



## **smartFOCUS announces new social network marketing solution to understand and grow monetary value of customers via social networks**

*Marketers need new insight to shift from one-to-one to one-to-many marketing as social networks drive consumers' behaviour and value*

**TFM&A, London, 23-24 February 2010** – smartFOCUS, a leading international marketing software company, has announced the availability of a new social network marketing solution that transforms how marketers can measure online behaviour and increase the value of customers based on the influence of social networks.

Launched at this year's Technology for Marketing & Advertising convention (TFM&A), the new solution offers marketers a cost-effective way to engage with customers and increase revenue gained from social networks, shifting marketing from targeting the individual to targeting the individual and their social network.

The new solution allows marketers to track consumers online activity and behaviour through the viral process of social networking and place a value on individuals' network of influence across a range of social networking sites including Twitter, Facebook, LinkedIn, Delicious and Digg.

By gaining measurable insight and quantifying the value of customer, as 'social advocates', smartFOCUS's social networking marketing solution enables marketers to understand and rate individual customers' social networks as well as the performance and reach of their campaigns. Armed with new one-to-many insight marketers can now optimise the approach to social network marketing, increase revenue and reward advocates based on the number and value of customers their behaviour has helped acquire, retain and affect.

Chris Underhill, CEO for smartFOCUS explained, "Our clients are increasingly using social networks to incite viral campaigns through the sharing of offers, vouchers and product news, however, the capability to understand the monetary value of these strategies and optimise social network channels has been limited. Being able to tie social sharing, advocacy and the value of social shopping to the original recipient is not only compelling, but key to understanding the true value of social networking and building improved ROI through this must use channel. Marketers recognise the impact of social networks and the perceived value they bring their business, but the majority don't have the capability to identify their advocates, influence behaviour and monetise them cost effectively. This is where the smartFOCUS' social network marketing solution adds value and stands us apart from other companies."

On its own, tracking online behaviour to determine a customer's web journey offers significant insight into a consumer base. Product affinities, preferences, recommendations and next best actions can all be derived easily from this information and deployed to great effect through one-to-one targeted and personalised communications. Combined with smartFOCUS's new social advocacy solution, the capability to understand consumer web interactions extends to the social network of the individual, allowing marketers to understand the profile of the advocate's network and to engage with customers on a one-to-many basis.

Chris Underhill concluded, "We are creating new smarter ways of understanding customers. We take the information that traditional web analysis delivers, based on tracking the movement of individuals across the website including browsing behaviour, transactions

completed, abandoned and buying preferences, and integrate this into the marketer's view of the customer combined with the insight and measurement of social advocacy."

Dave Chaffey, an independent consultant for Marketing Insights said: "Turning customer insight into action across the web and social networks is essential for organisations that want to succeed online. Until now marketing has focused on developing one-to-one communication based on what they know about the individual. However, marketers have done this knowing that growth in social networks means that the insight they have is only the tip of the iceberg; now marketing can understand much more and do something about it."

smartFOCUS' Intelligent Marketing solutions are relied on by leading brands and hundreds of organisations across the globe, including Sony, Harrods and ASOS.

Visit smartFOCUS at stand # E14 at TFM&A, 23-24 February, in Earls Court 2, London, to learn more or see a live demonstration. Those not attending the show can go to [www.smartFOCUS.com](http://www.smartFOCUS.com) for additional product information.

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**Availability:** smartFOCUS social network marketing is available now.

**About smartFOCUS:**

A leading international provider of multi-channel marketing software and services, smartFOCUS and its Intelligent Marketing solutions integrate data to deliver the most powerful analysis and customer insight, enabling communication across the entire marketing operation.

More than 700 companies worldwide rely on smartFOCUS to inspire customers, improve results and transform marketing performance. Clients and partners include AAA, ABN AMRO, ASOS, Centre Parcs, EasyJet, EMI, Epson Europe, Equifax, Eurocamp, Harrods, Landal Green Park, Manchester United FC, QVC, Rabobank, RCI-GVN, Société Générale and Sony Europe.

**smartFOCUS in news media:**

smartFOCUS Astech, a specialist division of smartFOCUS located in Denver, Colo., U.S., provides marketing expertise and Intelligent Marketing solutions that serve more than 200 news media companies internationally. Customers include USA Today, the New York Times Regional Media Group and the Washington Post.

**smartFOCUS in e-mail and digital marketing:**

smartFOCUS Digital, a specialist division of smartFOCUS, located in London, U.K., provides smartMARKETER eChannel a fully on-demand digital marketing solution that serves each of its customers with e-mail, mobile, social network, landing page, microsites and RSS channel communications.

smartFOCUS is headquartered in Bristol, U.K., with operations in the U.S., Europe and Asia Pacific. For more information, visit [www.smartFOCUS.com](http://www.smartFOCUS.com).

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