

A key issue for marketers is how to quantify the value of dollars spent on brand development. Involver's **Audience Management Platform** provides marketers with the only tool of its kind to quantify, monitor and optimize their brand's audience across social channels and then take action with that information – at enterprise scale.



### Integration

The Audience Management Platform integrates seamlessly with the ever-evolving landscape of social media platforms, including Facebook, Twitter, the iPhone, and blogs.

- From one dashboard location, our Audience Management Platform provides monitoring tools across the social web, and the ability to schedule the timing and channels for all content distribution.
- Track, respond, and share content to ensure that key sources and influencers are continually nurtured.



### Analytics

Involver addresses one of the essential requirements for brands and agencies to measure return on investment with to-the-minute updates on mentions, views, traffic and convertible leads.

- View built-in analytics for deep insights into content and channel effectiveness.
- Monitor trend sentiment across posts and channels to keep a "pulse" on the health of your brand.



### Scalability

Involver powers some of world's the biggest brands and agencies, including Facebook, The White House, and Sony Music, with a platform and suite of over three dozen applications that connect over 100,000 users to an audience 325 million worldwide.

- Involver's over 30 industry-leading Facebook Fan Page applications (YouTube, RSS, Twitter, polls, coupons, lead gen, contests and more) can be selected and deployed in minutes.



"We've used Involver to engage the audience around many of our accounts, including Skittles and 5 Gum. Involver's platform has given our agency the tools to both engage and activate the social media fan base of our clients' brands. Without question, Involver's platform has helped power some of our more innovative social media ideas."

- *Daniel Stein, CEO of EVB*

## WHITE HOUSE

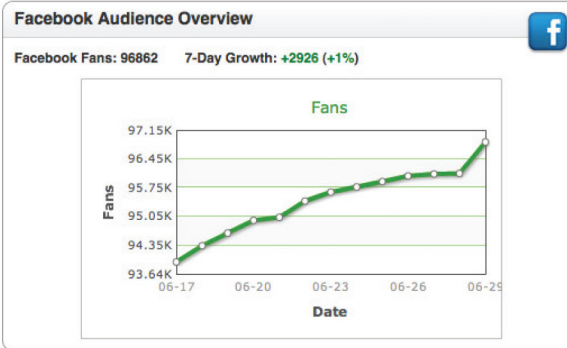
Commission on Remembrance

"When I created the National Moment of Remembrance, it was my dream to encourage Americans to live honoring our fallen every day. Using Involver, we were able to remember heroes in a way that was never before imagined, across the entire nation, and created measurable results."

- *Carmella LaSpada, Executive Director of the White House Commission on Remembrance*

**Recently Published** [see more](#)

- TelIX Agencies** and 3 other outlets on June 28 at 02:21 PM  
We just released 10 new screenshots and a new gameplay video preview! <http://bit.ly/xZ9tzA>
- TelIX Agencies** on June 26 at 09:00 AM  
PS3, Xbox, Wii -- which is your favorite system/platform?
- TelIX Agencies** and 1 other outlet on June 24 at 04:30 PM  
It's World Cup time! Odds makers tell us that Spain is the favorite to win. Who do you think will come out on top?
- TelIX Agencies** and 3 other outlets on June 24 at 04:00 PM  
Here's a new poll for you. What summer flick are you most excited about? A new Twilight movie; The Last Airbender; a new Chris Nolan epic...what are you going to see?
- TelIX Agencies** on June 24 at 01:10 PM  
Pre-orders are still available! <http://bit.ly/rvzfc>
- TelIX Agencies** and 2 other outlets on June 23 at 04:27 PM  
It's fan photo time. Submit your best character shot right here on our Facebook Page, for a chance to win a trip...
- TelIX Agencies** and 2 other outlets on June 22 at 02:00 PM  
Thanks for all of the shout-outs! A lot of you asked about our exclusive t-shirt for Facebook fans. Well, we have...



**Recently Monitored** [see more](#)

- Connie Mason Bennett** on June 30 at 02:10 PM  
Thanks so much for the coupon! Y'all went above and beyond to provide this deal to all of us fans. I'm sharing the page...hope my friends can get the deal too.
- Chavelis Reyes** on June 30 at 02:04 PM  
Anyone know which stores stock this game? Stoked!!!
- Mel Waterson** on June 30 at 02:04 PM  
the film sequences are amazing
- Conner Wiggins** on June 30 at 02:04 PM  
preorders going fast, glad that I got mine in
- Exhibitsmith** on June 30 at 01:39 PM  
We have a first review from IGN. Check it out: "It's not often that a new title combines Oscar-worthy narrative and first-rate gameplay. So count us as excited that..."
- Aaron Friedman1** on June 30 at 01:35 PM  
Melanie from Aurora, Colorado got an exclusive sneak peek yesterday with 10 of her friends. She was the winner of our "Beat the Summer Heat" contest!
- Aaron Friedman1** on June 30 at 01:35 PM  
twitter and my tweeps going crazy over this. just in time for summer it's the #BeatTheSummerHeat contest

From one dashboard location, the Audience Management Platform provides marketers with listening tools across the social web.

Dashboard **Publish** Monitor Social Apps Settings

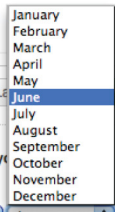
Compose new message Scheduled messages History

**Publish to...** all · none

- Facebook**
  - Reaulopolt Games
  - Reaulopolt Retailers
  - Reaulopolt GameLab
- Twitter**
  - @reaulopolt

**Compose new message (advanced mode)**

**Internal Test 1**  
Here's a new poll for you. What summer flick are Airbender; a new Chris Nolan epic...what are you

Publish Later  Now

Schedule your post

Date: 2010 June 30

Save time and manage workflow: easily schedule future posts and outreach across multiple channels.

Dashboard Publish Monitor **Social Apps** Settings

Facebook Fan Pages

**Apps on Fan Pages**

- Reaulopolt Games
  - RSS
  - Polls
  - Custom HTML
  - Music for Pages
- Reaulopolt Retailers
  - Polls
- Reaulopolt GameLab

**Fan Page Application Gallery**

- RSS for Pages**  
Simply give us your RSS Feed and Involver syndicates your tab on your Facebook Page. Involver Pro users can syndicate status updates, along with other benefits.
- YouTube for Pages**  
Paste your YouTube content to your Facebook Page instantly about re-uploading tons of videos! Involver Pro users can re-up videos, along with other benefits.

Instantly add and choose from over 30 industry-leading Facebook Fan Page applications.