AUGUST '13 RELEASE NOTES

At Salesforce Marketing Cloud customer success is our top priority and we're working hard to continuously improve our solution to meet your needs. That's why, with this release, we're expanding our listening capabilities and making our existing features easier to use through continued innovation.

In this release, we're helping you take charge of your social conversations with Managed Accounts. Now you can expand beyond the broad listening and engagement you depend on with Radian6, and enjoy focused listening, too. We've added all the functionally you need to listen, engage and report on your company's brand properties on Facebook and Twitter.

This release features enhancements to our social listening, social publishing and social advertising solutions:

salesforce radian6	salesforce buddy media	salesforce social.com
• Complete support for Facebook and Twitter Managed Accounts including analysis, engagement and automation • Expanded global reach with new Romanian language coverage • API improvements for full Topic Profile Management and compression of data for faster application refreshes • A groundbreaking new feature called Quick Search (closed beta for mobile)	• International support for ReachBuddy canvases in 32 languages • Simplified text editing capabilities in the sapplets for large text windows • Whitelisting security enhancement for ReachBuddy • Drill down to the ideal sub-set of followers for posts with our powerful LinkedIn targeting options	• Facebook conversion tracking and optimization using Facebook's tracking pixels • Partner categories for the US using third party data • WiFi targeting for selling apps or targeting gamers while they're online • Find Lookalike audiences to the custom audiences you've developed

Keep reading to learn more about these exciting, new features and watch for updates on the Salesforce Marketing Cloud Facebook page as the August '13 release rolls out.

Marketing Cloud is constantly working to improve our offerings and we couldn't do it without you—please contact your Account Executive with your feedback.

Sincerely,

Salesforce Marketing Cloud team

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ANALYSIS DASHBOARD (RADIAN6)

We've launched full support for Facebook Managed Accounts across the Radian6 platform in this release. That means that you can manage all aspects of analysis, workflow —even automation—for your corporate Twitter and Facebook page content using Radian6.

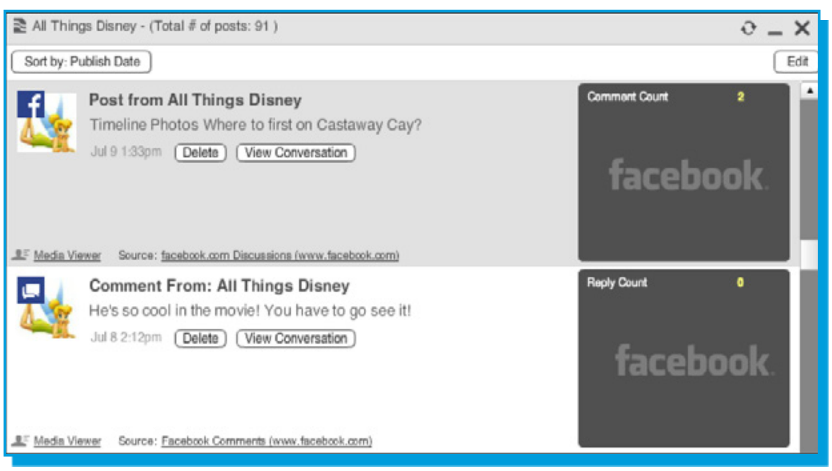
This means expanding listening within your Topic Profiles to more focused listening with your Managed Accounts for Facebook and Twitter. Now you can make full use of the tools you depend on in the Analysis Dashboard to analyze the conversations from your Managed Accounts.

See the next section called "Engagement Console and the Social Account Manager" for steps on how to set up these Managed Accounts.

Managed Accounts in the Analysis Dashboard

Here's a look at the widgets you can use to analyze, manage and report on the conversations from your corporate Facebook pages:

Conversation Viewer



We've created a new Conversation Viewer widget designed specially to show you your threaded Facebook conversations. When you open a River of News with your Facebook content, you'll now see a "View Conversation" button when the post has comments or replies.

Click "View Conversation" and it will open the new Conversation Viewer. It's a new widget similar to the Media Viewer, but designed to show your specific Facebook conversations. The Conversation Viewer provides a view of the content with workflow options so you can manage your team's engagement with posts, comments and replies. You'll see the author's avatar, similar to how posts are currently displayed in the River of News widget.

In the Conversation Viewer you'll see the original post listed first with any comments below in the order they were published. See the comment count in the dark border below each post. The post or comment that you selected in the River of News to bring up the Conversation Viewer will be highlighted in grey to provide context. The Viewer shows 25 comments at a time and content refreshes at the same rate as the River of News, although you can manually refresh as well.

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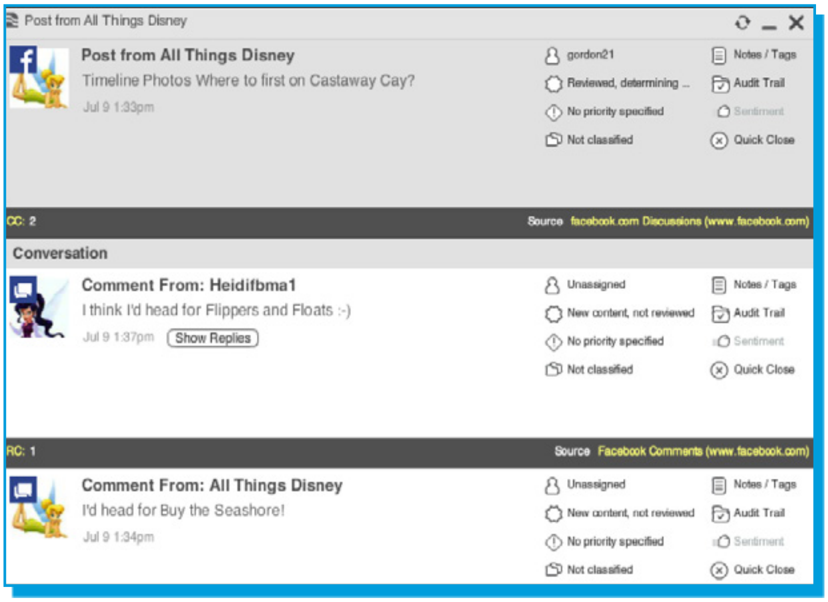
If a post has replies, you'll see the number for "RC" (reply comment) in the dark border below the post. You'll also see a "Show Replies" button. When you click "Show Replies," all replies for the comment will be shown below the comment in the order they were published. All replies are shown so that no paging is required.

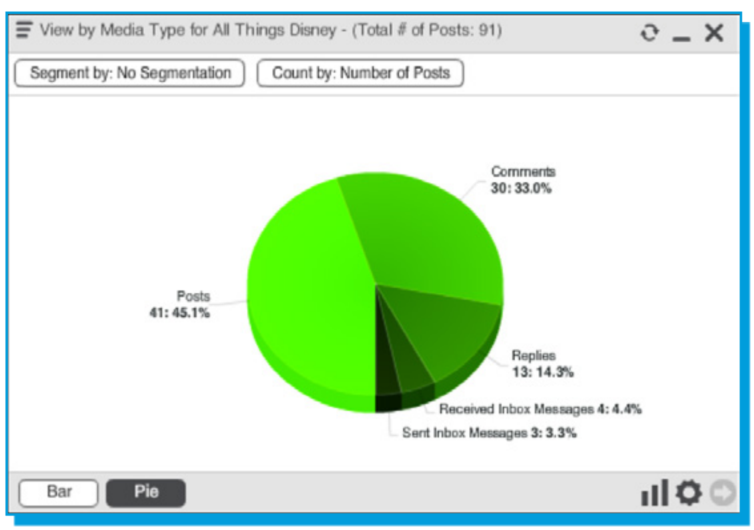


Close the reply thread window by clicking the "Hide Replies" button.

