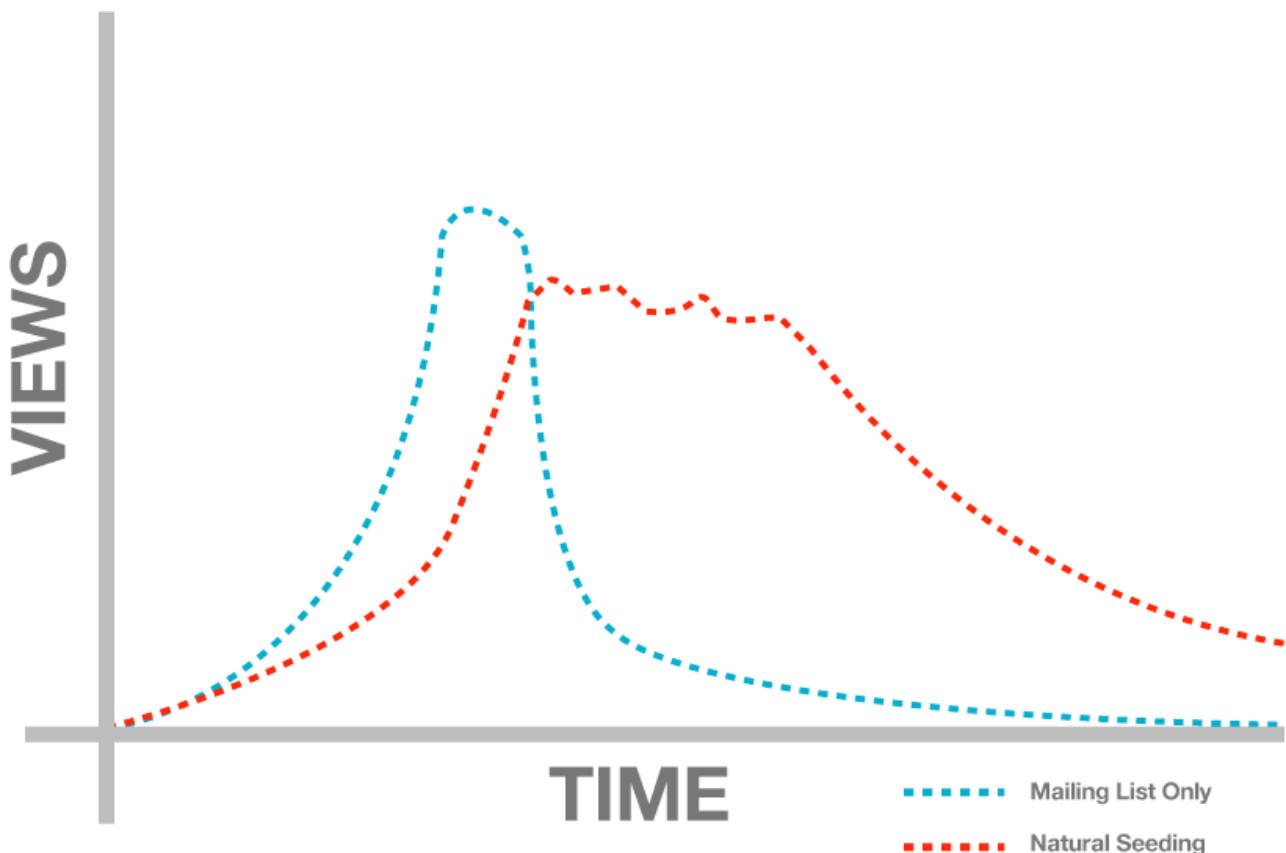


## Mailing list seeding vs Natural seeding

### Introduction

This document looks at how mailing list seeding compares with natural seeding in the context of launching a new viral campaign.

Our team researched past viral campaign launch performance, comparing campaigns launched purely via mailing list seeding (i.e. single-source seeding) and campaigns launched using natural seeding (i.e. placing the campaign on 100's / 1000's of key influencer sites).



### Comment

The keys things to note about the comparison of mailing list and natural seeding are:

- Sharp rise and fall of mailing list seeding: this is largely linked to the fact that mailing lists often don't contain many "influencers", the type of person who is more likely to pass on a campaign to friends.
- Slower uptake of natural seeding: natural seeding often takes a while to take effect, due to the slow nature of seeding across a high number of key influencer blogs, communities etc.
- Longer plateau of natural seeding: the plateau reflects the number of conversations going on about the campaign amongst communities. The length of the plateau is usually related to the amount of initial natural seeding.
- Difference in height of the long tails: a naturally seeded campaign will usually have a much higher long tail than a mailing list only campaign. This is due to the amount of referrers generated through a naturally seeded campaign.

Overall the picture shows the different impacts of different viral seeding strategies. For a short sharp hit, mailing lists have a great impact. For long lasting virality, natural seeding works well. Of course, the best option is normally to combine both strategies to ensure the most successful campaign,