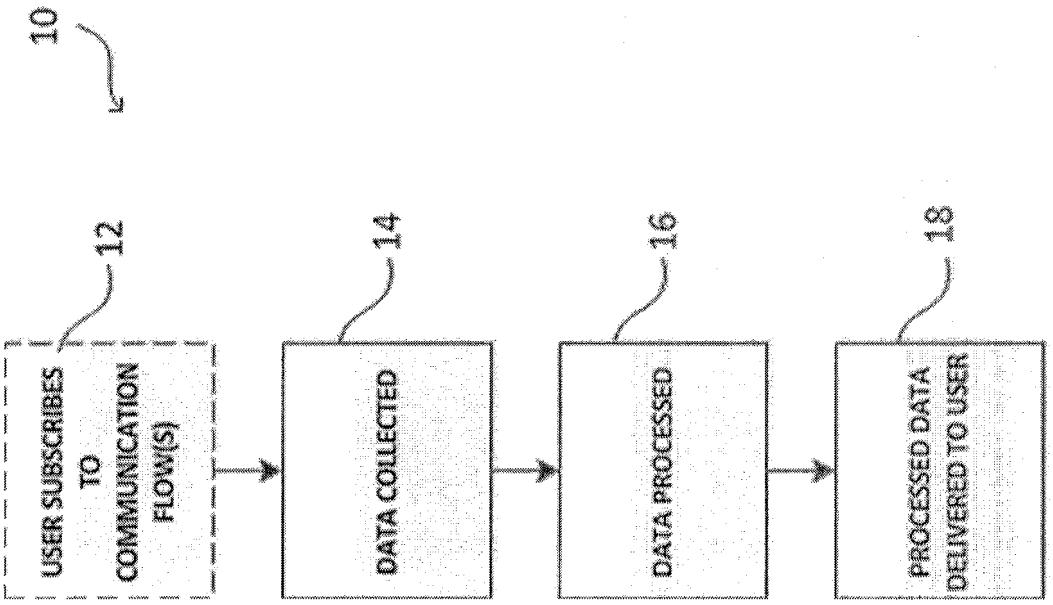

10
12
USER SUBSCRIBES TO COMMUNICATION FLOW(S)
14
DATA COLLECTED
16
DATA PROCESSED
18
PROCESSED DATA DELIVERED TO USER

FIG. 1

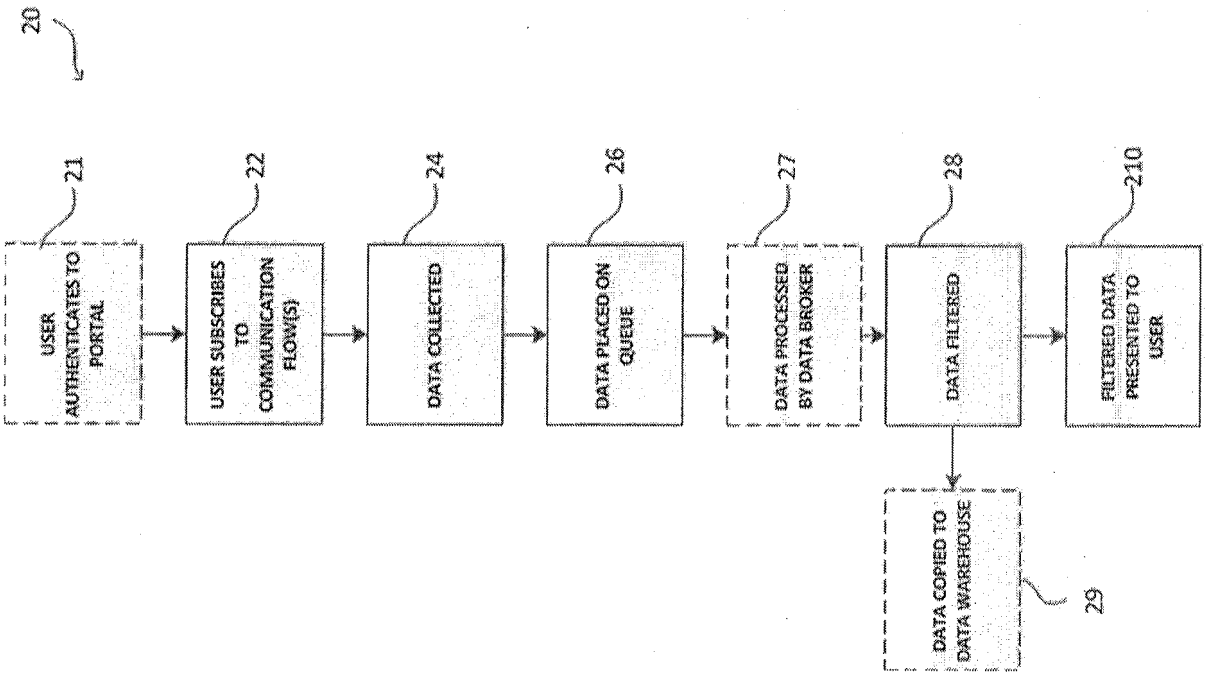

20
21
USER AUTHENTICATES TO PORTAL
22
USER SUBSCRIBES TO COMMUNICATION FLOW(S)
24
DATA COLLECTED
26
DATA PLACED ON QUEUE
27
DATA PROCESSED BY DATA BROKER
28
DATA FILTERED
210
FILTERED DATA PRESENTED TO USER
DATA COPIED TO DATA WAREHOUSE
29