Selecting the "source" link in the dark border below any post, comment or reply in the Conversation Viewer will open a new window so you can see the original thread on Facebook.

Topic Analysis

Use the Topic Analysis widget to further examine the content coming into your Facebook pages. Select the "View by Media Type" option to view the data by posts, comments, replies, inbox messages sent and inbox messages received. Click any segment to bring up a River of News widget to show the content of that media type. Add the widget to a dashboard report or export the data using the Excel Add-in to build your own custom reports.



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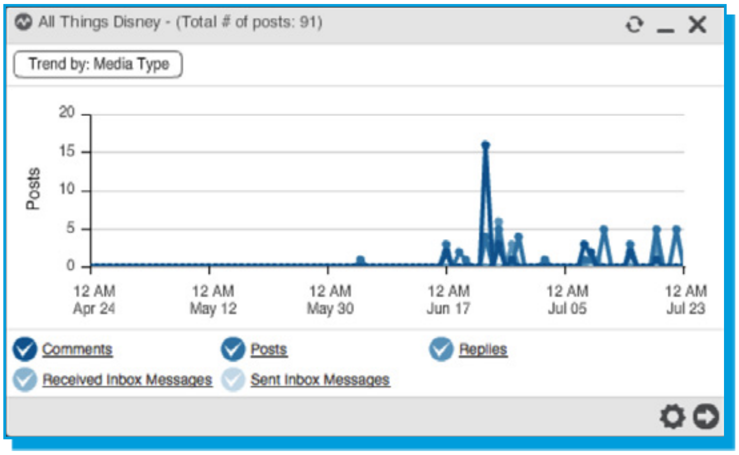
Topic Trends



Use the Topic Trends widget to view the content on your Facebook pages over time. Choose to trend by media type and see your Facebook media types broken out by posts, comments, replies, inbox messages sent and received. Click on any point on the trend line to populate a corresponding River of News that shows the content for that point in time. Add the widget to a dashboard report or export using the Excel Add-in to build your own custom reports.

Conversation Cloud

Create a Conversation Cloud based on the top words used on your Facebook page. Click any word to open a River of News widget and see the content related to it.

Interested in finding out more about Managed Accounts? Reach out to your Account Executive to get more information about Radian6 Managed Accounts for Twitter and Facebook.

Engagement Console and the Social Account Manager

Types of Accounts:

Social Accounts are free accounts that allow you to interact with the social data in the Radian6 platform. A Managed Account is a paid account that brings all of your corporate data into the Radian6 platform so that it can be work-flowed with a team, analyzed in the Analysis Dashboard and much more, for an additional charge.

We've made it easier for Engagement Console users to manage Facebook pages. Customers trialing the beta version gave us great feedback that we needed to simplify the ownership and management of pages. Now, as long as the Super User is the admin of the Facebook page, they can register the account and share the content with the rest of the team.

Here are the steps for any user to register a Facebook page. The steps a Super User will take to make a Facebook page a Managed Account that allow their team to see all the posts for workflow and engagement purposes continue in the next section. Then, we review the steps any user can take to set up a Facebook stack.

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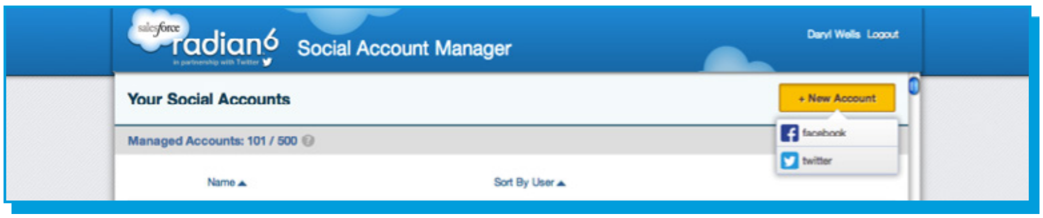
Registering a Facebook Account – all users

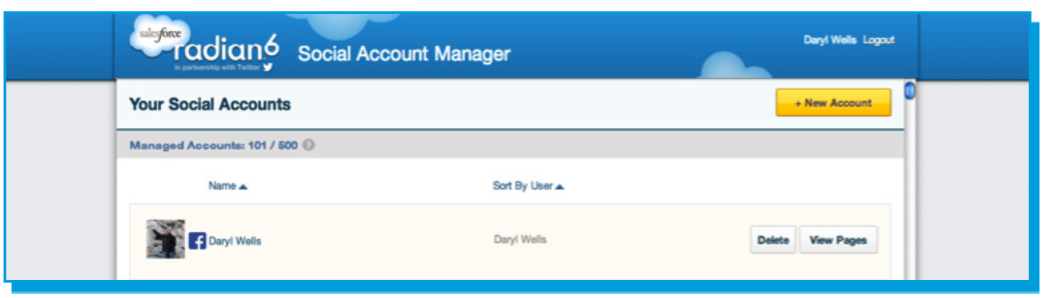
To register a Facebook Account, log into the Social Account Manager at https://social-accounts.radian6.com/social-account-management. This is where all Social Accounts and Managed Accounts are registered for use in the Radian6 platform.

First register your Facebook account as a Social Account.

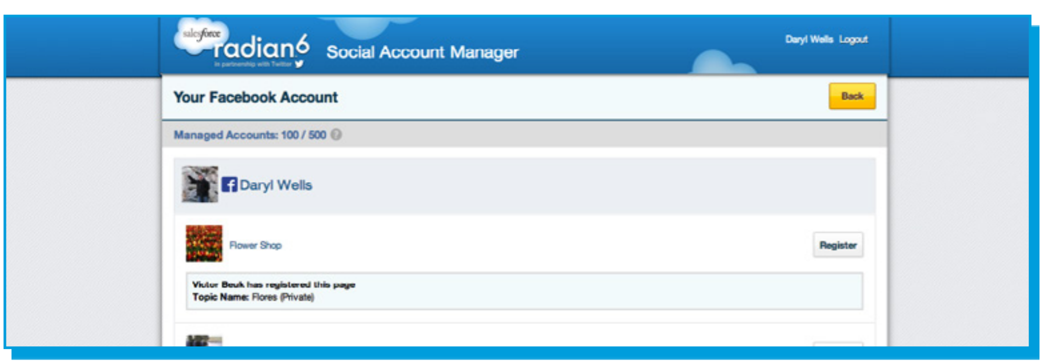
1. Select "+ New Account" and choose Facebook.



2. If this is your first time registering a Facebook account in the Social Account Manager, you will be asked to enter your Facebook credentials.
3. You will be asked to grant access to the Salesforce Marketing Cloud Application. Click "Allow," and then click OK on the following screens to allow the Engagement Console to manage your pages, as well as publish your posts.
4. When this is complete, you'll be sent back to the Social Account Manager and your Facebook page will be listed.



