

sharing

More than just

fans, friends

and

followers

ShareThis | Rubinson Partners, Inc. | Starcom MediaVest Group

June 2011



ShareThis®

ShareThis is the largest platform for sharing and influence across the web, reaching more than 400 million users across nearly 1 million web sites. ShareThis is changing the way information is navigated and organized according to the way people interact and relate to each other online. Based in Palo Alto, CA, with offices in New York and Cincinnati, the company is privately held with funding from Blue Chip Venture Company, Draper Fisher Jurvetson, DFJ Mercury, Illinois Ventures, Matthew Pritzker Company, Queen City Angels, RPM Ventures, and Reservoir Partners.



Starcom MediaVest
GROUP

Starcom MediaVest Group

Starcom MediaVest Group is the Human Experience Company. Our dream is to grow our clients' business by transforming human behavior through uplifting, meaningful human experiences. These brand 'experiences' are brought to life by distinct, strategic point-of-views—Truth and Design and Space for Ideas-- created and owned by SMG's two global agency brands: MediaVest and Starcom, respectively. Ranked one of the largest brand communications groups in the world, Starcom MediaVest Group encompasses an integrated network of human experience strategists, investment specialists, content creators and digital experts and part of the Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index]. With nearly 6,700 employees in 110 offices worldwide, SMG is the #1 ranked Global Media Agency (AdAge) and 2011 Media Network of the Year at the Global Festival of Media as well as the most celebrated global media network at the 2010 and 2009 Cannes International Advertising Festival.

Rubinson Partners, Inc.

Joel Rubinson is President and Founder of Rubinson Partners, Inc., a marketing and research consultancy. Previously, Joel was Chief Research Officer at The ARF, where he directed the organization's research priorities and initiatives on behalf of more than 400 advertisers, advertising agencies, associations, research firms, and media companies. Prior to joining the ARF, Joel held senior executive positions at Synovate North America, focusing on shopper research, and NPD Group, leading the creation of tools for brand equity management (BrandBuilder), new product forecasting (ESP), category management and designed many of their data collection and sampling methodologies as NPD changed from paper diaries to online research. Joel began his research career at Unilever. Joel is also a published author of numerous papers in professional journals and frequent speaker at industry conferences. He has taught the official American Marketing Association advanced tutorial on brand loyalty, been a professor at NYU and lectured at Columbia, Wharton, Amos Tuck School, and the University of Rochester. Joel holds an MBA in statistics and economics from the University of Chicago and a BS from NYU.

INTRODUCTION

ShareThis and Starcom MediaVest Group are proud to announce the results from the first in an ongoing series of studies related to sharing behavior online.

Together the two have created the largest analytic database of sharing activity using the ShareThis network.

-
- **7 BILLION**
SIGNALS
 - **300 MM+**
USERS
 - **1 MILLION**
DOMAINS

the
largest analysis
of sharing
activity

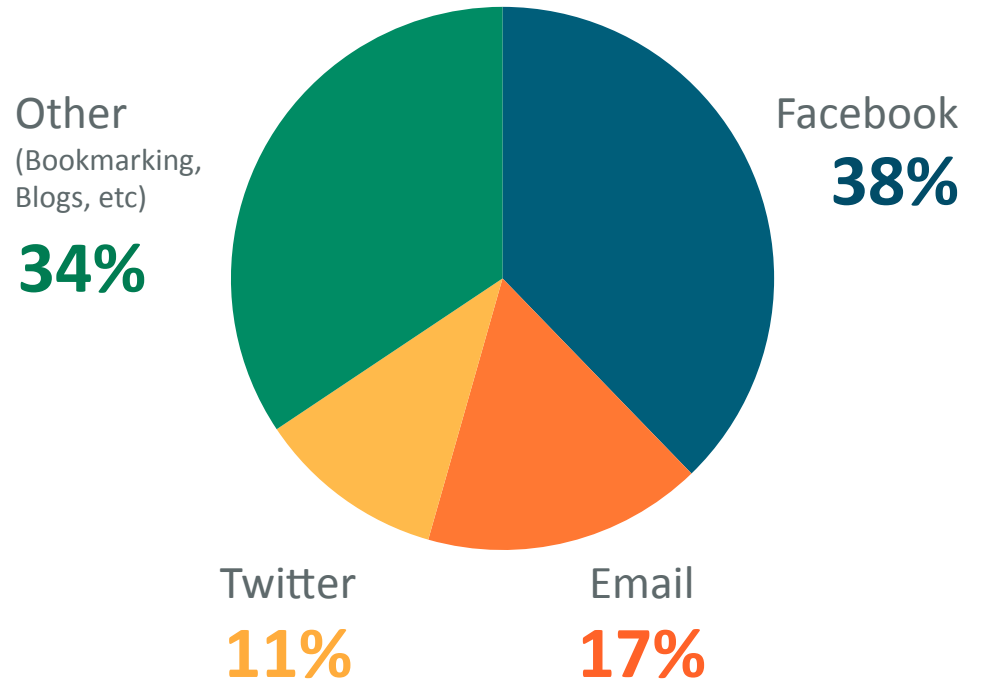
SHARING IS BIGGER THAN FANS, FRIENDS AND FOLLOWERS