FIG. 2

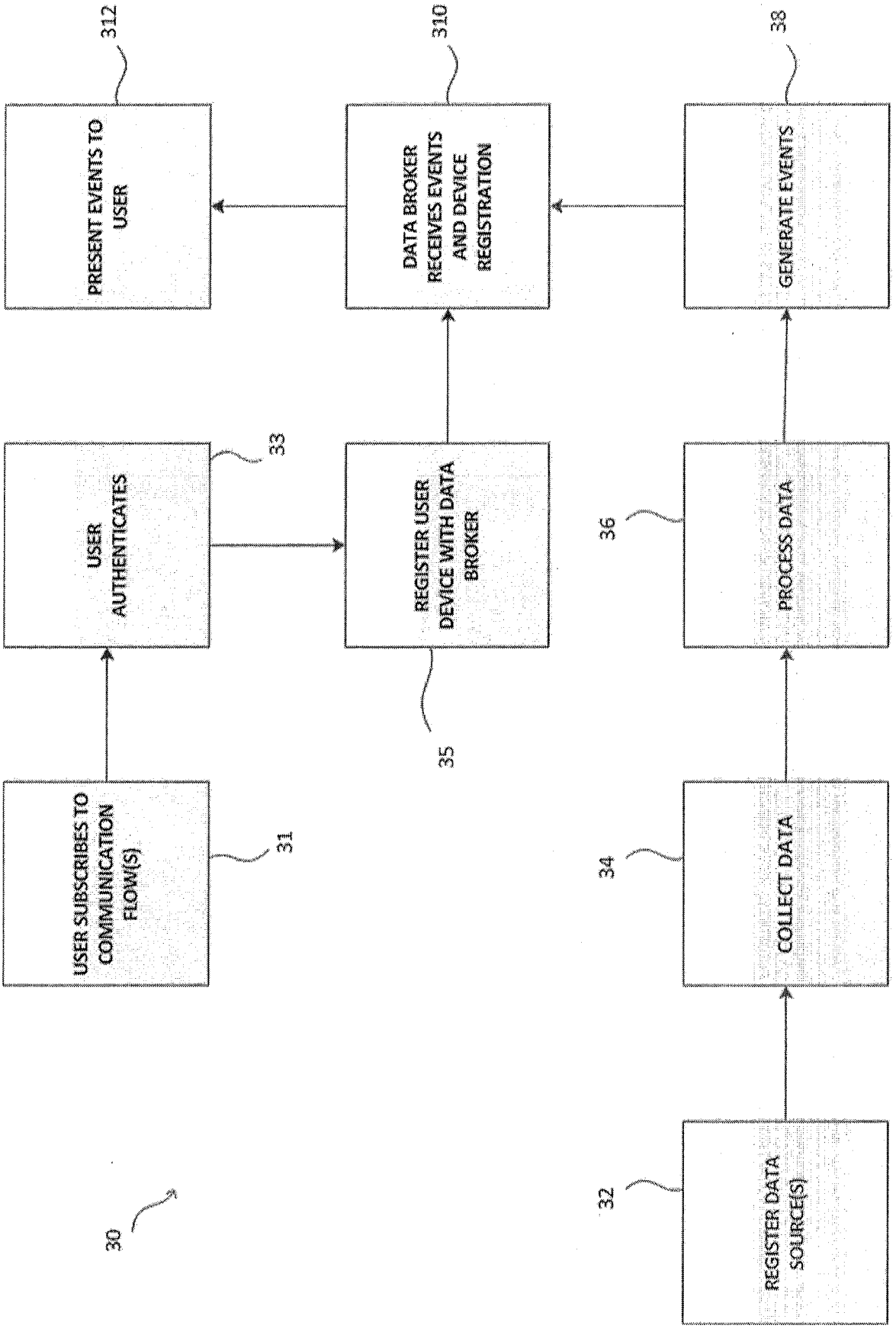

30
USER SUBSCRIBES TO COMMUNICATION FLOW(S)
31
USER AUTHENTICATES
33
REGISTER USER DEVICE WITH DATA BROKER
35
DATA BROKER RECEIVES EVENTS AND DEVICE REGISTRATION
310
PRESENT EVENTS TO USER
312
REGISTER DATA SOURCE(S)
32
COLLECT DATA
34
PROCESS DATA
36
GENERATE EVENTS
38

FIG. 3

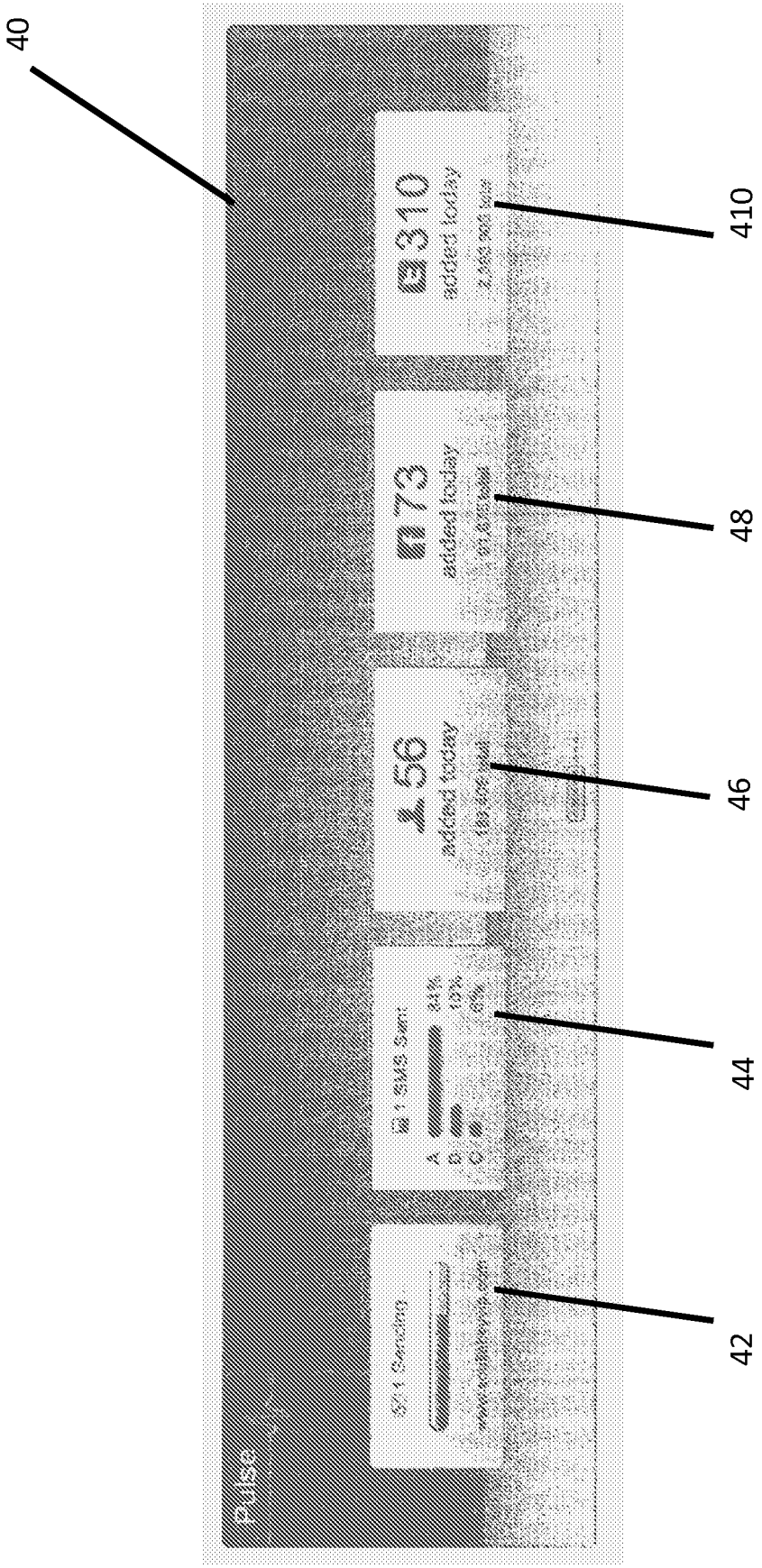

40
410
48
46
44
42
310
added today
173
added today
156
added today
1 SMS Sent
A
B
C
911 Sending