5. Now your Facebook Account is a registered Social Account. Select "View Pages" to see a list of all pages you own.



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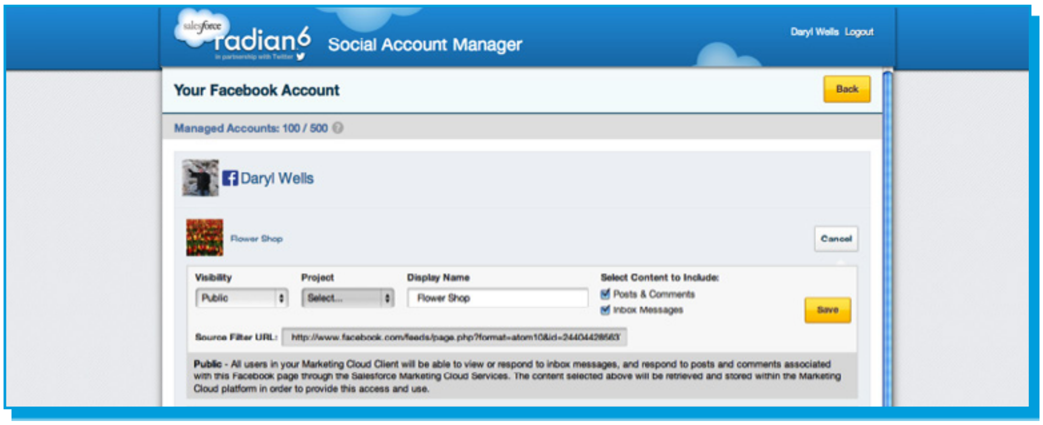
Registering a Facebook Account as a Managed Account – Super Users

1. To designate your Social Account a Facebook Managed Account, click "Register" in the Social Account Manager https://social-accounts.radian6.com/social-account-management.



2. Set the visibility of the account to either

   - "Public" – seen by every Radian6 user at your company
   - "Project" – seen by the specific project team you wish to have engage with the posts
   - "Private" – seen by only yourself

"Content to include (Posts & Comments and Inbox Messages)" should remain checked. The Topic Name that is displayed can be changed, if you wish. Click "Save".

Note: If multiple admins share a Facebook page, they will show up more than once in your list of Managed Accounts. You may be sharing the page with your project team while someone else has shared it publicly with all Engagement Console users. Make the names unique so you can easily tell them apart by going into the Social Account Manager and updating the "Display Name" field. That will update both the Topic Name and the name in your list of accounts in the Engagement Console.

Your Facebook Managed Account has now been created and all new post content will be brought into the Radian6 platform. The Engagement Console will show you the previous 30 days of posts to a maximum of 5,000 comments.

If you're sharing visibility, users can simply launch a Facebook stack in the Engagement Console to start bringing in and engaging with content.

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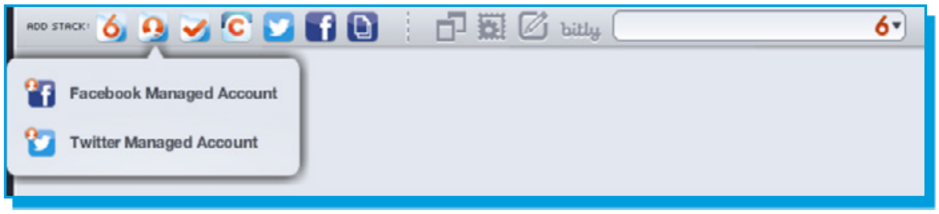
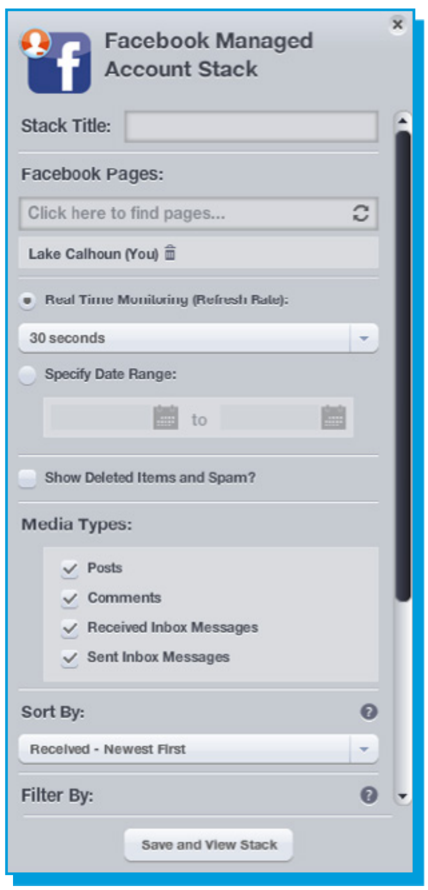
Launching a Facebook Stack – all users

To launch a Facebook Managed Account stack, select the Radian6 Managed Accounts icon within the top toolbar and select Facebook:



Your stack options will appear on the back of your new Facebook stack. Select the Facebook page(s) and Media Types you want to view in your stack. Choose from posts, comments, received inbox messages or sent inbox messages. Click "Save and View Stack."



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The stack will turn over and show the content you've selected from your Facebook page.

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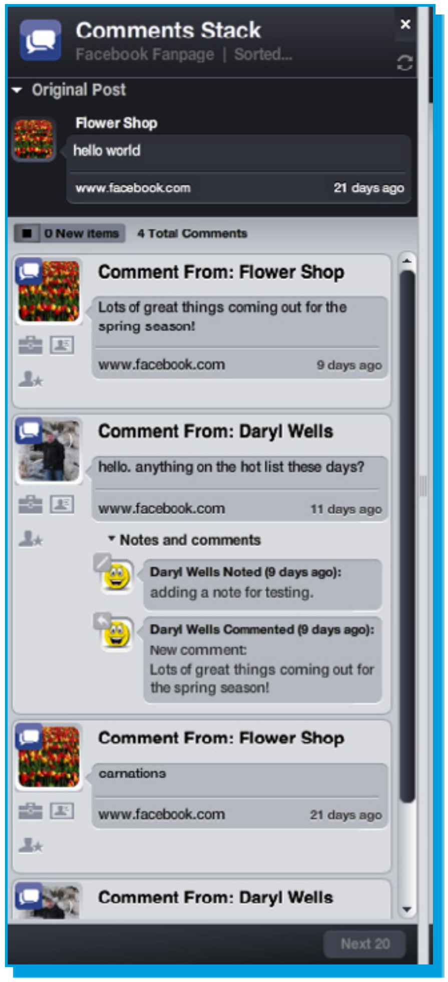
Here's how different media types function within Facebook Managed Account stacks:

When viewing a **comment**, you can click "View parent post and comments" at the bottom of the comment to launch a threaded comments stack. The stack will show you the original post and all of the comments related to that post listed in the order they were published.



