner Content Preview

Name	Schedule Date	Copy	Tags	Assets	Geo	Pages	Status	Action
How do you get content?	5/8/2012 11:13 AM	Dupe or crush: How do you like to eat a cookie?					Scheduled	Approve
500 Item tags	5/8/2012 12:23 PM	The page at 02.zim.expion.net/sign					Scheduled	Approve
Cloud Planning Content	5/8/2012 11:10 AM	Are you sure that you want to Export PDF the selected templates?					Scheduled	Approve
Je m'embrasse toi	5/8/2012 11:24 AM	En 8 mots ou moins, dites-nous pourquoi vous aimez votre coffee!					Scheduled	Pre-Approve
Why you love your coffee?	5/8/2012 11:07 PM	Parlez-moi vos sentilles de biscuits coffee avec nous ici #Raymondchocolate					Scheduled	Schedule
Share your coffee recipe	5/10/2012 10:05 AM	Chocolate Mint Snuffel! Do not worry, you can start your revolutions again tomorrow.					Scheduled	DRAFT
Planner Saver	5/10/2012 11:39 PM	Here's a flavor saver of you left your between around during holiday travel - now's the time to Clean & Brew! FAQ! >					Scheduled	DRAFT
What's the most needed app?	10/20/2012 12:00 AM	When have you most needed a chat or #express?					Scheduled	DRAFT
Colfer II	5/8/2012 11:00 PM	Le nouveau café St. Louis Intense est en magasin depuis janvier et en a déjà fait craquer plus d'un! ;-) Vous ne l'avez pas encore testé? Remontez dans les jours à partir de 10h... de 10 personnes se sont récemment inscrits acheteurs! Ça ne dure que 10 jours alors dépêchez-vous!					Scheduled	Scheduled

YOUR CHALLENGES

How do I plan, create and get approval for my social content for the next week and month? How do I share the content off the platform so others can see what it will look like on each channel?

EXPION'S SOLUTIONS

- Develop social campaigns and content with a daily, weekly or monthly calendar view and export in PDF format for team review and management approval
- Creates an automated audit trail of all approvals



SOCIAL MOBILE

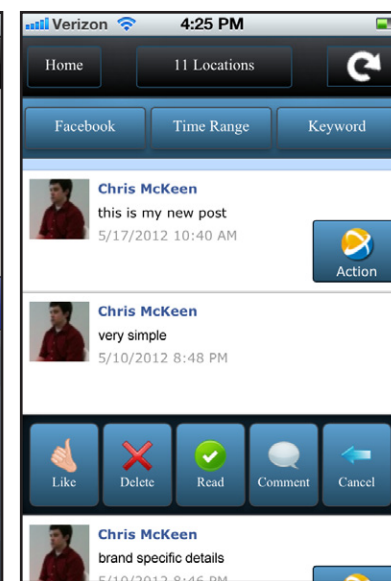
24/7

Managing your social channels
in the palm of your hand



content planning
publishing
moderation
governance

A MOBILE APP THAT MAKES MANAGING SOCIAL CHANNELS EASY



YOUR CHALLENGES

How do I stay connected 24/7 in a secure environment with my social media channels through my phone or iPad? How can I monitor and manage my social channels easily on a small screen?

EXPION'S SOLUTIONS

- Safely access your social channels through mobile interface that allows quick management on Android and Apple-enabled mobile devices
- Upload photos with approval process to protect your brand

LOCALIZE YOUR APPS IN A SNAPP



application

PERSONALIZE AND LAUNCH FACEBOOK APPLICATIONS ACROSS 1000'S OF PAGES AND LOCATIONS USING SNAPP APP

		West Davie Street and King Street
		Main Street North
		Glenwood Avenue and 23rd Street
		Walnut and Person Street
		North Lake and Main Street
		South Hills Shopping Plaza
		Region West Shopping Center
		Crossroads and Jackson Avenue

YOUR CHALLENGES

- How do I personalize a social app by location or brand?
- How do I do this in minutes versus days?

EXPION'S SOLUTIONS

- Customize a library of template applications for any campaign
- Personalize each application for local markets from the same template and simply schedule deployment from the campaign calendar
- Utilize Facebook and Twitter's dynamic sharing functionality for all apps

Instantaneous deployment of Facebook® applications across 1,000's of pages

EXPION

We are a Facebook Preferred Marketing Developer

Copyright 2012

Facebook® is a registered trademark of Facebook, Inc.

GLOBALIZE YOUR APPS IN A SNAPP

Instantaneous deployment of Facebook® applications across 100's of countries



PERSONALIZE AND LAUNCH FACEBOOK APPLICATIONS ACROSS 100'S OF COUNTRY PAGES USING SNAPP APP

		United States of America
		Canada
		Mexico
		Brazil
		Germany
		Spain
		France
		England

YOUR CHALLENGES

- How do I personalize a social app by country, brand, or language?
- How do I do this in minutes versus days?