FIG. 4

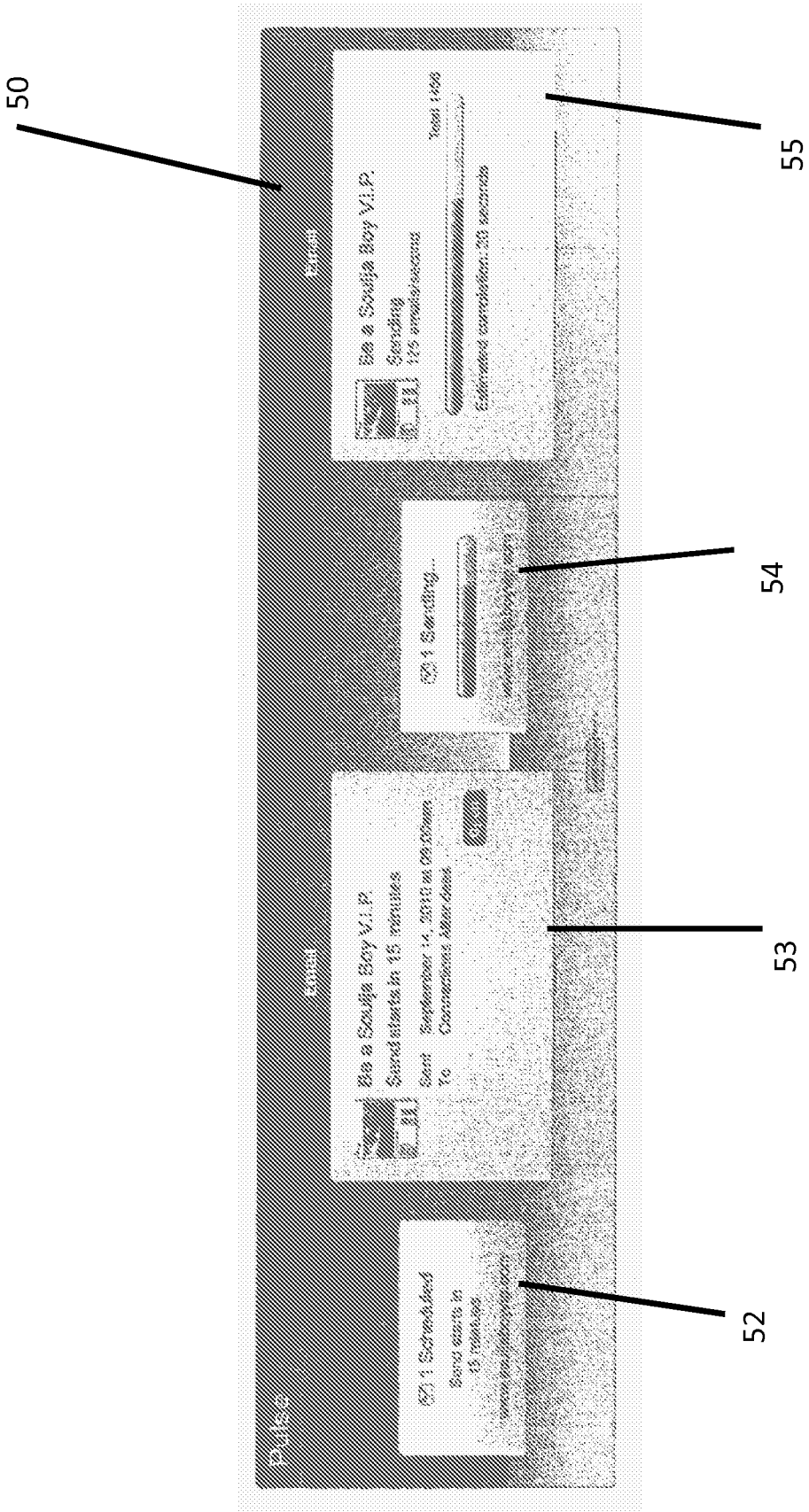


FIG. 5

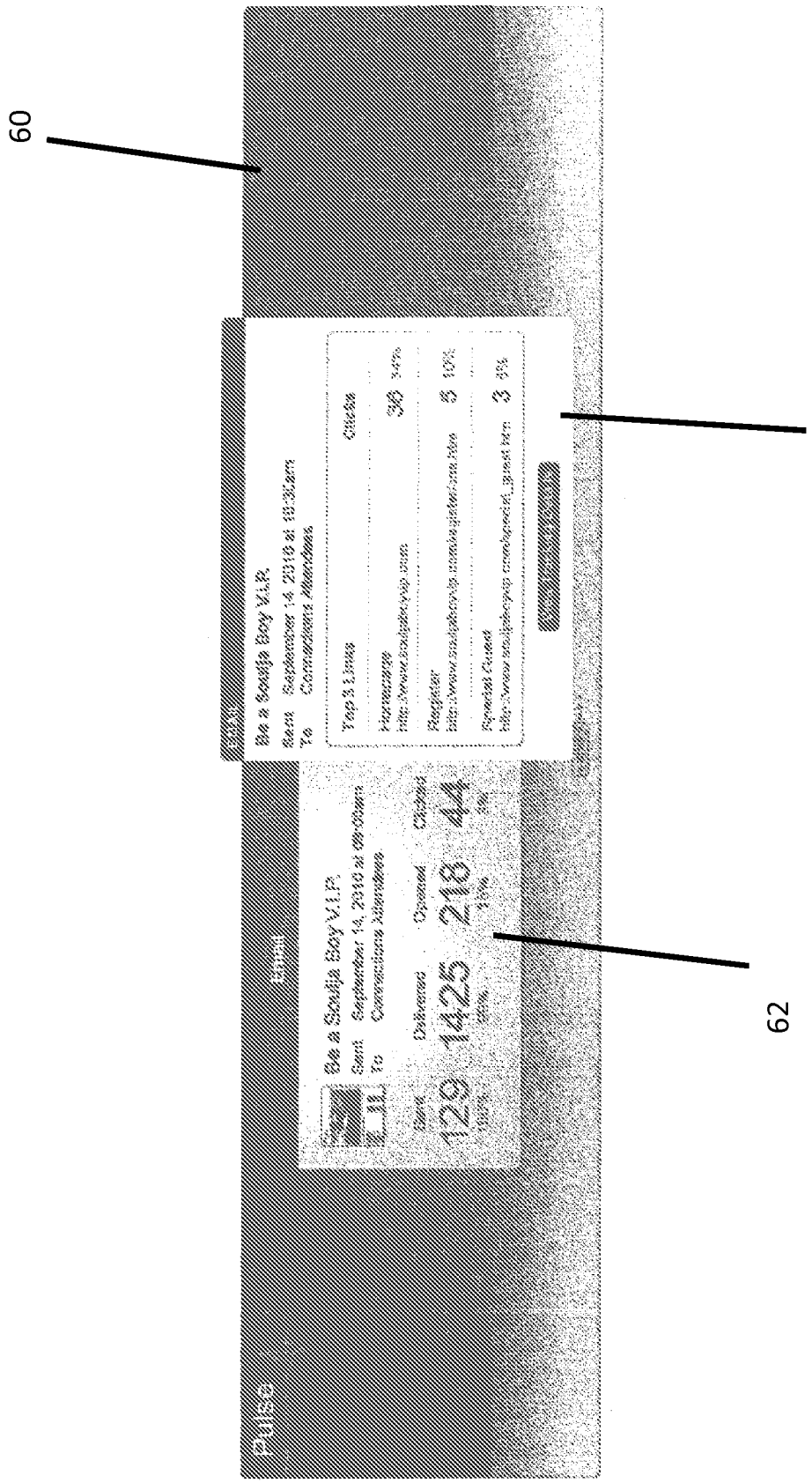

60
62
63
Pulse
Email
Be a Soulja Boy V.I.P.
Sent September 14, 2010 at 09:00am
To Connections Attendees
Sent 129
Delivered 1425
Opened 218
Clicked 44
Be a Soulja Boy V.I.P.
Sent September 14, 2010 at 10:30am
To Connections Attendees
Top 3 Links
Clicks
Homepage
30
Register
3
Special Guest
3