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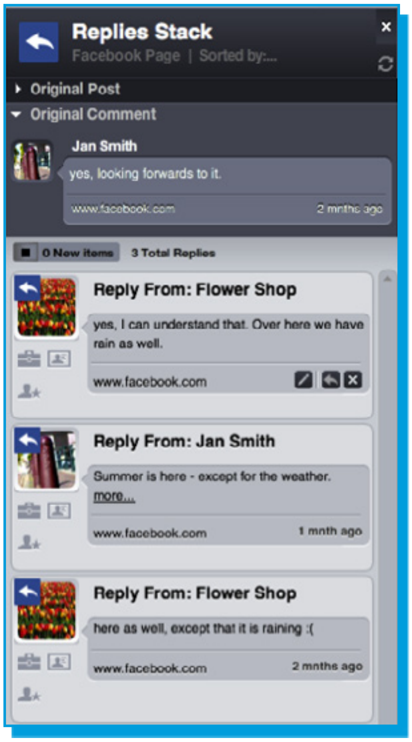

When viewing a **reply**, you can click "View parent post and comments" at the bottom of the comment to launch a threaded comments stack. This will show you the original post and all the comments related to that post in the order they were published.

When viewing an **inbox message**, you can click "View inbox message conversation" at the bottom of the message to launch a Conversation stack. This will show you the original inbox as well as any subsequent conversation that took place.

Radian6 Mobile

At Salesforce Marketing Cloud, we're passionate about unlocking the power of social for our customers. For social listening, that means delivering the content you need as quickly as possible. That's why we're testing our future product direction by releasing Quick Search into a closed beta for Radian6 Mobile.

This feature will allow testers to search Radian6 instantly by typing a few keywords into the Quick Search window. They can review the content and continue to refine the search as needed.

The feedback from beta testers will allow us to perfect the feature for widespread release and serve as a basis for future product updates for Radian6. Stay tuned for more news about these advancements.

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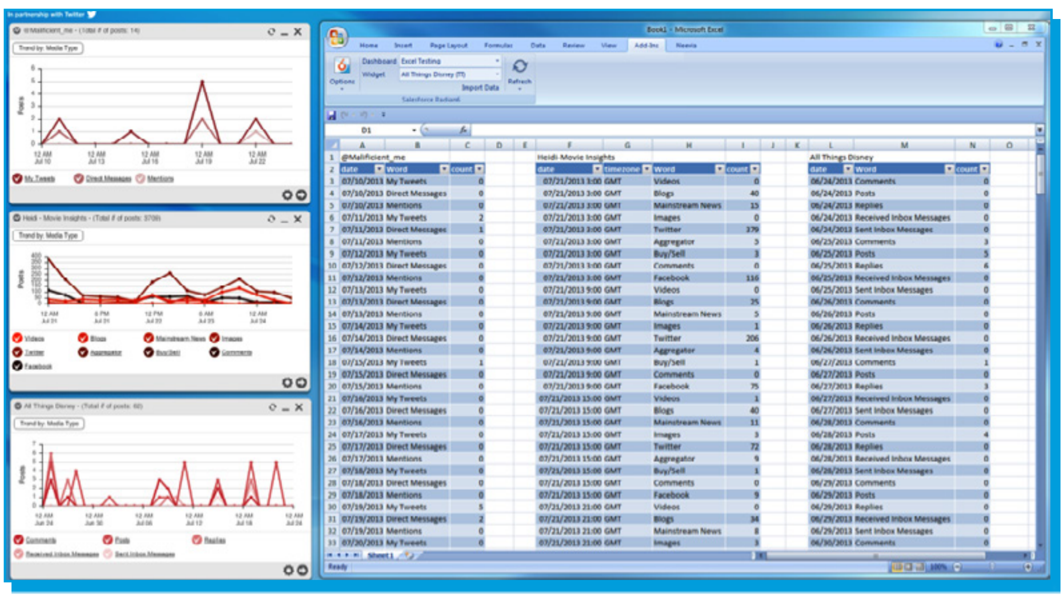
salesforce marketing cloud

Excel Add-In

The Excel Add-In allows you to export data from the Analysis Dashboard so that you can run further analysis or create custom reports. We've added a new customer requested feature to improve the mapping logic and make it easier to update reports over time.

Widget Segmentation Support

Now, when you export a widget and then add additional segmentation in the Dashboard, the changes are made in the Excel spreadsheet. So, for example, if you are working with the Trending Topics widget and only looking at trend for volume, your export will create a data sheet with schema for volume data points on the widget. If you then trend by media types, upon refresh in the Excel Add-in, your worksheet schema will be updated to reflect the additional media types you're reporting on.



Data Acquisition

Romanian Language Support

In our efforts to expand our European language coverage, we're introducing Romanian language coverage, which brings us to a total of 23 supported languages. Seven million Romanians use the Internet, so this is an important addition for our European and global brand customers. Please click "Enable Asian and Russian fonts" on your login screen to see these results in your widgets.

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A New Special Character

We allow customers to “listen” for special characters using Radian6. Characters like @ (for @mentions), # (for hashtag mentions) and ^ (used with initials for a signature in Tweets) can be included in searches in the Analysis Dashboard.

We’ve now added the “=” symbol as a special character as well. Sometimes company names or brands include this symbol so this feature will allow them to accurately search for mentions on the social web.

Radian6 API

The Radian6 API allows customers to get all their Topic Profile data in raw form so that it can be used programmatically to power social applications, visualizations and custom reports. We’ve added new features that our customers have been asking for.

Managed Account Support

Now the Radian6 API can be used to access all your Facebook posts. The data from your Managed Accounts can be used for archiving conversations, developing detailed reports and third-party integrations and more.

Source Filter

With the new source filter feature, the Radian6 API now offers complete support for Topic Profile management. Customers can create, modify and remove Topic Profiles right from their application without going into the Analysis Dashboard.

With the addition of the source filter, customers can quickly associate a list of source filters with a list of Topic Profiles, easily removing the sources they don’t want to include content from.

Compression Support

Customers can now request their data in a compressed form, speeding up the time it takes to get it. Using

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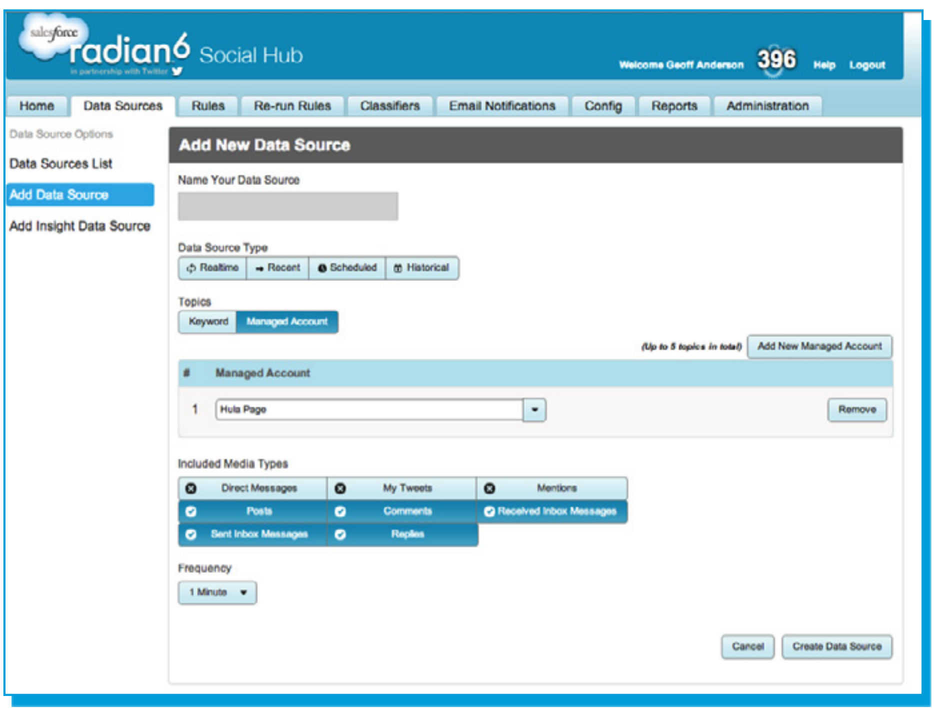
Gzip compression support, a frequently used open source algorithm, customers can have their API results compressed. Compression of the data will speed up the transfer so it arrives faster and applications can be updated quickly with fresh data. In testing, our team found that results were compressed and reduced by as much as 70%.

