



B U S I N E S S I N T E L L I G E N C E

Engagement

Attract

Interact

Retain

Return



Engagement | Attract

Optimize for each device

More immediate and relevant user experience

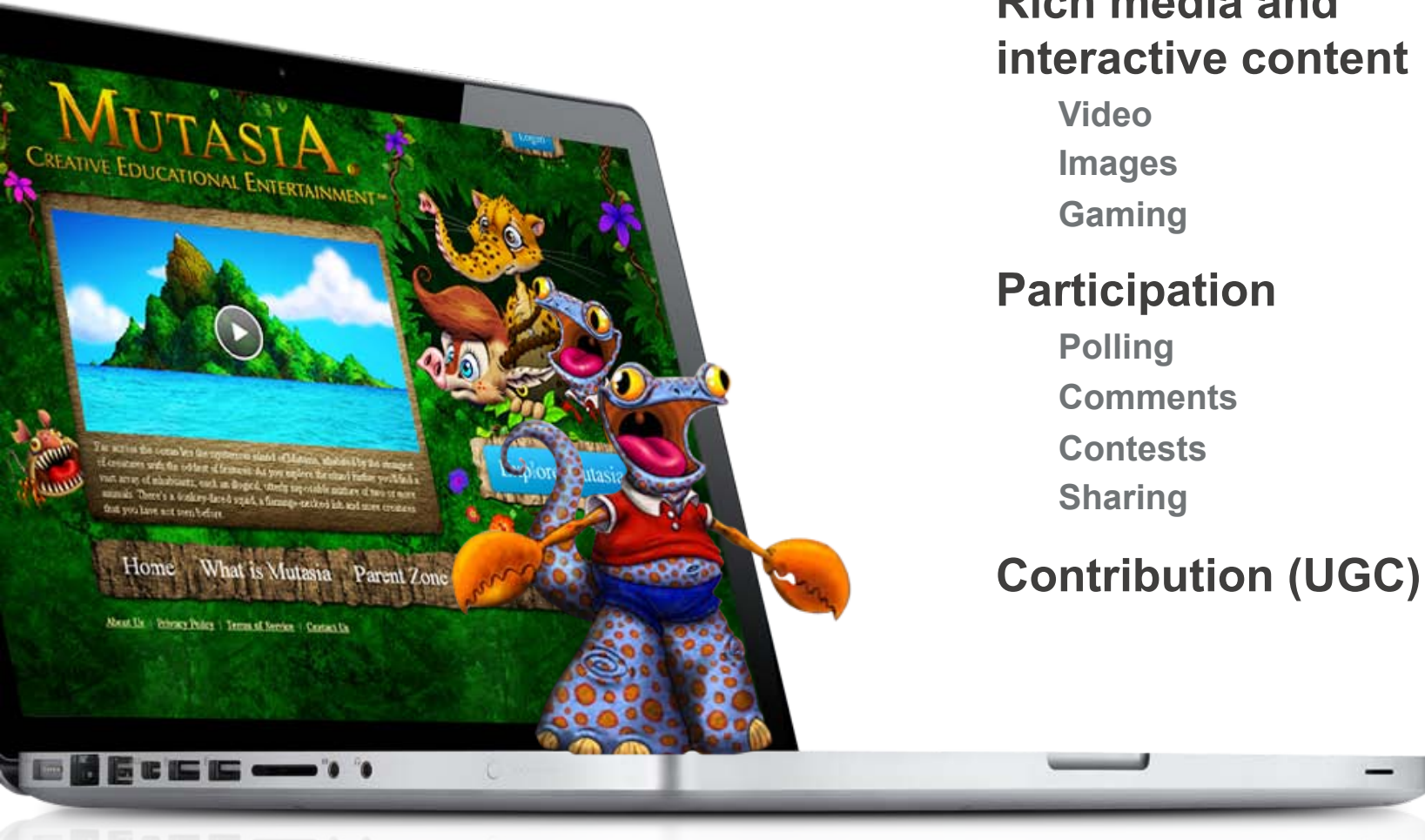
Social referrals

Localization

SEO optimization



Engagement | Interact



Rich media and interactive content

- Video
- Images
- Gaming

Participation

- Polling
- Comments
- Contests
- Sharing

Contribution (UGC)

Engagement | Retain

Visual dazzle

Quick response (hosting)

Personalized content/experience

Community/belonging



Engagement | Return

SoLoMo (social, local, mobile)

Continual enrichment

Invitations based on interest

Offers

Alerts

Newsletters