FIG. 6

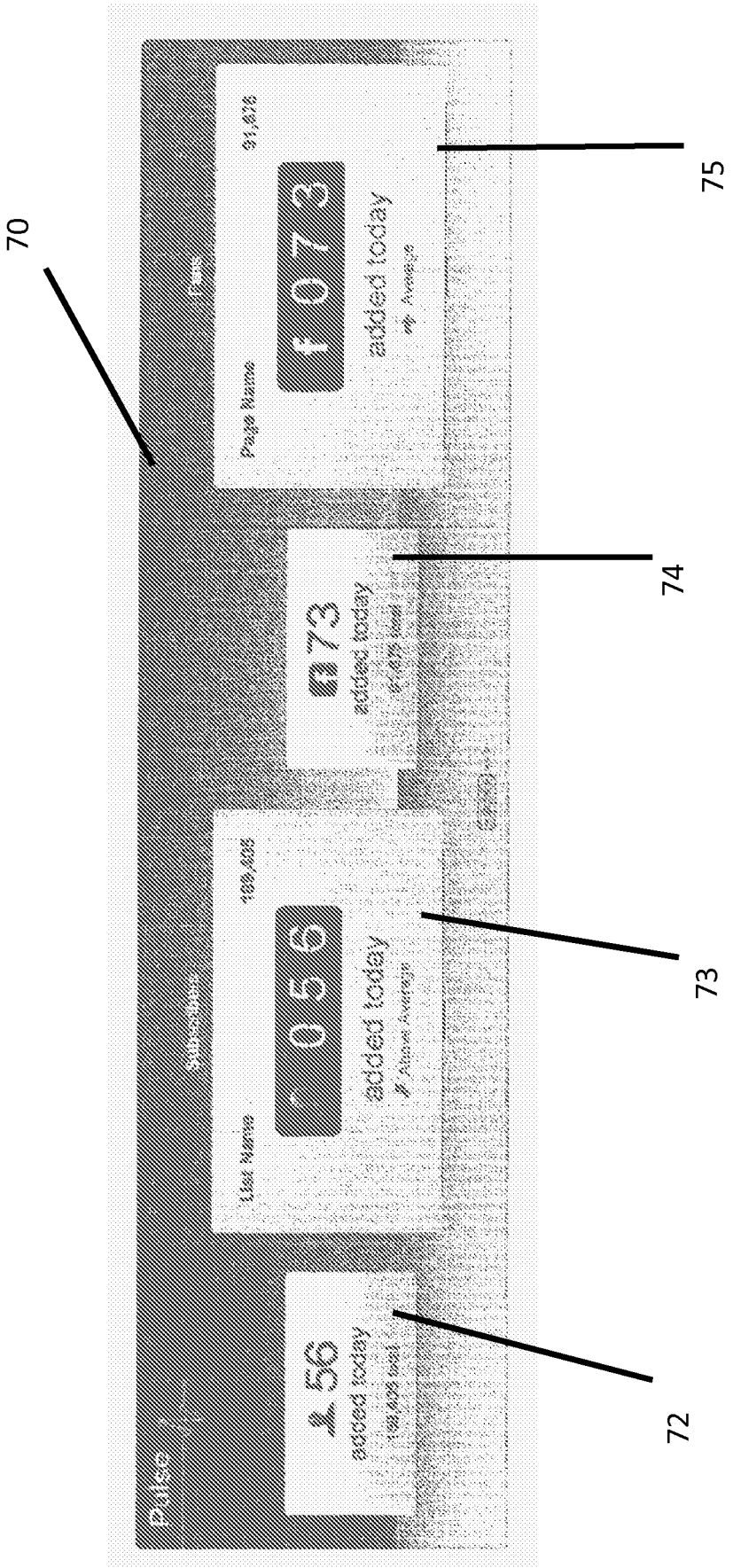


FIG. 7

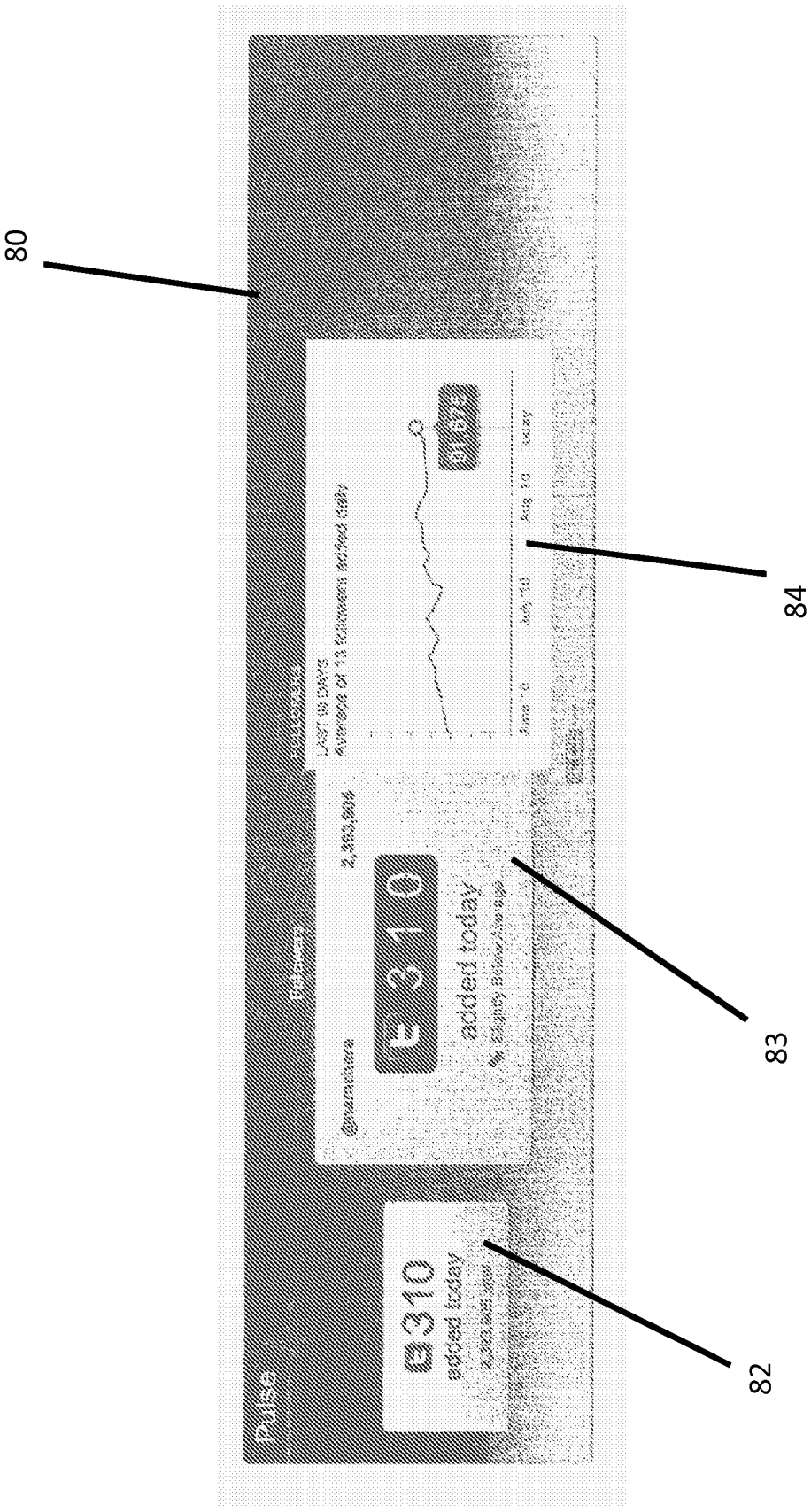

80
82
83
84
Pulse
e310
added today
Followers
@ramsbara
2,363,906
e310
added today
% Equity Below Average
LAST 10 DAYS
Average of 10 followers added daily
Aug 10
Today