Social Hub

Customers rely on the Social Hub to automate many of their processes, saving time and reducing training needs. Social Hub is the must-have tool for customers doing customer service for their corporate Twitter handles. Now we've added the features so that customers can expand their social customer service to Facebook.

Here's an example of how a customer might use Social Hub to support Facebook customer service in a team using the Salesforce Service Cloud:

1. Set Up Your Data Source: Once your Facebook Managed Account is set up in the Social Account Manager (see page 8), you're ready to automate the management of that content. Log into the Social Hub and set up your Facebook page as a data source. You'll see the media types available (comments, posts, replies) with the counts for each.



2. Rule Setup: Set up the rules you'd like to use to manage your posts. In this example, we'll tag Facebook posts with the correct source tags. We'll have a note added to each for the responding customer service representative. We'll also create a case in Salesforce because our customer service team uses salesforce.com for managing all customer issues that arrive via telephone, email and social channels.

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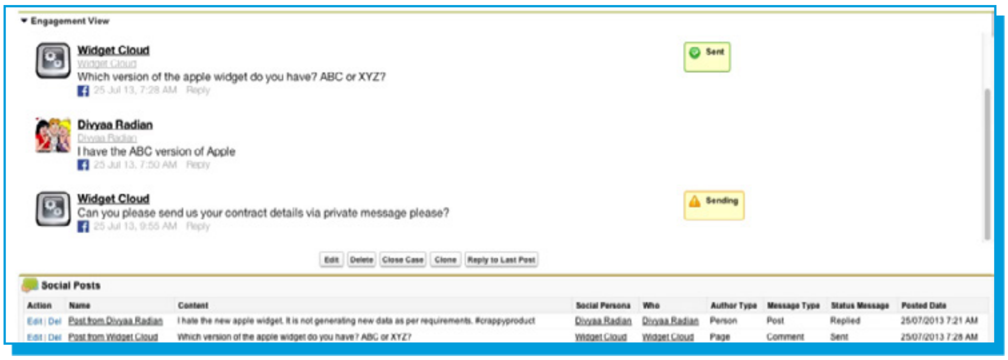
3. Responding Publicly: When the customer service representative accesses the case, he or she will see the relevant threaded conversation as well as the media type (post, comment and reply). The customer service representative can respond to the customer in salesforce.com and it will be posted on the Facebook page.



4. Responding Privately: The customer service representative may also want to move the conversation to private inbox messages so that he or she can ask the customer for their account number. Any inbox messages will also be available in Salesforce and highlighted to differentiate them from public messages. When the customer service representative responds to a private message, the response will always be private to ensure customers' information remains secure.

We've presented just one example of how customers can use the Social Hub and the integration with Salesforce to automate their social customer service applications. Talk to your Account Executive about other solutions available to you.

Radian6 for Salesforce

The AppExchange package, Radian6 for Salesforce, provides an integration point between the Radian6 platform and salesforce.com. With this release, we've added a Sandbox feature that customers have requested. This allows you to test that data is transmitting correctly based on the rules you've set up, before going live. Simply download the latest version to try out the Sandbox.

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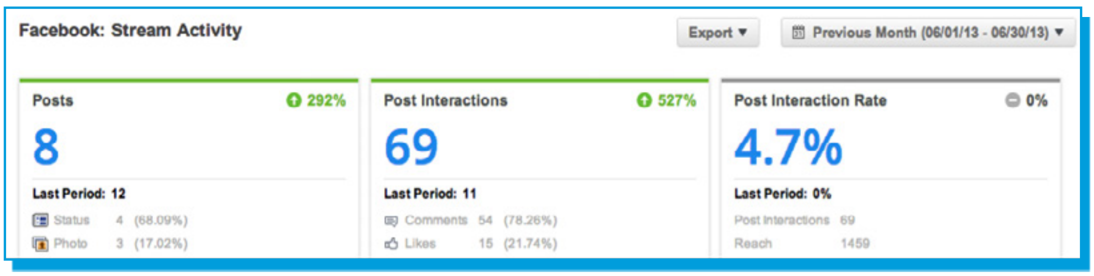
Analytics (Buddy Media)

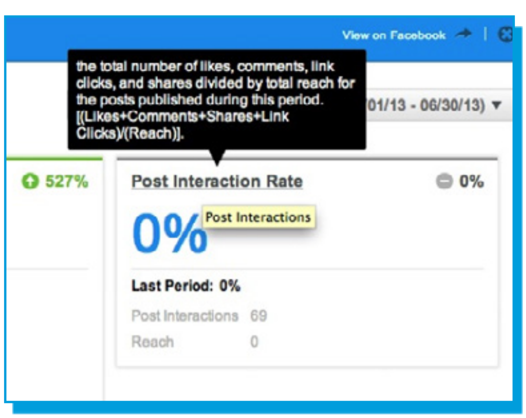
Stream Activity Page Redesign

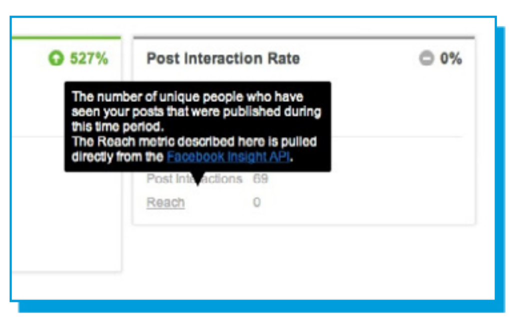
Customers depend on the Stream Activity page to understand how their Facebook posts and Tweets are performing. We've redesigned the page recently based on customer input to better provide for your reporting needs. We simplified the reports and also uncovered more details in the data.



Now, in the Facebook Stream Activity, the summary and 'all posts' tab have been consolidated into one handy reporting page. Here's a break down of the items you'll see and how they've changed:

- Posts – you'll see the number of posts published for the timeframe you chose as usual, and now you'll also see the breakdown of post types with percentages.
- Post interactions – previously this number was a cumulative total of all post interactions for the timeframe, regardless of the timing of the original post. Customers told us that this wasn't an effective way to track the performance of their posts. Now, the interactions shown will only be those that relate to the posts published in the report timeframe. You'll also now see the list of interaction by type – clicks, shares, comments and likes – as well as percentages for each.
- Post Interaction Rate – the post interaction rate is achieved by dividing the interactions by the reach. You'll also see the breakdown of post interactions as well as reach. Reach has been updated to identically match Facebook's insights so you'll get consistent data between sources.





