

As the leader in Testimonial Marketing using e-Commerce and Social/Display Ads across Mobile, Email and the Web, ReadyPulse is allowing Brands and Retailers to Display their Best Comments with Photos and Videos during Marketing Campaigns

**Business Services
Testimonial Marketing**

ReadyPulse
www.readypulse.com



Dennis O'Malley
CEO

BIO: As co-founder and CEO, Dennis leads ReadyPulse focused on strategy, revenue, and marketing efforts. Dennis has over 17 years technology experience and 10 years of building subscription businesses. Prior to co-founding ReadyPulse, Dennis lead several businesses at Moxie Software including their Global Services teams, and their Moxie Insight division. Before Moxie, Dennis was a VP Sales for Gartner (NYSE:IT) and built several new businesses, including their Emerging Technology, VC/PE, and Semiconductor segments. Dennis started his career selling copies door to door and helped BR Printers become the leading on demand print and fulfillment provider in the US. Dennis graduated with honors from the Santa Clara University MBA program and holds a Bachelor of Science in Economics from the same school.

About ReadyPulse:

ReadyPulse is the leader in testimonial marketing, and is bringing the power of 'sponsored stories' to e-commerce and social/display ads. ReadyPulse grows, curates, and showcases a brand's most effective testimonials across channels; social, mobile, email, and web. Brands are able to deliver dynamic and personalized testimonials in context of category and products pages online to their customers. Results are significant increases in testimonial impressions, e-commerce SEO and purchase conversions.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. O'Malley, would you tell us about ReadyPulse?

Mr. O'Malley: ReadyPulse does something that is really pretty simple. We allow brands and retailers to let their customers tell their stories for them. We are a SAS based, web based software. We simply allow brands and retailers to collect, curate, and display their best customer comments and expressions with photos and videos within their marketing campaigns.

CEOCFO: Are many companies looking for that type of service or is it something that they are happy to find out that you do when they learn about you?

Mr. O'Malley: I think that every single company runs on word or mouth marketing, and every single company is always looking for customer testimonials. On the supply side of it, customers are always looking for an eas-

ier and better way to naturally express their brand expression, and not just fill out a survey, and certainly not do that offline. Therefore, the fact that there is now the power to be able to let consumers express positive expressions about the brands and retailers that they love, and for those brands and retailers to be able to collect and use that, and highlight their best customers and advocates and evangelists in marketing is really transformative in terms of what the results are. However, it is a very old concept that business continues to wrestle with.

CEOCFO: How does your service work?

Mr. O'Malley: Again, we are a "software as a service" that has different modules within our platform suite. We simply start off by helping brands and retailers manage who their social customers are. Places where people are providing the most brand expressions are generally Facebook, Twitter, Pinterest, and Instagram; and we are collecting, indexing and analyzing all of those audience behaviors and all of the type of content that they generate. Then our official marketers within our companies are simply able to collect and curate that user content, and they are able to repurpose that within their digital marketing. That sometimes means a testimonial page on a website. Sometimes that means social reviews on a category or an individual product. Sometimes it is simply being able to showcase what those customers said in an email. We also have applications that help generate merchandising and engagement content and analytics through our social promotional applications.

CEOCFO: What were the most difficult parts of the technology to put together?

Mr. O'Malley: We recently received a patent on two things which we think are pretty cool to be able to try to make sense of all of this user and social customer content, which is one audience behavior. How does your audience engage? Who is your audience, are around your social networks. Therefore, you really understand who is influential within your community, not just who is popular. Social content engagement; how your audiences react to your marketing content, whether it is on social, or email, and so on. The fact that we can provide a scoring mechanism for every single audience member, fan, and follower that you have, as well as to be able to score how engaging and influential that piece of user or customer content is, is pretty sophisticated.

CEOCFO: How do you know when to start looking at something new? How do you decide when a new social media site is viable and it is a place where you should have some focus?

Mr. O'Malley: I can speak for ReadyPulse and then I can speak for our brand. From ReadyPulse we provide an omni-channel platform that encourages customers to provide feedback across channels. We have in store kiosks where people walk into stores and express their feedback through a proprietary application that a store may have. We allow people to go directly on customer websites and log in through their social network of choice and are able to provide their feedback. Therefore, on one hand our goal and mission is to allow consumers to provide their expressions anywhere that they choose, and to be able to have that brand be able to capture it, analyze it and be able to curate and display it in their marketing. I think what is very important is to make sure be aware of where the people are and where the trends are. Therefore, we see some of our more successful companies who are using us are getting the most engagement of social networks, such as Instagram

and Tumblr. Sometimes that is simply because there is less noise out there and it is easier to get their brand message across.

CEOCFO: How do you reach potential customers?

