

Bolstering Social Media Efforts for Brands, Media and Agencies by Building Social Experiences into Their Marketing Strategies, Mass Relevance Uses SaaS to Give Clients Flexible Social Network Content Management



**Mass
 Relevance**

**Business Services
 Social Engagement**



**Sam Decker
 CEO**

BIO: Sam Decker is Co-Founder and CEO of Mass Relevance, a social engagement platform that discovers, filters, and displays real-time content anywhere. Prior to Mass Relevance, Sam was founding Chief Marketing Officer at Bazaarvoice, the leader in Software as a Service (SaaS) social

commerce technologies serving over 1,000 brands, where he was responsible for building the company's brand, products and platform.

Before joining Bazaarvoice, Decker spent seven years of leadership at Dell, Inc. in marketing, online, CRM, and customer-centricity strategy. From 1999-2003, he led Dell's consumer web site, building Dell.com into the largest consumer eCommerce site at \$3.5B in annual sales, and established global best practices in merchandising, analytics, product management, and operations. Sam pioneered Dell's customer-centricity strategy and customer segmentation using Six Sigma methodology.

Before Dell, Decker spent more than six years in the Bay Area leading marketing, sales and product strategy at B2B and media startups. Decker has authored two books on word of mouth marketing and serves on the boards of Monetate, Needle, New Era, and the digital advisory board for P&G. Follow him at @samdecker.

About Mass Relevance:

Based in Austin, Texas, Mass Relevance helps brands, media and agencies get more from their social media efforts by building social experiences into their marketing strategy. More than 300 major brands, sports teams, publishers and broadcasters trust the Mass Relevance SaaS platform to create real-time consumer engagement by aggregating, filtering, and re-displaying content from any social network to any digital property. In the past two and a half years, Mass Relevance has delivered more than 30

billion pieces of social content to multiple digital surfaces for world-class brands such as Pepsi, Campbell's, GE, Target, Walgreens and Microsoft. Mass Relevance has also supported iconic events like the Super Bowl and Academy Awards, launches such as The Avengers and Madonna MDNA, and television phenoms American Idol, X-Factor, 80 Plates and The Voice.

The company is privately held with venture capital funding. For more information, please visit the company's website at www.massrelevance.com, or view the following videos:

Mass Relevance overview [vimeo.com/49057068] // Brand overview [vimeo.com/55624394] // Media overview [vimeo.com/53697089] // Product Studio: [vimeo.com/29212433].

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

CEOCFO: Mr. Decker, would you tell us the vision when you started Mass Relevance and where you are today?

Mr. Decker: The vision when we started the company was to connect the participation that is happening in social networks with the marketing and media activities that happen outside of social networks. The vision is to be able to surface the best social content and to involve the audiences of both media and brands into their own experiences that range from TV, to publishing, to venues and events and to digital brand campaigns. When we started, we worked with media, TV and Twitter primarily. Today, two and a half years later, we have over 300

clients across sports, entertainment, TV, brand and retail and we work with Twitter, Facebook, Google and many other social networks. We are over 115 people and we are continuing to grow internationally.

CEO CFO: How does the process work?

Mr. Decker: It depends on who you are. If you are a TV show or a brand, if you have a screen—a website, app or TV show—and you want to surface, in real time, social conversations into that, you log in to our platform and aggregate whatever social content you want from any social networks by keywords, users or by any sorts of aggregation. You can then filter and moderate that content and visualize it in 40 different templates and analyze the results. With the technology that allows you to do all those things on the same platform, you can quickly bring the best social content to that screen.

CEO CFO: Are there particular companies that benefit from your service more?

Mr. Decker: Any company that has outward facing brand experiences and has a conversation that is either occurring in social networks or that they can prompt to occur is relevant. Whether it is a venue, publication, TV show, landing page or website, we are relevant.

CEO CFO: Is there any moderating?

Mr. Decker: That is a key capability of the platform: to filter and moderate in real time. You can set up rules to say, “I do not want any conversation about our competitors,” or, “I do not want profanity.” There are literally millions of combinations of filters that you can create to get exactly the kind of content that you want to display to set the right context.

CEO CFO: Do most companies initially use the filtering capabilities?

Mr. Decker: Yes, they do. If they are working with us, they understand that filtering is one of our key value propositions, so it is a definite need that they have—to be able to filter the

right content or filter out the content that they do not want. They have an idea of what they want to filter in or out. As they start to look at the content, they discover new opportunities to filter in or out other things. This happens a lot with media stories; there is a hot topic that comes up in the news and they put in what they think are the right keywords and hash tags and discover that people are inventing new hash tags. They discover that you can filter by profile, location, or celebrity. You can then start to create new strings of content to filter and use that content to create a story themselves.