The list of published posts has also been updated:

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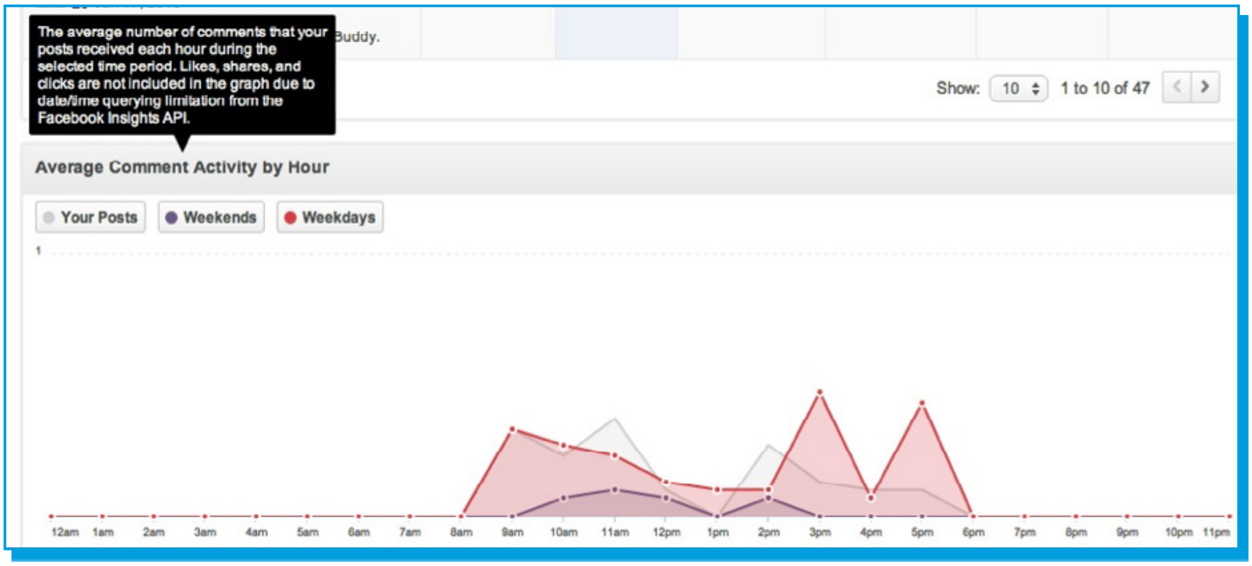
- The Posts by Type as well as the My Posts chart have been replaced by a single chart showing the posts published in the chosen timeframe. Each post provides a permalink to the original post. As well, you'll see the Facebook insights data for each
- We've updated the name of the "Average Incoming Stream Activity by Hour" chart to "Average Comment Activity by Hour" to better reflect the data being shown



The Twitter Stream Activity reports are similar to Facebook for consistency in reporting, but we tailored the metrics to Twitter-specific data where applicable.

- Tweets – the number of Tweets published for the timeframe you chose. Because Tweets are the only post type, the percentage will always be 100%.
- Tweet Interactions – We've added Tweet interactions and provide them broken down into clicks, replies and Retweets.
- Tweet Interaction Rate - The interactions rate is achieved by: the total number of reTweets + replies divided by total followers. The interaction rate is broken out by Tweet interactions and followers.

Notes: Retweets captured for Twitter Stream Activity includes manual Retweets, where someone has used "RT." Also, we've removed the mentions statistic (@mentions) because we want Stream Activity to focus on engagement results from publishing efforts. We will make @mentions available in the "Followers" report tab shortly.

The list of published Tweets provides permalinks to the original Tweet. Also, get metrics for Retweets, replies, and clicks for each post.

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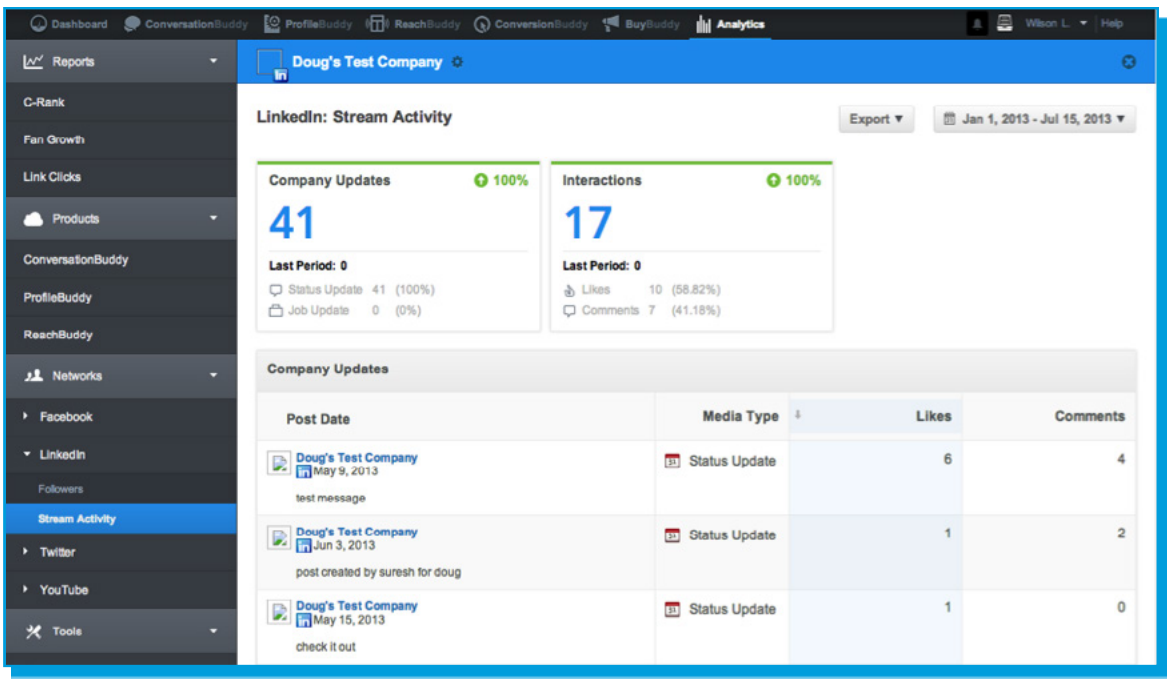
LinkedIn Stream Activity Report

We've also added a new LinkedIn Stream Activity report so that you can see how your network updates are performing for your company pages.

Choose your timeframe and then see reports on:

- Company Updates – the report compares the current timeframe to the previous and breaks out Status Updates and Job Updates.
- Interactions – see the number of interactions compared to those in the previous segment of time. The interaction number is also broken down into likes and comments.

See the full list of updates for the time period. Click through the original update. See the likes and comments for each.



LinkedIn Analytics

We've also developed a new LinkedIn Analytics report that captures the follower information customers have requested.

The metrics in this report will provide you with numbers on your new company followers, total followers and the % change in company followers over time.