FIG. 8

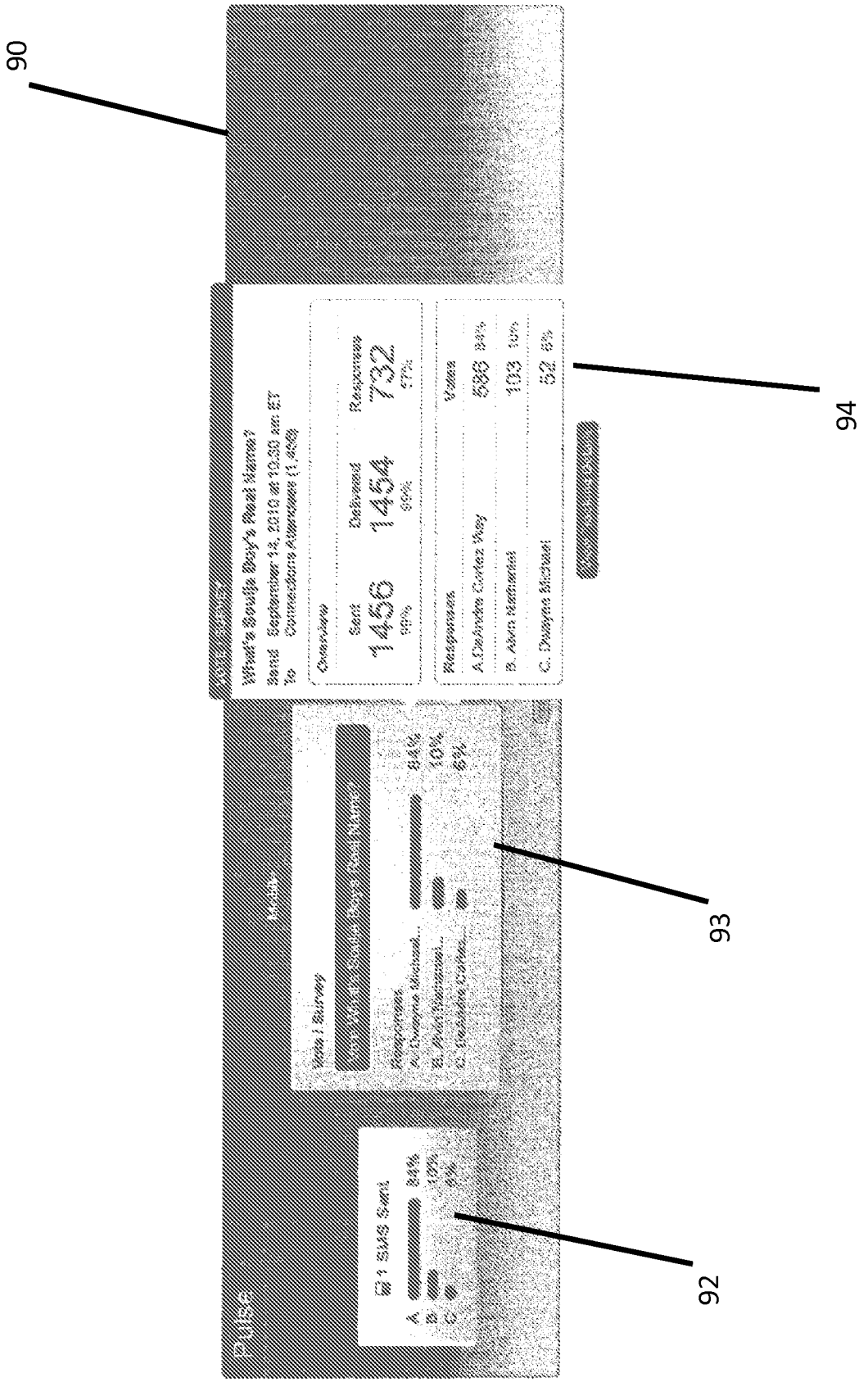

90
94
93
92
PULSE
1 SMS Sent
A
B
C
Vote
Vote 1 Survey
Sent
1456
99%
Delivered
1454
99%
Response
732
50%
Votes
A. Dolphin Cafe Way
686
B. Alvin Hallstead
103
C. Dwayne Michael
52

FIG. 9

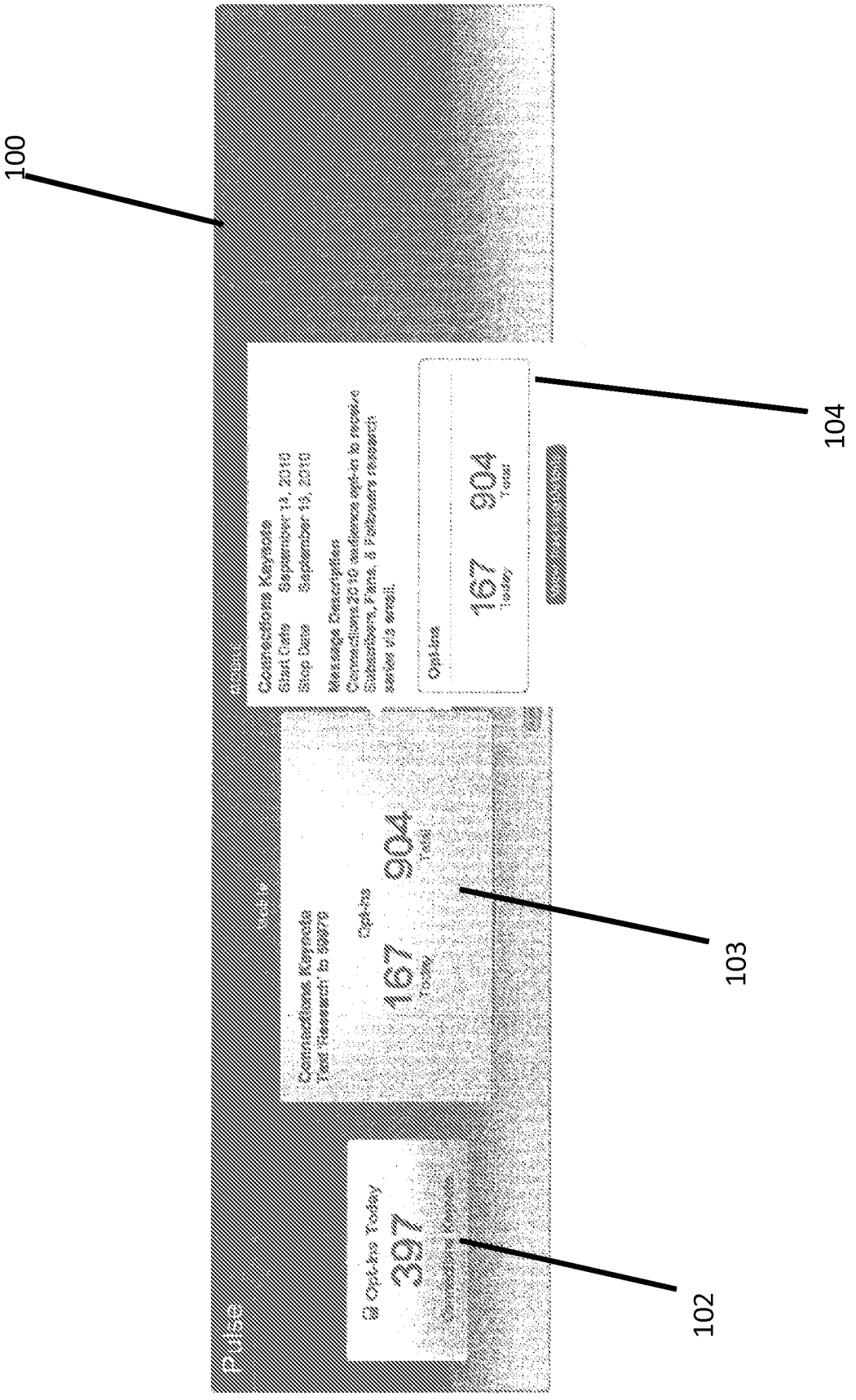

100
PULSE
Connections Keynote
Start Date September 14, 2010
Stop Date September 15, 2010
Message Description
Connections 2010 audience opt-in to receive Subscribers, Fans, & Followers research series via email.
Opt-Ins
167
Today
904
Total
Opt-Ins Today
397
Current Total
102
103
104

FIG. 10

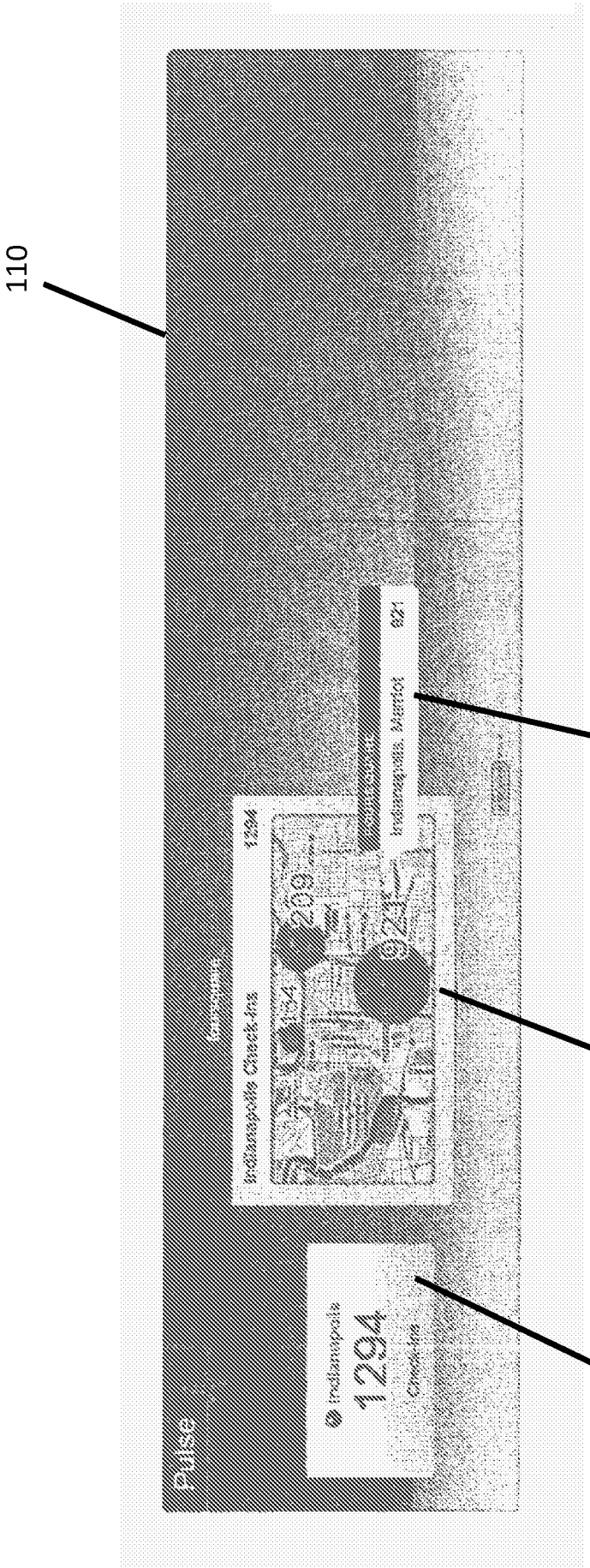

110
114
113
112
Pulse
Indianapolis Marriot
1294
Indianapolis Marriot
1294
Indianapolis Marriot
1294
Indianapolis Marriot
1294