EXPION'S SOLUTIONS

- Customize a library of template applications for any campaign
- Personalize each application for markets from the same template in native language and schedule deployment from the campaign calendar
- Utilize Facebook and Twitter's dynamic sharing functionality for all apps



ONE TOOL TO MANAGE YOUR WORLD

Seamless integration of global content and conversation management in 60+ languages

- content planning
- publishing
- moderation
- analysis
- application

CONTENT TRANSLATION IN OVER 60 LANGUAGES AS YOU CREATE AND DEPLOY

Select	Channel	Name	Schedule Date	Copy	Tags	Assets	Geo	Pages	Status	Action
<input type="checkbox"/>	Facebook	How do you eat cookies?	5/9/2012 10:19 AM	Dunk or crunch: How do you like to eat a cookie?				1 Selected	Approved	
<input type="checkbox"/>	Facebook	100 Years Ago	5/4/2012 02:33 PM	100 years ago, on this day, the first cookie was rolled inside and 100 years of cookies by 'liking'!				1 Selected	Approved	
<input type="checkbox"/>	Facebook	Good Morning coffee lovers	6/10/2012 11:38 AM	Good Morning coffee lovers - thanks again for an amazing response, you truly are the best fans - a few of you have guessed it already so... (Drum roll) ... We are very proud to announce our new flavour of coffee. Now you can get the Costa experience in your own little coffee shop...				1 Selected	Approved	
<input type="checkbox"/>	Facebook	Kombinationer	6/9/2012 12:54 PM	Hej! Om man gillar all testa nya smaker och kombinationer, missa inte att vi även har ett gäng recept på hemsläna kaffe på den guigrona riken som heter 'Recept', där finns bl a ett nytt Marabou-recept. ♥				1 Selected	Scheduled	
<input type="checkbox"/>	Twitter	Why you love your coffee!	5/9/2012 02:07 PM	En 8 mots ou moins, dites-nous pourquoi vous aimez votre coffee!				1 Selected	Approved	
<input type="checkbox"/>	Twitter	Share your coffee beverage	6/7/2012 09:06 AM	Partagez vos recettes de boissons coffee avec nous ici! #Beyourbarista				1 Selected	Scheduled	
<input type="checkbox"/>	Twitter	Chocolate Mint Truffel!	5/4/2012 11:30 AM	Chocolate Mint Truffel! Do not worry, you can start your resolutions again tomorrow				1 Selected	Draft	
<input type="checkbox"/>	Twitter	Flavor Savor	5/3/2012 01:30 PM	Here's a flavor savor...if you left your brewer unused during holiday travel - now's the time to clean it. Brewer Flavors >				1 Selected	Draft	
<input type="checkbox"/>	Twitter	Most Needed Espresso?	5/2/2012 11:00 AM	When have you most needed a shot of #espresso?				1 Selected	Draft	

YOUR CHALLENGES

How do I create and share social content in all the countries and languages that my company operates in?

EXPION'S SOLUTIONS

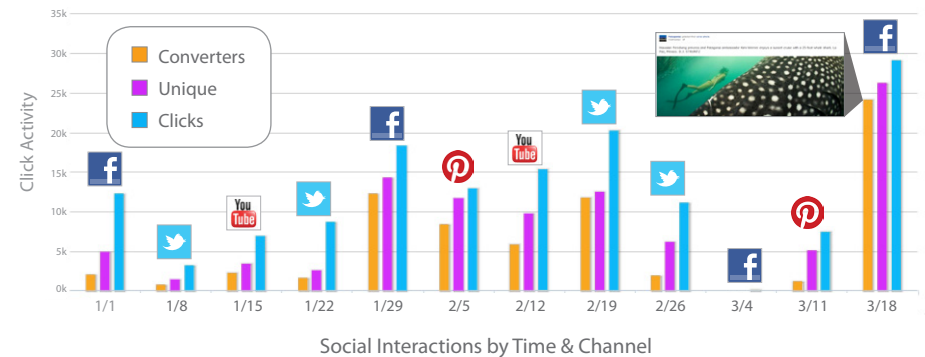
- Create content in native language to view, translate and share in other languages
- Allows global content sharing among all countries
- Each country can plan content, moderate, and analyze in their native language

Real-time attribution tracking across all digital channels paid, owned, & earned

content planning
moderation
analysis

CREATE → CONNECT → CONVERT

ATTRIBUTION TRACKING ACROSS ALL DISTRIBUTION CHANNELS USING CUSTOMIZED LINKS & ANALYTICS



YOUR CHALLENGES

How do I know which content & channels were most effective in creating conversion? With hundreds of different paths people can take to conversion, which ones should I focus on?

EXPION'S SOLUTIONS

- Ability to assign and tag a customized link to ANY web interactions including Facebook®, Twitter, YouTube, Pinterest, E-mail, Blogs, etc.
- Create conversion link reports that show common links people use to convert
- Drill down analytics shows referring sites, unique converters & conversion ROI

FINDING THE PATH TO HIGHER ROI