Also:

- Compare and contrast new followers, total followers, and change in followers over time
- Export your data for any time period

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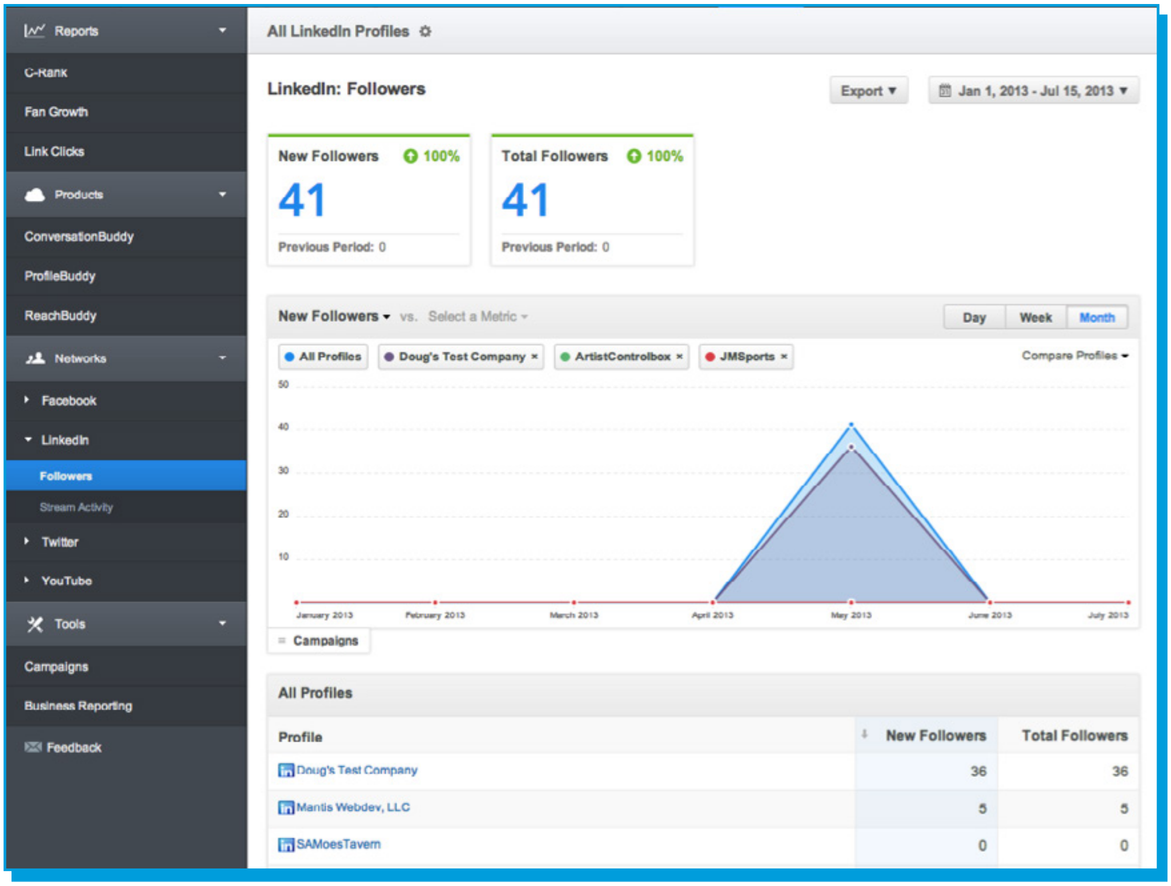
- If you have multiple LinkedIn company profiles you can choose to view aggregated data across your profiles and compare and contrast their growth



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ReachBuddy and ProfileBuddy

We've added features to ProfileBuddy and ReachBuddy that will help you expand your reach globally, improving usability and increasing security.

International Support for ReachBuddy Canvases

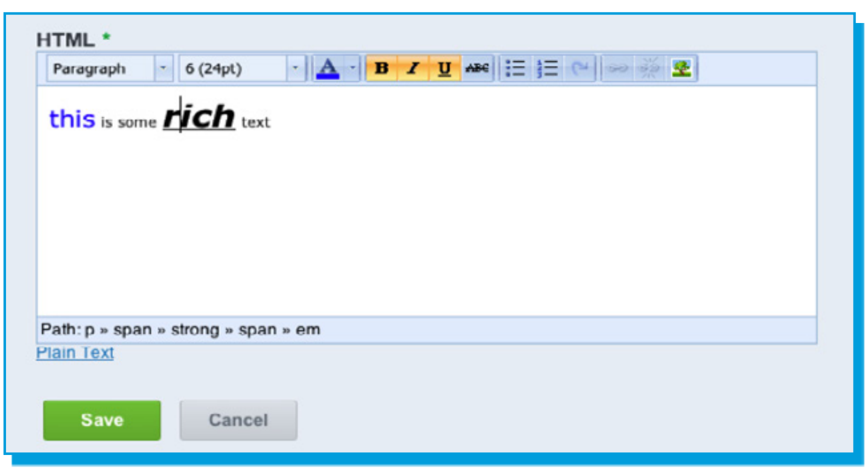
Now you can use ReachBuddy canvases on international sites, just like you can with your Facebook and YouTube canvases. Choose from a dropdown list of 32 supported languages in the Canvas Settings page and the system copy will be displayed in that language.

So, for example, if you created an email capture form, you can now embed it on all of your international websites. You'll provide translations for the customizable copy like the call to action, and the international support feature will ensure that all supporting interactions for the canvas are presented in the same language.

Rich Text Editing for Sapplet Text Fields

We're making it easy for you to add rich text with new text editing capabilities for the large text fields in our sapplets. Large text fields include items like description fields.

At the bottom of each large text field, you'll see a link allowing you to toggle between plain and rich text. Choose rich text and have access to text editing functions so you can easily add items like hyperlinks, bullet or number lists as well as text formatting. Choose the plain text mode when you want to use HTML tags.



Supported Languages

Arabic
Bosnian
Bulgarian
Chinese (Simplified)
Chinese (Traditional)
Croatian
Czech
Danish
Dutch
Finnish
French (Worldwide)
German
Greek
Hebrew
Hindi
Hungarian
Indonesian
Italian
Japanese
Korean
Malay
Polish
Portuguese (Brazil)
Romanian
Russian
Slovak
Slovenian
Spanish (Worldwide)
Swedish
Thai
Turkish
Vietnamese

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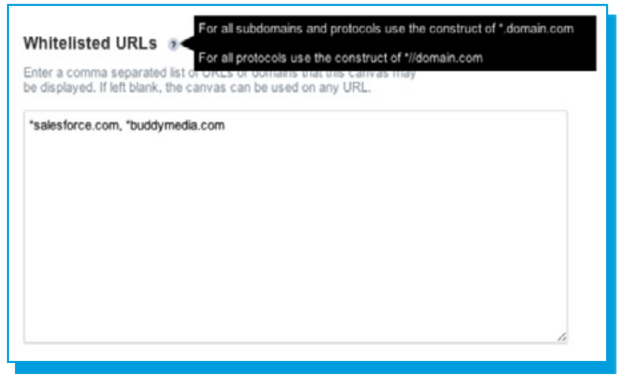
Whitelist ReachBuddy Canvases



Now you can protect your canvases and make sure they are only used on your own websites.

With this new security feature, you can define the list of domains that your canvas can be displayed on. If another brand attempted to embed your canvas on their own site, no content would show.

