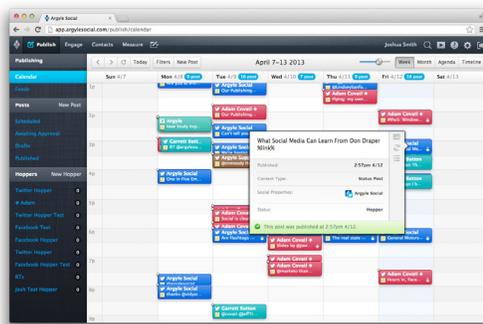


# — How Argyle Social Compares —

## Robust Publishing & Drip Campaigns

Our publishing tools were built from the ground up to provide efficiencies for busy marketers. Our Hopper drip campaigns allow you to set a template schedule and then focus on creating great content for your posts. Flexible post scheduling allows for creation of multiple posts with varying voices without going through the same forms — copy/pasting your day away.



## Direct Connection to Marketing Automation

Our current integration delivers social media interactivity data into Marketing Automation Systems today. This actionable data can be used to power scoring and workflow triggers. We also make all your lead data available directly within Argyle, providing social media managers with

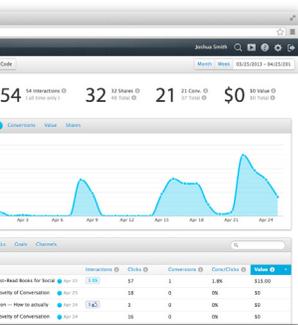
the insight they need to move the conversation forward. With our continued focus on this front, social media will soon be completely integrated with your marketing automation programs.

## Social Proof with Goal Tracking

You know social plays a role in meeting your on-site goals — now you can prove it with goal tracking. Argyle's easy-to-implement goals provide insight into the percentage of on-site conversions that were socially-influenced. You can also see which posts provided that impact.

## Detailed Campaign Reports

Post and click reports only tell you part of the story. This data is also rolled up into Campaigns. Compare how effective your blog is versus a partner, see how Q2 is tracking against Q1. Argyle's campaign reports also break down the individual posts, goals, and channels so you can drill down into the drivers of success.



## Social CRM and Tagging

Engagement is what drives social — and engaging without context is negligent at this point. Our Social CRM provides full social profile info, conversation history, social scoring info, and — of course — complete lead profiles from Marketo. Automated tagging and ad hoc tag segmentation keep important contacts front and center in any social conversation.



## B2B-Focused Services

We don't have millions customers — we understand and know our customers — and we provide them with personal support. Our service and support team understands B2B, they know your goals and struggles, and they can help.

## URL Tracking and Reporting

We know not everything you do in social media involves a post. Our short url tracking engine is tied directly in to our reporting and campaign system. So whether that link is for a post, an email, or a partner page — we can track it and roll it up into your campaigns.

## Argyle Is B2B

B2B marketers aren't just part of our business, it is what we do. Our application and the value we provide is focused solely on your business. That focus is something you'll see with every feature we add.