FIG. 11

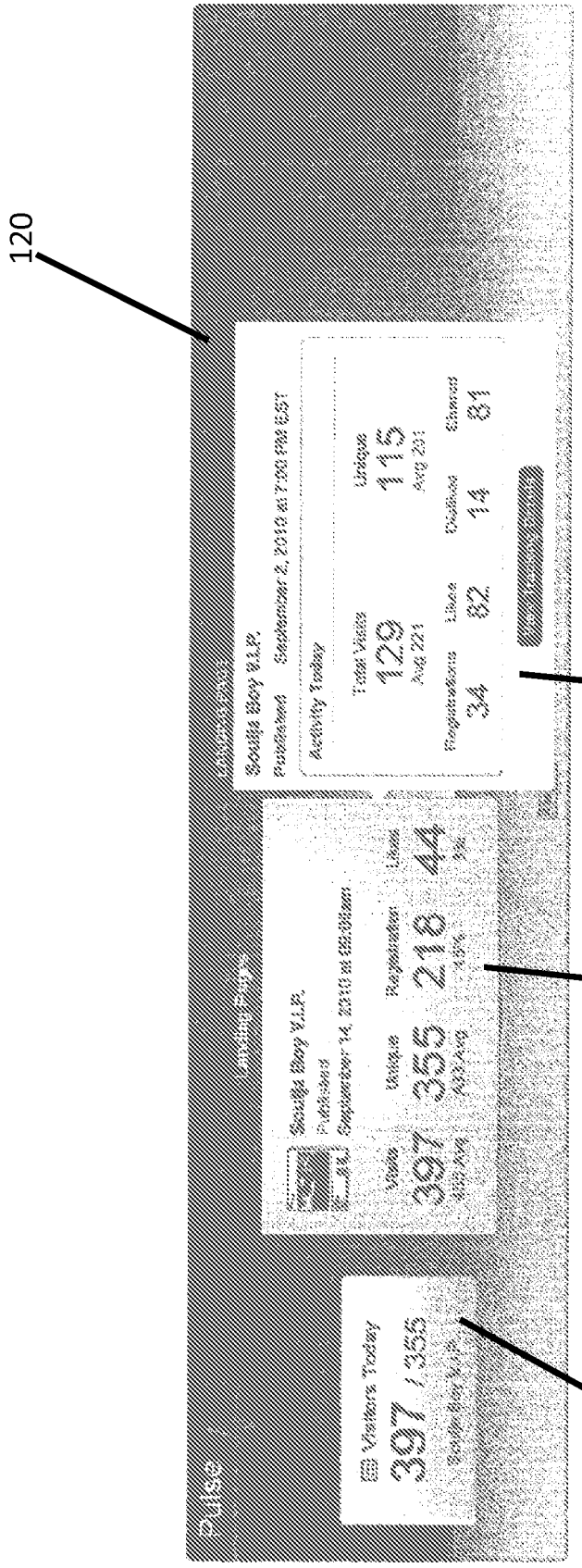


FIG. 12

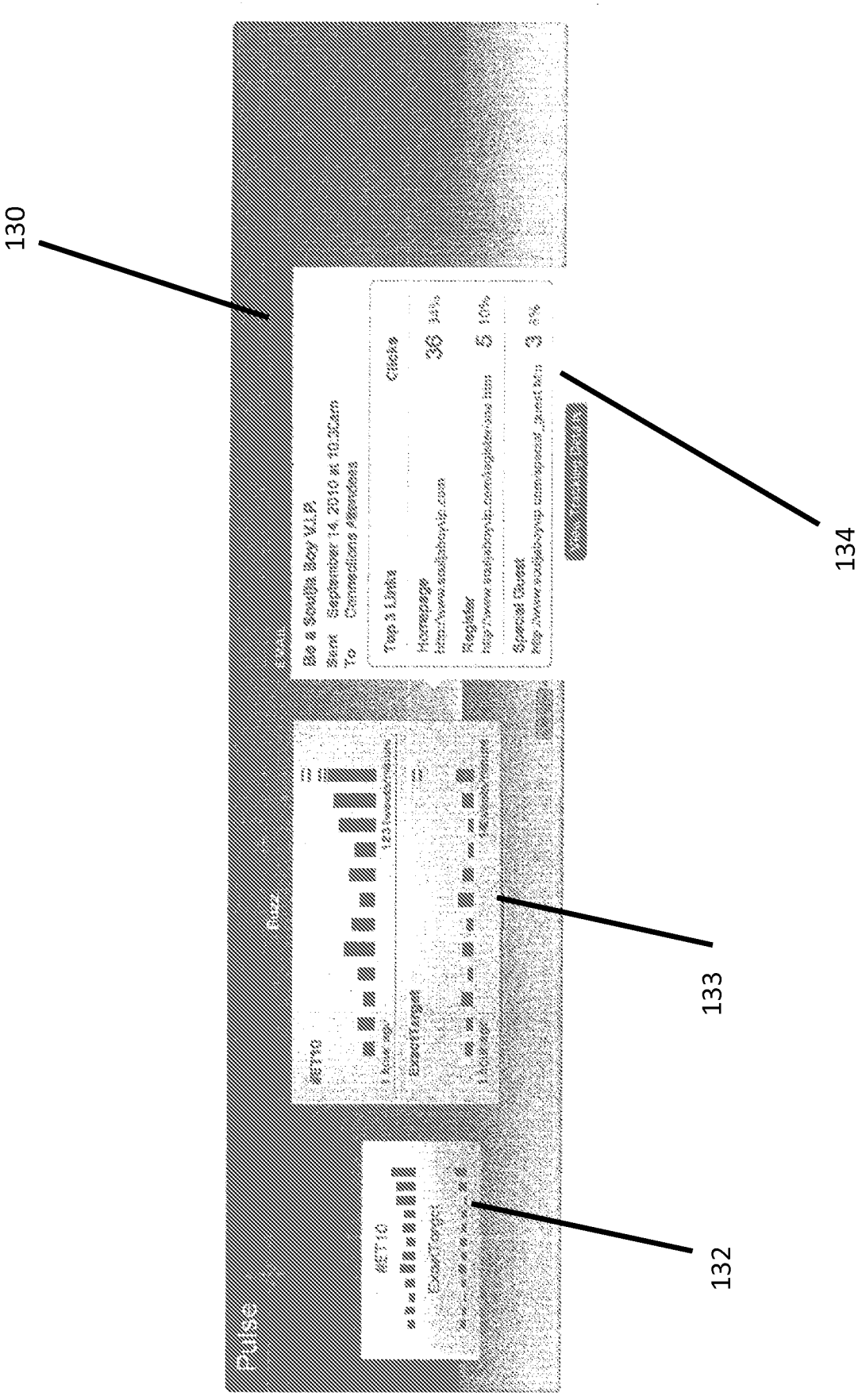

130
134
133
132
Pulse
Buzz
Chat
Be a Sculpin Boy VIP
Sent September 14, 2010 at 10:35am
To Connections Members
Clicks
Top 3 Links
Homepage
36
Register
5
Special Event
3