ConversationBuddy

Retirement of the Questions Feature

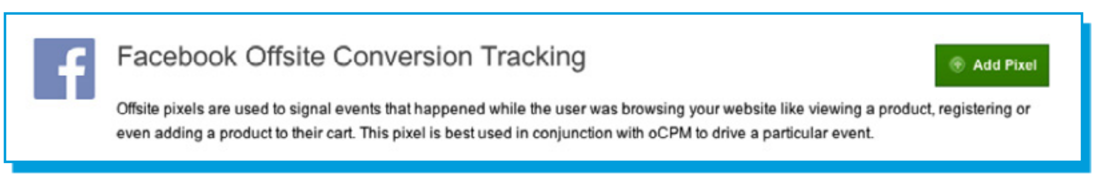
Facebook recently removed the Questions feature from their service. The feature allowed users to get recommendations, conduct polls and learn from other users. Because Questions has been retired, we have also removed support for it from ConversationBuddy in a recent maintenance release.

If you used the Questions feature, your data will continue to be available to you. As a Facebook strategic partner, we'll continue to support new features and update our applications to adapt to any future changes.

Social.com

Facebook Conversion Tracking and Optimization

We've integrated with Facebook's own conversion pixels which combine effectively with OCPM bidding, so you can set an approximate CPA (cost per acquisition) target. The bid optimization is then handled by Facebook (they serve the impressions) ensuring that you find the right targets for maximum return on investment.



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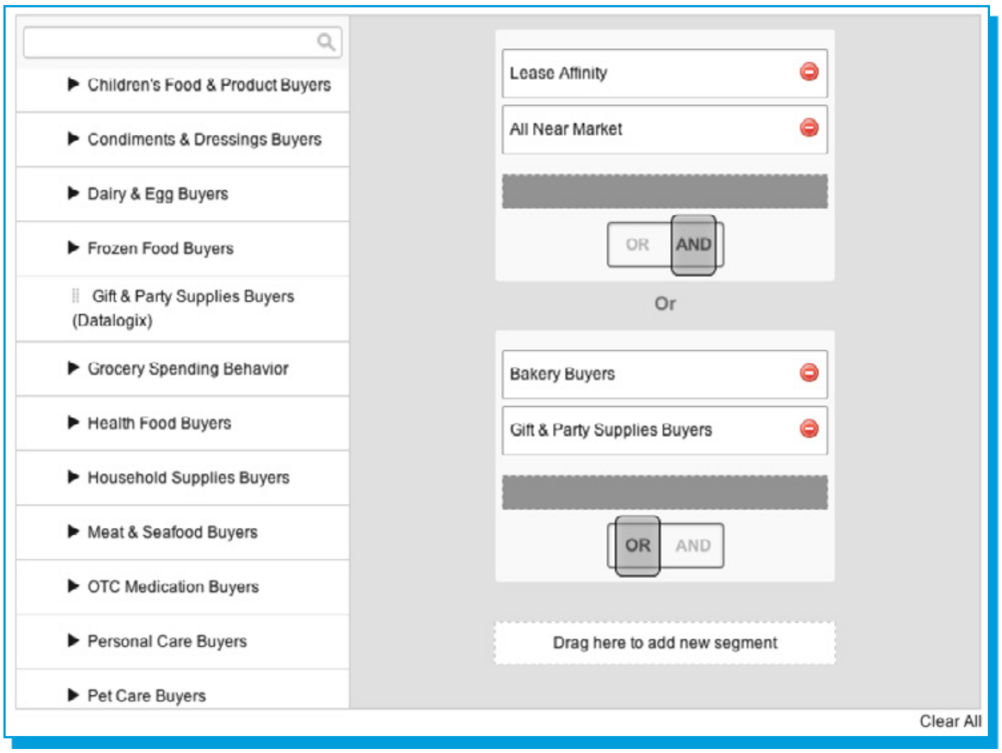
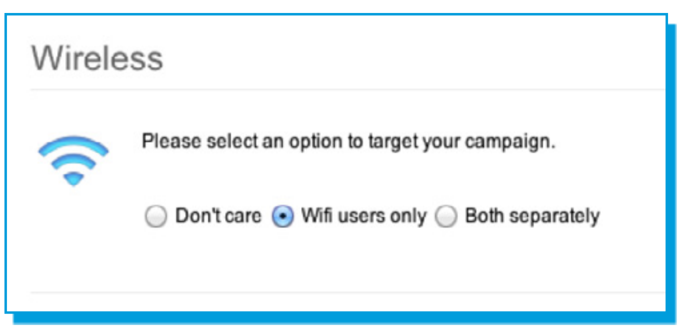
Partner Categories (U.S. only)

We're now bringing the power of third-party data into the ad buying process to ensure you're finding the right audience. Through partnering with data providers Datalogix, Epsilon, and Axciom, you can target users based on their offline purchase behavior. There are 500 categories to choose from that cover a huge range of audiences for whatever your campaign requires.



WiFi Targeting

If you're selling apps or targeting gamers, now you can target them while they're on WiFi and ready to purchase.



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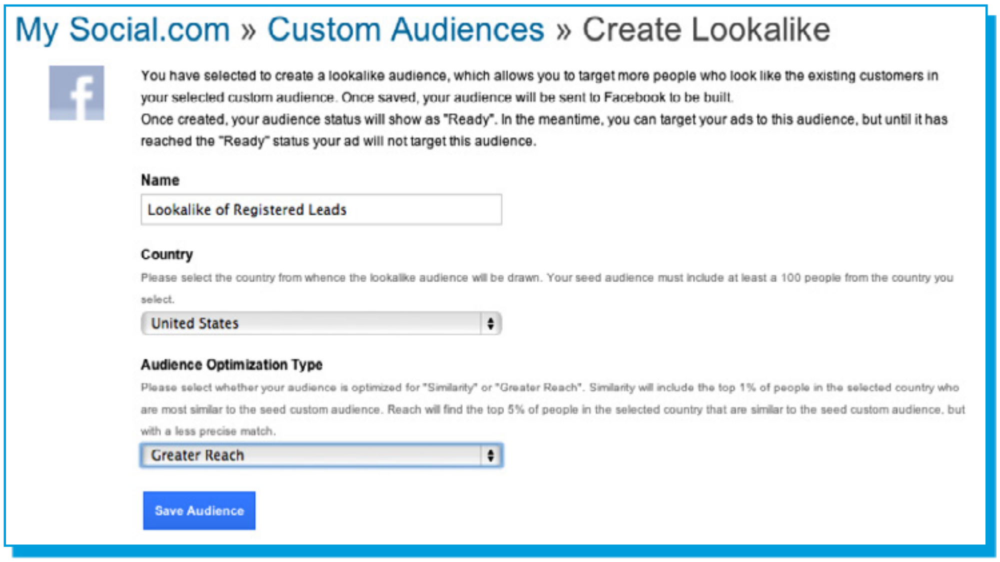
salesforce marketing cloud

Lookalike Audiences

Use your custom audiences as a seed to find similar users to increase your target reach or extend your message to likely customers.



We hope you'll find these new feature enhancements useful. As always, we want to know what you think—please contact your Account Executive with any feedback. We thank you and look forward to your continued collaboration.

Have questions? Contact us:

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@marketingcloud T 1-800-NO-SOFTWARE

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