



Involver Delivers Over 10x the Typical Click-Through Rate for Facebook Ad Campaigns

Serena Software's Facebook ad receives over .7% click-through rate using Involver's video marketing platform

San Francisco, CA ([PRWEB](#)) July 31, 2008 -- Involver today announced that pilot program member Serena Software achieved a click-through rate of .7% on Facebook, with over 1.1M views of their "GO @#\$% YOURSELF!" video commercial. With this campaign, Serena establishes social networks as a viable target for their business-to-business marketing.

Involver's video campaign platform distributed Serena's very successful Internet commercial, produced by viral marketing firm Brief Attention Span, in premium Facebook applications. The platform let Serena track all aspects of the campaign, and react instantly with messaging, and call-to-action changes with the click of a button, delivering a much higher conversion rate than the .05% industry norm for Facebook.

"With the recent launch of business mashups and our SaaS delivery capability Serena Software has significantly increased the available market for our products. For this reason, we are constantly on the lookout for new and innovative ways to reach our customer base," says Michael Parker, Senior Director, Global Marketing, at Serena Software. "By implementing our Facebook campaign on Involver's marketing platform, we converted 1.1M views on Facebook into more than 8000 visitors to our Website."

Involver recently launched the pilot program for its campaign platform to transform the user experience for video marketing from simply passive ("watch this and hope they click") to active and engaged. The Involver platform lets viewers immediately interact with the video in a simple, non-obtrusive way, dramatically increasing conversion.

"Involver makes interactive video marketing accessible to companies who may not have long lead times or big budgets," says Rahim Fazal, co-founder and CEO of Involver. "The platform's advanced campaign management and tracking tools give any company the opportunity to see the same level of success Serena experienced with their Facebook campaign."

The "GO @#\$% YOURSELF!" Internet commercial was a follow-up to the viral video hit "JUST @#\$% IT!," a YouTube#1 video with 1.2 Million Views. Both spots were produced and directed by leading viral marketing firm Brief Attention Span Communications. As a business tool, the goal was not simply to generate a million views on Facebook, but drive substantial numbers of interested customers to Serena.

About Involver

Involver is the starting point for any marketer planning to create a video campaign for social networks. Involver's video campaign platform lets companies build, launch, promote, manage and monitor video campaigns that reach millions of social networking users. The platform's rich set of video plug-ins increase engagement, promote sharing and viral distribution and provide the greatest opportunity to convert viewers into customers.

About Serena Software, Inc.

Serena Software, Inc. provides services to make Enterprises and the business people within them more



productive. More than 15,000 organizations around the world, including 96 of the Fortune 100, rely on Serena solutions delivered either on premise or on demand, to provide visibility and efficiency to the application development process. Serena is headquartered in Redwood City, California, and has offices throughout the U.S., Europe, and Asia Pacific.

Useful Links:

[Involver Home Page](#)

[Serena "GO @\\$% YOURSELF!" Page on Facebook](#)

[Brief Attention Span](#)

[Serena Home Page](#)

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Online Web 2.0 Version

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