

## PandemicMetrics in Action

December, 2007

During the initial beta test of our PandemicMetrics tracking service, we obtained a client who had already produced and seeded a good viral video. The client's marketing team was interested in learning about tracking to determine whether an ongoing tracking service could improve the spread of their viral campaign. They had expressed doubts about our idea that tracking, most often a passive data mining function, could actually positively influence the reach of their viral.

After agreeing to test with us, we provided the client with three weeks of uninterrupted, real time data for their previously-seeded viral. During the end of the fourth week however, our active tracking program notified us that one of the largest sites hosting the viral had stopped receiving views in line with previous performance. This situation was made worse by the fact that, just three days prior, our client was featured on a popular blog as a viral marketing "visionary" and had been benefiting from increased buzz, viral commentary and views. Our dedicated tracking resources quickly determined that the client's video had been incorrectly flagged as inappropriate by one of the community members thereby preventing the viral from being included in the most popular pages of the site. Our team immediately contacted the site and had the flag removed, returning the viral to its correct, prominent placement within the site and allowing it to benefit from the blog-generated buzz.



With the new buzz and corrected status, this instance of the viral began to receive nearly 11 times the views and 14 times the comments that it had received during the 30 hour period in which the video was flagged. PandemicMetrics then notified us that, due to the increased attention on the hosting site, the viral was very close to making the site's extremely prominent "most viewed this month" page. With this knowledge, we strategically utilized our network of peripherals including social news sites such as Digg and Mixx, to drive further views and help the viral reach the "most viewed this month" page. Inclusion on this page resulted in even more views and the video viraled its way to becoming the third most viewed video of the month on that specific site. Due to the prominence of this page and the longevity of the videos therein, our clients viral received, on average, over 26 times the daily views than they were receiving prior to the steps suggested by our PandemicMetrics active tracking model. This level of views continued for 22 days.

The client agreed with our conservative estimate of the total increase in views to the *overall viral campaign* as a result of the changes suggested by the active tracking model. The final estimate was a 15% increase in views, 21% increase in positive comments and an impressive 12 extra infections.

We use this anecdote since it illustrates clearly how active tracking of a viral can limit the downside of any unforeseen change in seed status while providing the ability to amplify the upside if an opportunity presents itself. Passive tracking solutions merely report what has happened to your viral while our *active* solution influences the outcome of your viral campaign in real time.