

Jitterater™ Plus

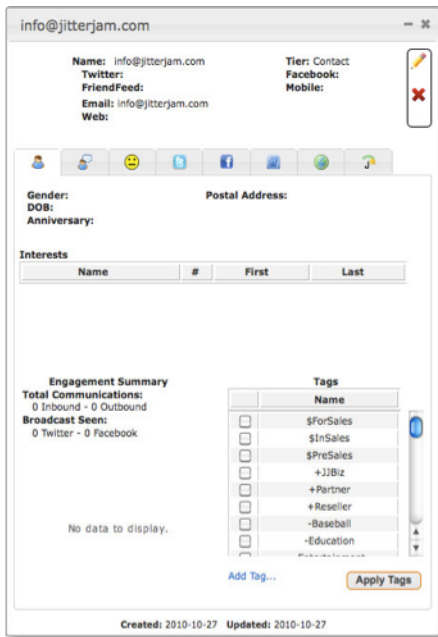
A JitterJam® Premium Extension for Rich Contact Data

Would you like to gather additional location, demographic information for your existing JitterJam® contacts? Do you want to take an email marketing list to the next level and learn more about the people who have already engaged with your brand? Do you want to connect at a deeper level with your brand's fans? Jitterater™ Plus can help you do all this—and more!

Go From
a Single Address



To a Rich
Social Profile



info@jitterjam.com

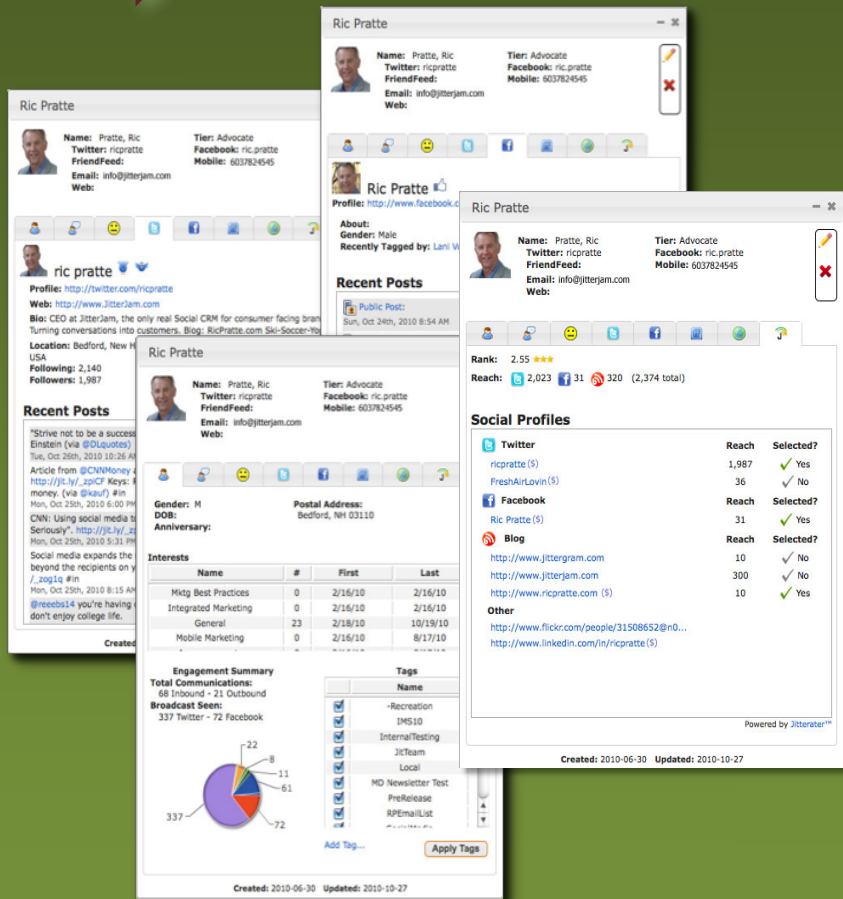
Name: info@jitterjam.com
Twitter: info@jitterjam.com
FriendFeed: info@jitterjam.com
Web: info@jitterjam.com