Mr. O'Malley: We have generally gone about it in a very value added way. The first thing that we did to start off is, given the amount of data that we have; we have collected over three hundred million social options up over the top internet retailer client and brands, or over a thousand retailers and brands, and we produce infographics. We produce infographics around comparative analysis about how some of these brands and retailers were doing across social networks from a quality basis, not just a quantity basis. That has generated a lot of interest. Secondly, we have been very fortunate in that analyst firms such as Gartner have endorsed us, and that

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- Dennis O'Malley

we were in the “Always On Top Vendors to Watch”. We get a number of press accolades from industry analysts. The third is that we have a premium product called a social blackboard, which is simply an easy way to collect and aggregate your best social comments and put it in a hosted landing page right on your website.

CEOCFO: Have most companies that you take on as clients been trying to do this for themselves or is your approach brand new concept for them?

Mr. O'Malley: That is a great question. I will give a couple of different use cases. One use case is as a retailer that is coming out with new products. They know that user generated content drives both web traffic and conversions, but it very hard for a brand new product to actually get reviews. Therefore, that is certainly one way that they would look to us and they would say, “How do I get social feedback, social commentary, and social proof on my brand new product.” We enable a product catalog

integration where they are posting their products on their social networks and getting real time feedback and that is placed into their e-commerce website. We have good case studies as how this happened very successfully. I would say that is number one. Number two is that a company would say “I have a good social following and I am pretty engaging, but I need to know “who is who in the zoo” from my social audience, and I need to be able to connect them with my brand, and I really want my best advocates and my best influencers to tell our story; how do we do that.” Therefore, we have an advocate management module that enables people to recognize them and reach out and to allow their best advocates and influencers to be able to tell their brand story, and to be able to collect and display that on something like a category page or something that they are merchandising. The last thing is that people come

to us and they say, “word of mouth marketing runs my company and I have been trying to collect customer surveys. I have this twenty page survey in my store, and I am not getting any type of feedback. No one is

leaving ratings and reviews; how do I get that customer content.” Therefore, we are able to aggregate that and put that in context. Generally, the webpage would show off that the brand has a very happy client base to show off in a visual way. The brand markets their best customers and clients.

CEOCFO: How is business?

Mr. O'Malley: Business is almost too brisk right now. We are finding that we are a little bit blown away by the reaction of consumers when they see that they have social proof or social confidence of their peers reacting positively to our brands and retailers online. The fact that user generated content for these brands and retailers are driving web traffic conversion and this works; there is no shortage of people who want to be able to take advantage of it. It is really a matter of just walking through the first initial steps with these brands and retailers about how to get started on this.

CEOCFO: You have personal history in the business for a fair number of years. What do you bring to the table? What have you learned from previous experiences that have been most helpful for you in this venture?

Mr. O'Malley: I think what I have both learned and brought to the table on it is that any time that a digital marketer is going through somewhat of a transformational process; in this case working with their customers comments online and bringing that into the place where it matters the most, where their customers are shopping and buying, is that it takes a good amount of internal savvy to be able to work with larger organizations. In the cases that we see it, it is mainly the social teams working together with the ecommerce teams. Therefore, what I have been able to bring to the table is the ability to help those teams internally, and our clients being able to work together on a joint business case, and be able to put together a successful pilot program that are very low barriers of entry to try that quickly prove value are ultimately successful. It makes our clients individually look very good. That is because they were

to add value, at a very low risk, to their internal organizations.

CEOCFO: What is the business revenue model?

Mr. O'Malley: The business model is super easy. It is a subscription based model that also has a variable component on cost per impression. Most of our clients start off with a subscription model. Once they display that user content in context to their marketing then there is a variable component which is CPM model, which just a unit cost per impression.

CEOCFO: Why should investors and people in the business community pay attention to ReadyPulse? What makes you an exceptional company?

Mr. O'Malley: That is a great question. I believe that we are doing something that has an impact in the largest growing market out there, which is ecommerce. If you look at what role that we are playing in ecommerce, we are transforming an industry that only with five stars and inauthentic ratings and reviews, and we are allowing authentic visual brand expressions that are personalized to that user. Therefore, we are not only

providing a tremendous service for our clients, we are actually providing a tremendous service for consumers as well. Given the amount of user generated content, it is far outpacing the amount of content that is being shared as web based ratings and reviews. The sheer amount of inventory that these companies have to be able to use is completely untapped. For the first time, we are allowing for them to be able to manage their most important marketing assets, which is their most engaging comments from their most influential people. We really believe that we are going to have a profound impact in the difference of ecommerce, which is the fastest growing part of our economy today. At the end of the day, every business runs on their testimonials which are the best brand expressions from their best customers. It is hard for people to be able to collect and manage those. We make that super easy. We are very excited about every great client that we work with. We look forward to taking on and working with some more of the most successful companies online.



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