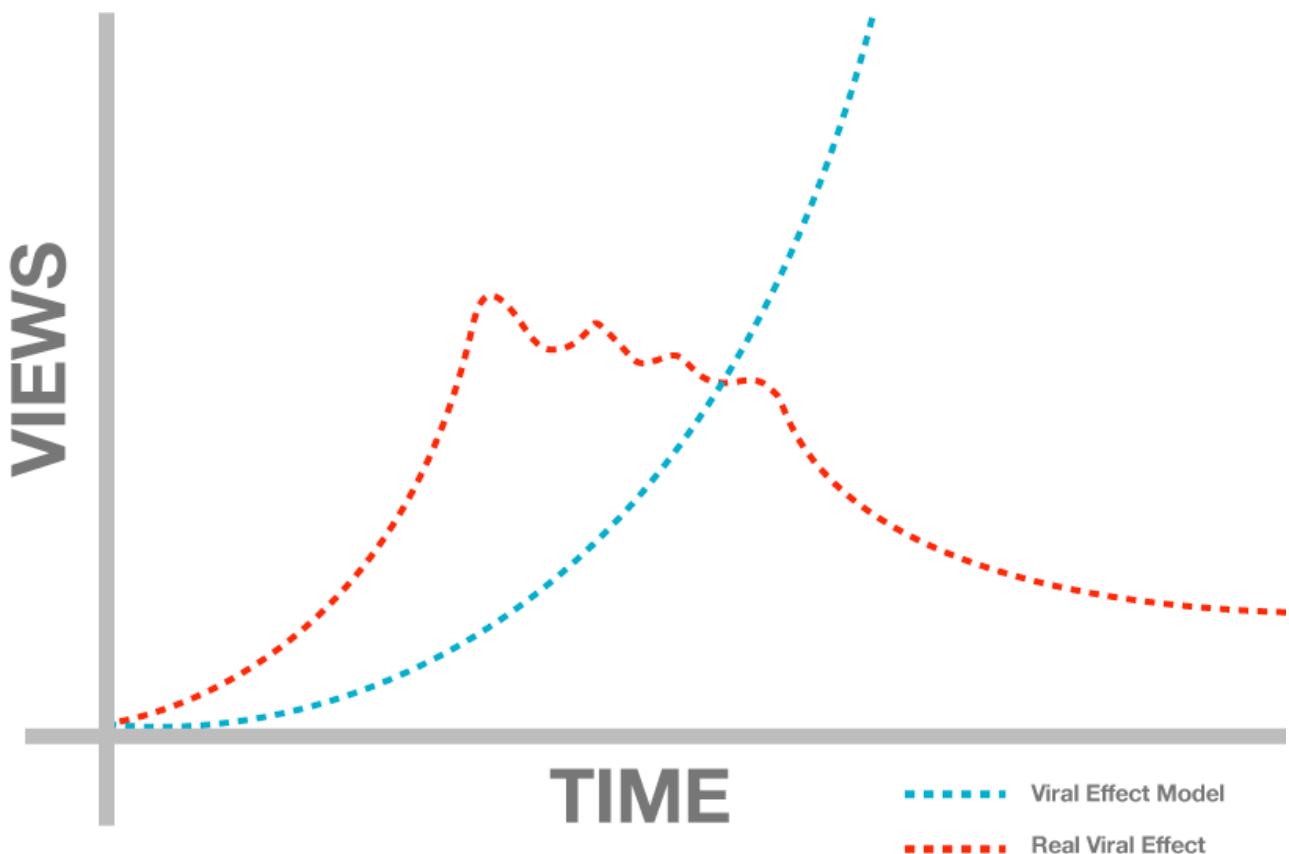


# The real viral effect

## Introduction

This document looks at what the viral effect really looks like.

People normally think of the viral effect in terms of an exponential curve. The reality of running viral marketing campaigns is, however, that the viral curve is a lot more complex than just the exponential curve. Our team ran analysis on 30 different viral marketing campaigns (both film and game-based) and came up with the following curve representing how viral campaigns really perform:



## Comment

Analysing the real viral curve there are 3 areas of interest:

- **The initial launch boost:** this is similar to the classic exponential curve, and shows the initial surge a campaign generally gets on launch. This initial surge is generally created from the initial seeding push - whether media placement, or mailing list seeding.
- **The plateau:** this represents “community conversation” around a campaign, in blogs, community forums, social networks etc.
- **The long tail:** this is the legacy of a viral campaign and is created by the huge amount of referrers generally created from a viral.

The most interesting aspect of the real viral curve is the long tail, showing how viral campaigns continue to attract traffic and interest way beyond the initial viral launch period. This is shows the ongoing value of viral marketing campaigns, and is an area that is often over-looked by marketers in developing their marketing strategies.