Tier: Contact
Facebook: info@jitterjam.com
Mobile: info@jitterjam.com

Gender:
DOB:
Anniversary:
Postal Address:
Interests:
Engagement Summary:
Total Communications: 0 Inbound - 0 Outbound
Broadcast Seen: 0 Twitter - 0 Facebook

Tags: \$ForSales, \$InSales, \$PreSales, +JJBiz, +Partner, +Reseller, -Baseball, -Education

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Ric Pratte

Name: Pratte, Ric
Twitter: ricpratte
FriendFeed: info@jitterjam.com
Web: info@jitterjam.com

Tier: Advocate
Facebook: ric.pratte
Mobile: 6037824545

Profile: http://www.facebook.com/ricpratte

About: Ric Pratte
Gender: Male
Recently Tagged by: Lark W...

Recent Posts: Public Post: Sun, Oct 24th, 2010 8:54 AM

Rank: 2.55
Reach: 2,023 (31) 320 (2,374 total)

Social Profiles

Platform	Reach	Selected?
Twitter	1,987	Yes
Facebook	36	No
Blog	31	Yes
Other	10	No
Other	300	Yes
Other	10	Yes

Engagement Summary: 68 Inbound - 21 Outbound
Broadcast Seen: 337 Twitter - 72 Facebook

Tags: -Recreation, IMS10, InternalTesting, JitTeam, Local, MID Newsletter Test, PreRelease, RPEmailList

Created: 2010-06-30 Updated: 2010-10-27



What Can Jitterater Plus Do For Your Business?

Jitterater Plus enables you to expand the depth of information on the contacts in your JitterJam database. Jitterater Plus uses premium data sources to help you acquire location, demographic and interest information on your contacts so you can quickly develop your database and drive deeper engagement with your current and potential customers.

3 Packages to Match Your Needs

Basic

Core Demographics

Age • Gender • Location

Core Demographics

Use basic segmentation criteria to identify your target customers and create messaging that resonates with each segment. Location information can provide you with critical data to target specific contacts for local and regional campaigns.

Standard

Interests, Influencers & Activity

Age • Gender • Location

Interests • Influencer Score

Interests and Influencers

Take your contacts to a new level by understanding what your contacts *like* and how *likely* they are to influence others. This external influencer score supplements and enhances JitterJam's Jitterater Rank data.

Premium Available Early 2011

Detailed Demographics

Age • Gender • Location

Interests • Influencer Score

Occupation • Education •
Homeownership • HH Income •
Marital Status • Children in HH

Detailed Demographics

Use detailed demographics to select narrow target segments of your database for specific campaigns and promotions. Make your messages resonate with your target markets.

Flexible Options and Deeper Intelligence

Apply to One, Some or All of Your JitterJam Contacts. Manually apply Jitterater Plus to individuals, to select groups of contacts, and to contacts you import. Automatically apply Jitterater Plus to all new contacts. Automatically run periodic updates to keep your data fresh. You determine how you'd like to apply Jitterater Plus across your JitterJam database—and control the costs associated with accessing this premium data.

Enhance Jitterater Social Ratings. JitterJam's core Jitterater™ social rating engine provides insight and analysis on your existing social contacts. Jitterater considers the social identities and profiles that are associated with a single contact and rates that contact based upon reach and activity. By augmenting your social contact information with demographics, interests and additional influence data, Jitterater Plus enables you to more readily identify your most promising influencers, advocates and customers.

JitterJam Premium Extensions

JitterJam is integrating a number of different tools and data sources to enhance and extend the capabilities and value of the platform. Jitterater Plus is an optional extension to the core JitterJam Social CRM and each package is available at a low monthly service cost plus a per-transaction fee for each contact analyzed.

Find out how Jitterater Plus can help you drive results. Email us at sales@jitterjam.com today!