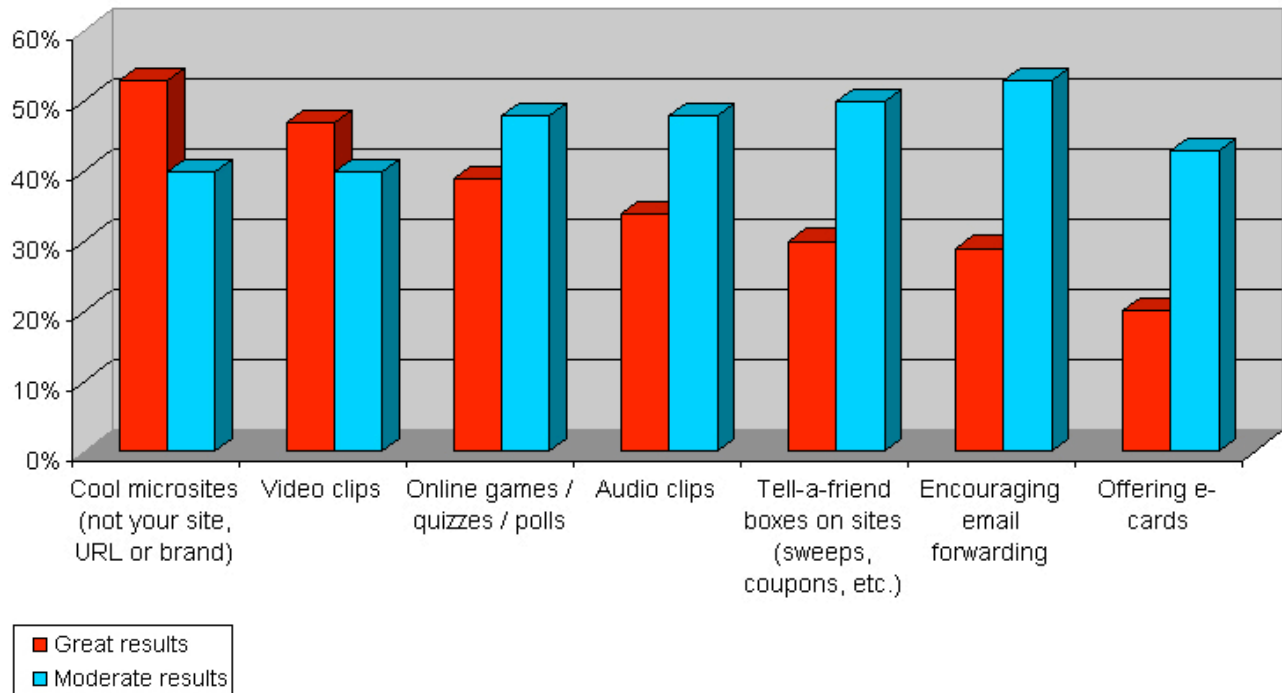


# The Effectiveness of Different Viral Materials

## Introduction

This report illustrates the effectiveness of different viral materials based on the experience of marketers.

## Graphical Data



## Tabular Data

	Great results	Moderate results
Cool microsites (not your site, URL or brand)	53%	40%
Video clips	47%	40%
Online games / quizzes / polls	39%	48%
Audio clips	34%	48%
Tell-a-friend boxes on sites (sweeps, coupons, etc.)	30%	50%
Encouraging email forwarding	29%	53%
Offering e-cards	20%	43%

## Comment

From marketers' experience, "Big idea" concept micro-sites and video clips are seen to return the best results. Online games / quizzes come third in the results list. Interestingly for games their "moderate" results return is significantly higher than its "great" results return. There is no data relating to how marketers define "great results". Traditionally in viral marketing "great results" has been related to numbers of visitors / view-

ers. As marketers get more demanding with what they want out of viral we may see their perception of “great results” not only including sheer number of visitors, but also the “quality” of that audience (i.e. getting the right people seeing the campaign) together with things like “click throughs” and data-capture. This may then paint a different picture of the effectiveness of different viral mechanics.