CEO CFO: What is the competitive landscape?

Mr. Decker: There are not many companies that do what we do how we do it. When we are talking with brands and they want to integrate social into

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their web experience, oftentimes agencies are both a client and a competitor. Agencies may build it from scratch, and that is more expensive and slower. That is what our value proposition is to those agencies—we can help you do more of this across more clients and do it faster, and you can spend your time on strategies and other things. That is the primary competitor. There are many small players in the market doing some things like this, but not to the extent that we provide the technology.

CEO CFO: Would you tell us about your recently launched Mass Relevance for Retail?

Mr. Decker: The idea is that social conversations about products, brands, topics of interest and passion are out there. Mass Relevance for Retail allows retailers to take advantage of those conversations and to bring those

into their purchase experience. It could be inspirational content, content that provides social proof for the idea to buy that product or brand, or it could be how to get people to participate because only 2% of people buy when they come to a website on average. There is an opportunity to engage the 98% of people who shop on a site and are not buying to get them to amplify or consider buying. Many of our products help increase that engagement and that participation factor when they are on the site, leading to more traffic, more consideration and conversion.

CEO CFO: You recently added or replaced a Chief Product Officer: is your team in place or will you continue to add to the team?

Mr. Decker: That was a new role: we created a separate executive role for that. As we grow, there will always be a focus on opportunities and to narrow in on certain aspects of the business. It is serving globally, it is serving retail, TV, sports, entertainment and there are many aspects to the platform. A full time focus on that made sense. We continue to add to the team: we will probably add another 30-40 people this year and across the board.

CEO CFO: What are the intangibles that you want in your people?

Mr. Decker: That is a great question. When you say intangibles, I look for the “what” and the “how” in a person. On the “what,” it is whether they have the right skills and experiences and that is standard. The “how” is how they go about it: what is their passion? How is their integrity? We have a set of values on our website and I look for the connection to those values. As we grow, the “how” and the culture fit become very important because typically companies will lower their standards, not intentionally, as they grow, and their culture suffers. The people that were there in the beginning who were great fits and great people no longer feel like it is

the right place to be. I look for people who match our cultural values.

CEO CFO: What is your geographic reach today and do you see it changing?

Mr. Decker: We serve globally; we have clients everywhere. We have a team in London right now covering Europe. As we see demand and growth in the other countries we will add people to those countries to both sell and support within the company. So far, we have been able to do it remotely and we serve 20 countries right now.

CEO CFO: What surprised you most as the Mass Relevance developed?

Mr. Decker: The momentum on social TV. It was the right timing. There is a lot of change and unknowns within the TV landscape and how social interacts with it. It was a pleasant surprise that social TV became an important topic and that we are in the center of helping companies solve that problem. I was also surprised by the appetite for integrating social with agencies. Agencies of all types—advertising, digital, PR—are all grappling with what social means to them and for their clients. They see the need to integrate social, which is a reflection of the

clients themselves who we work with directly. Across the functions, the CMO role is now starting to think that social is no longer a small team in a corner but integrated throughout all marketing functions and all programs. The momentum and the appetite for solving those problems, from social TV, to agencies, to brands, on integrating social, has been pleasantly surprising.

CEO CFO: How is business these days?

Mr. Decker: Business is great. We are two and a half years old and 115 people going to 140 plus. We grow both on the products, on regions and on verticals with the retail launch.

CEO CFO: Why should investors and people in the business community pay attention to Mass Relevance?

Mr. Decker: We are at the center of some very large, secular trends: the explosion of participation and social content, the explosion of digital screens and digital real estate, and the demand from consumers to have something that is real time, social and mobile. We bring all of that together into a technology that gives the clients a lot of flexibility to manage the connections between the social

experiences they create. We are in a unique position if you consider us in the social software space because we serve the marketing functions, not the social team. We are bringing social into the functions of websites, ad campaigns and store launches in a relevant way. We are a marketing platform but we leverage social content data to empower marketing.

CEO CFO: Final thoughts?

Mr. Decker: In terms of background, we were the first Twitter certified partner to re-syndicate Twitter content for display. We have been at it for a long time and have been able to navigate the complexities of Twitter and Facebook. We also recently announced the GetGlue partnership. We have been able to work effectively with agencies such as VivaKi on completing the circle of pay, owned, earned and that is an important topic for CEOs and CMOs. We believe that the way it is going to be more effective is to connect paid, owned and earned and the connection point is in the owned space. We try to use our platform to fill the owned media and connect the paid and the earned.



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