FIG. 13

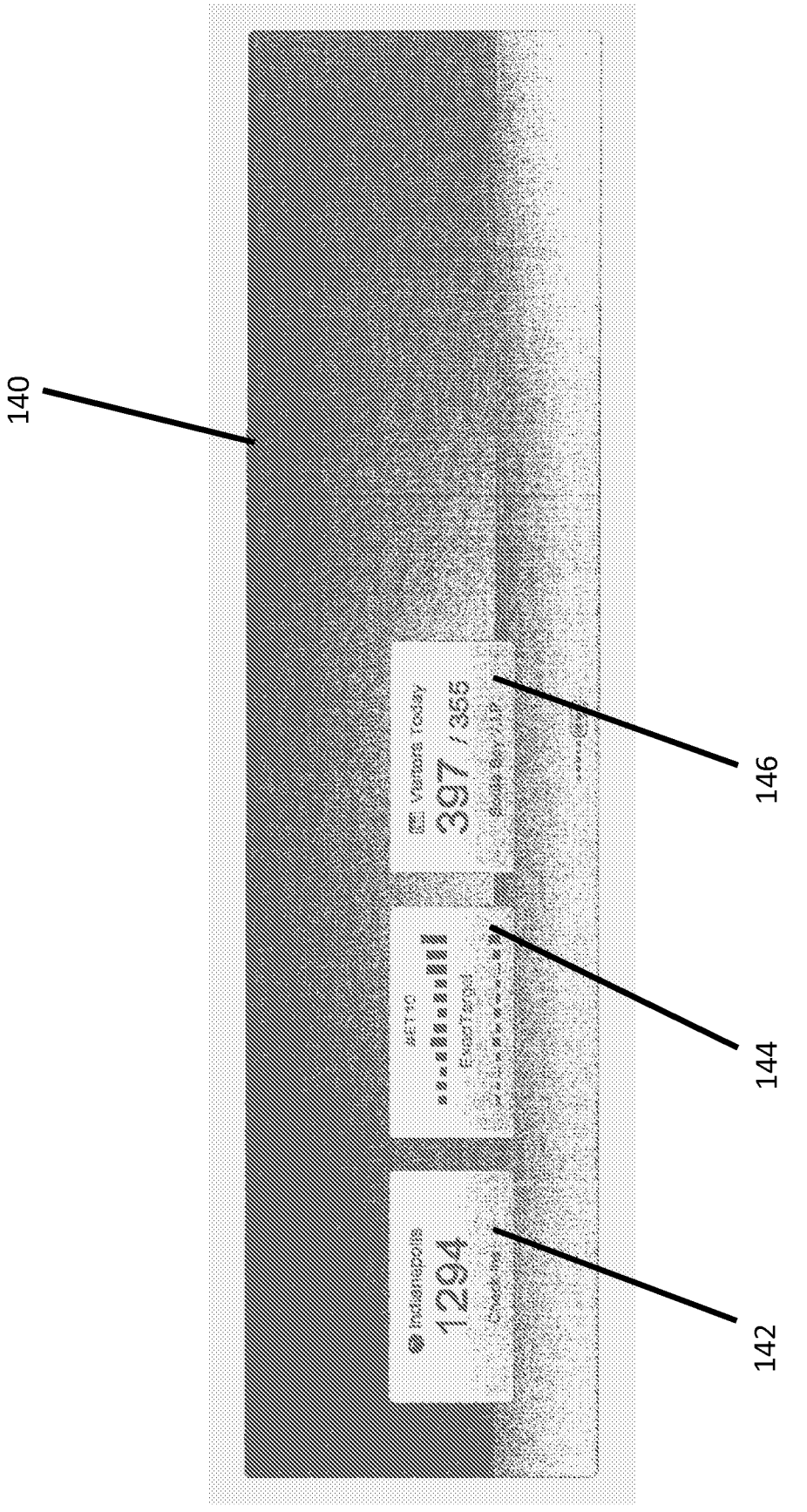


FIG. 14

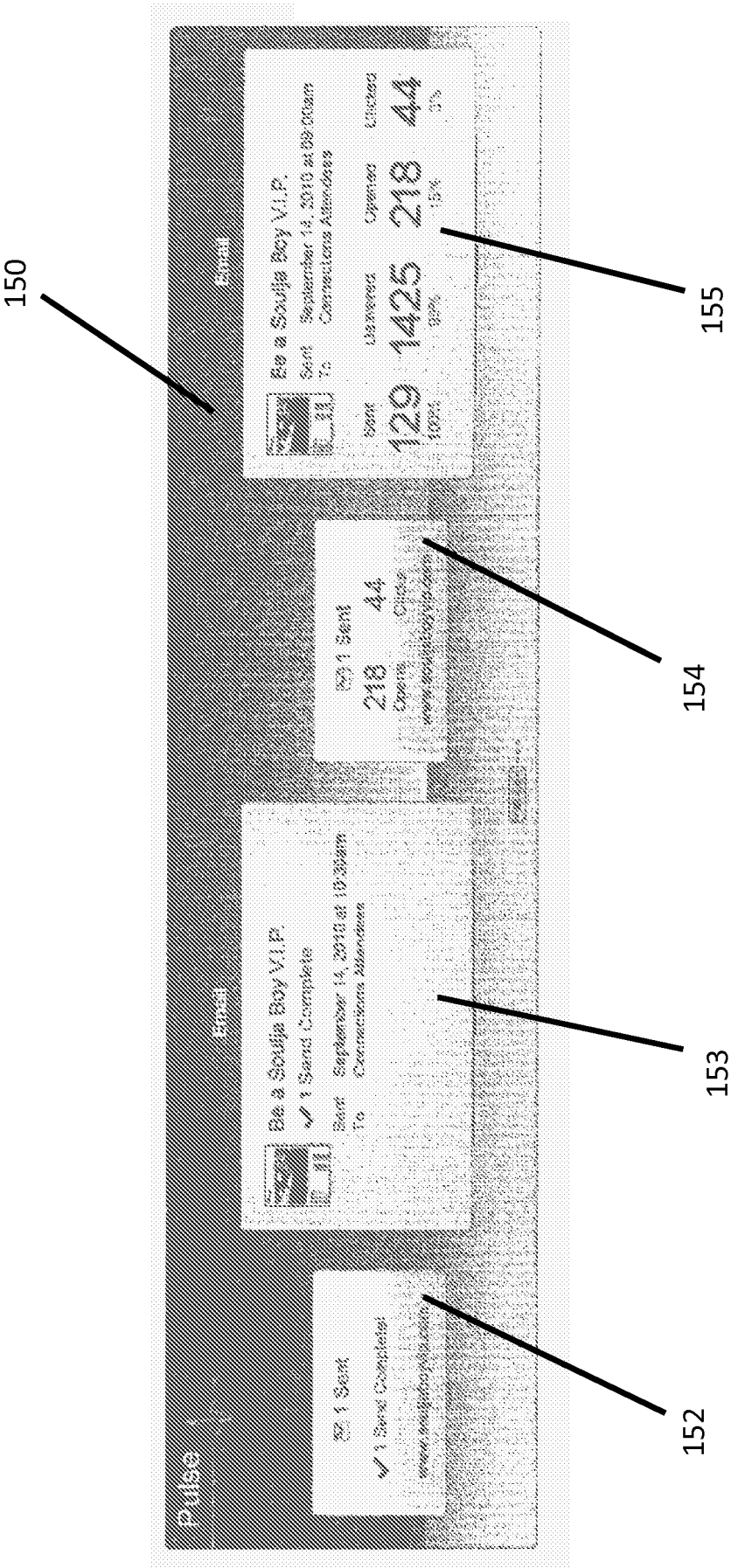

150
155
154
153
152
Email
Be a Soulja Boy V.I.P.
Sent September 14, 2010 at 09:00am
To Connections Attendees
Sent 129
Delivered 1425
Opened 218
Clicked 44
83 1 Sent
218 Opens
44 Clicks
Be a Soulja Boy V.I.P.
1 Send Complete
Sent September 14, 2010 at 10:30am
To Connections Attendees
83 1 Sent
1 Send Complete
PLUGS

FIG. 15

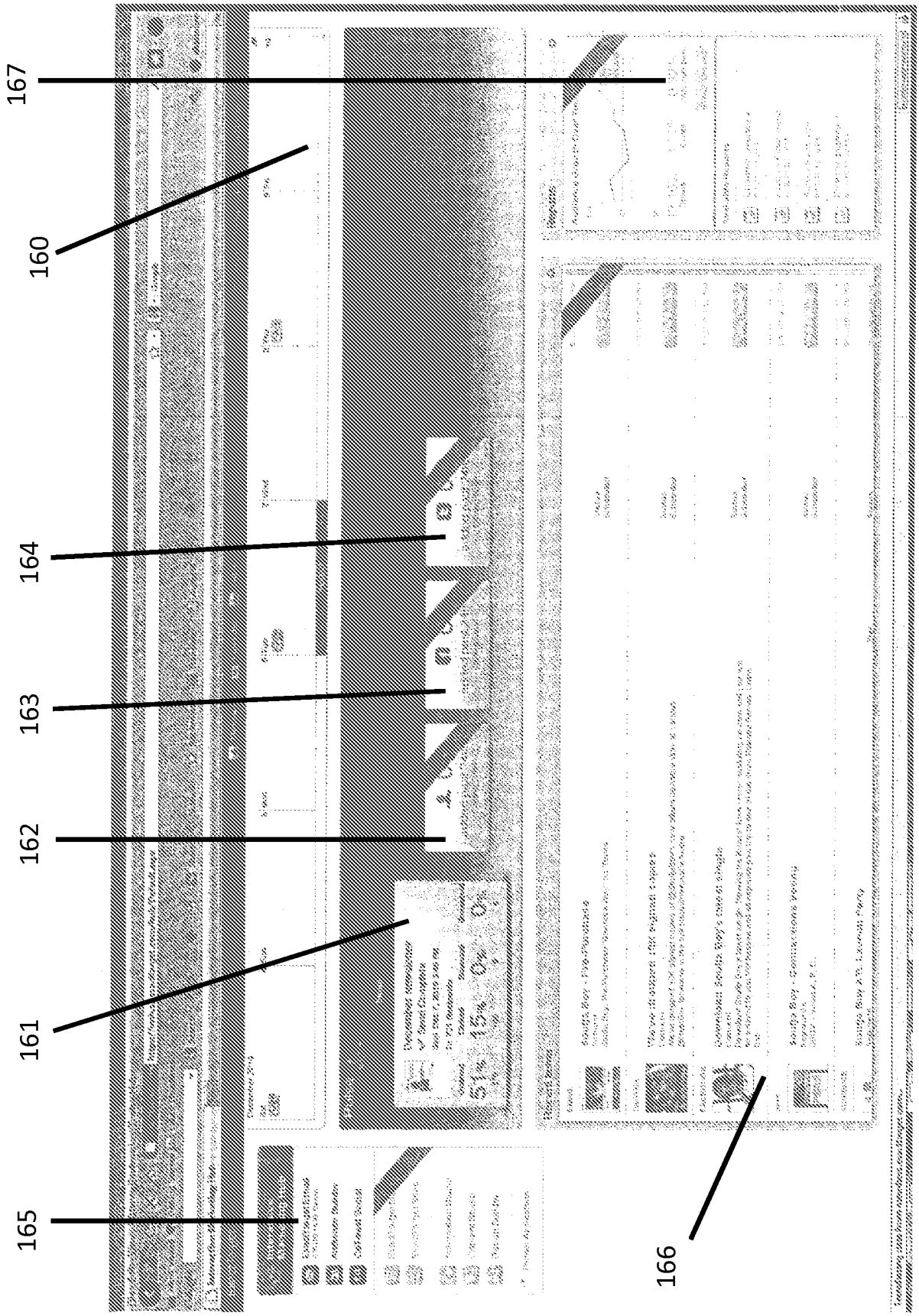


FIG. 16

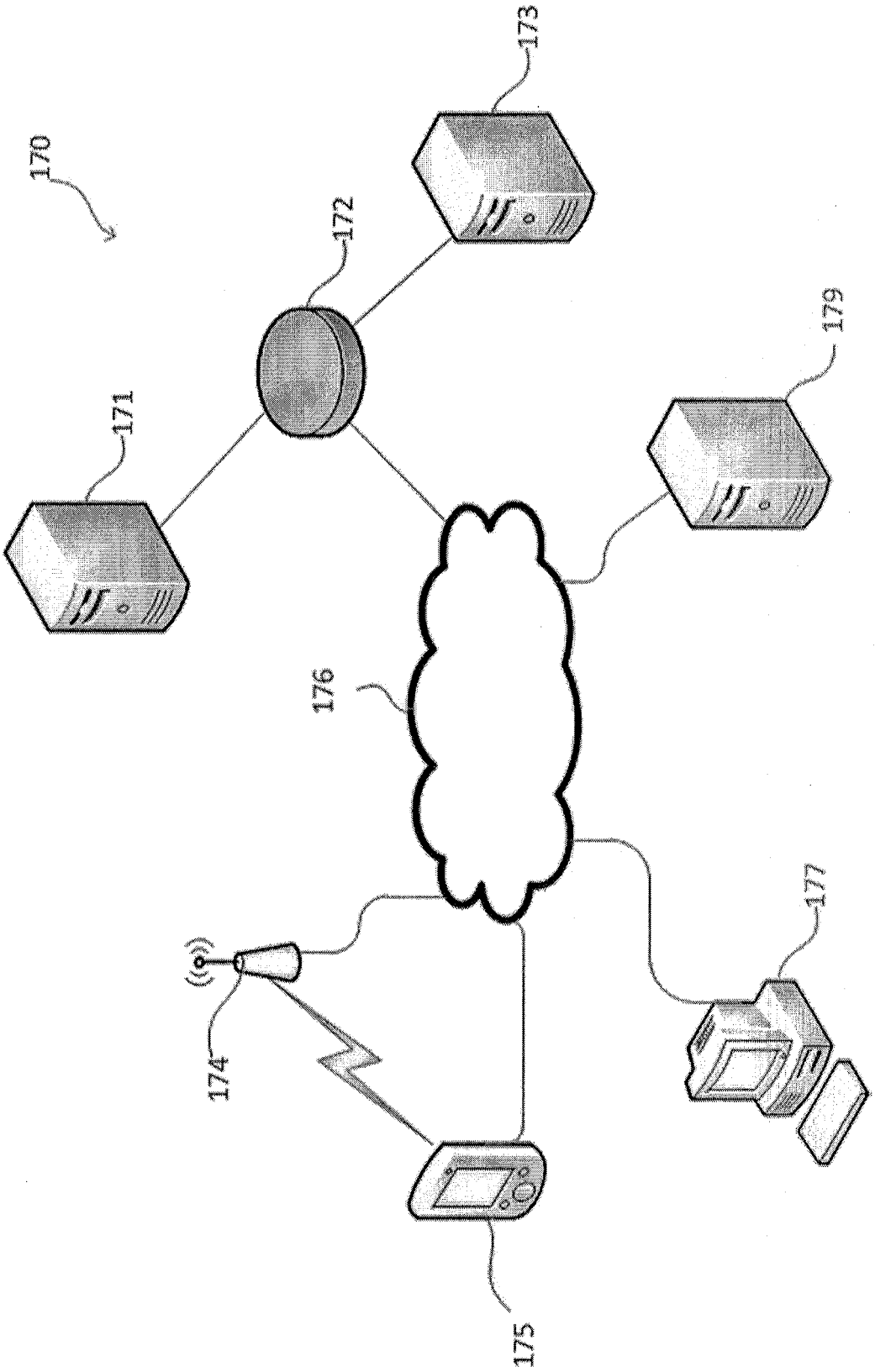


FIG. 17