Sharing generates more than 10% of all internet traffic (almost half the volume of search)

Facebook is the sharing largest channel at 38%

But by no means the only one, with email accounting for 17%

CLICKING ON LINKS BY SHARING CHANNEL



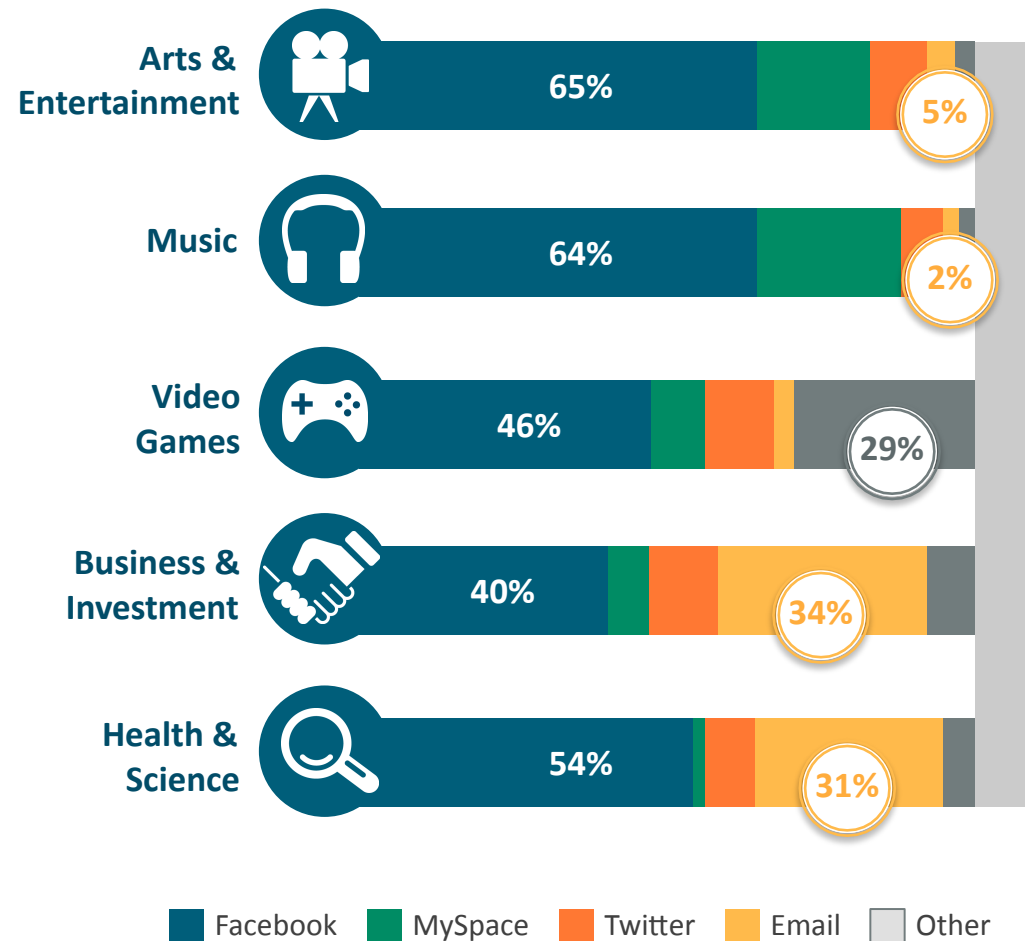
Sharing is 31% of site referral traffic!



THE WAY PEOPLE SHARE DEPENDS ON THE TYPE OF CONTENT

Entertainment is primarily shared using social networks

Where the content is informative, people are more likely to use email and LinkedIn

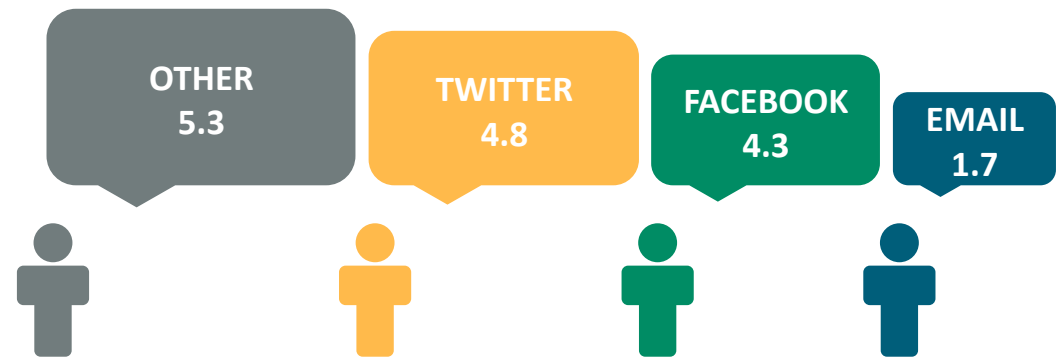


SHARING IS ABOUT SCALE

Reach is driven by the first share

The sharing methods drive different average levels of sharing

AVERAGE CLICKS



average: 4.8

ARE THERE “INFLUENTIALS”?

Two Schools of Thought: These hypotheses would imply very different media strategies, so it is important to identify which is true

INFLUENTIALS



NETWORKED INFLUENCE

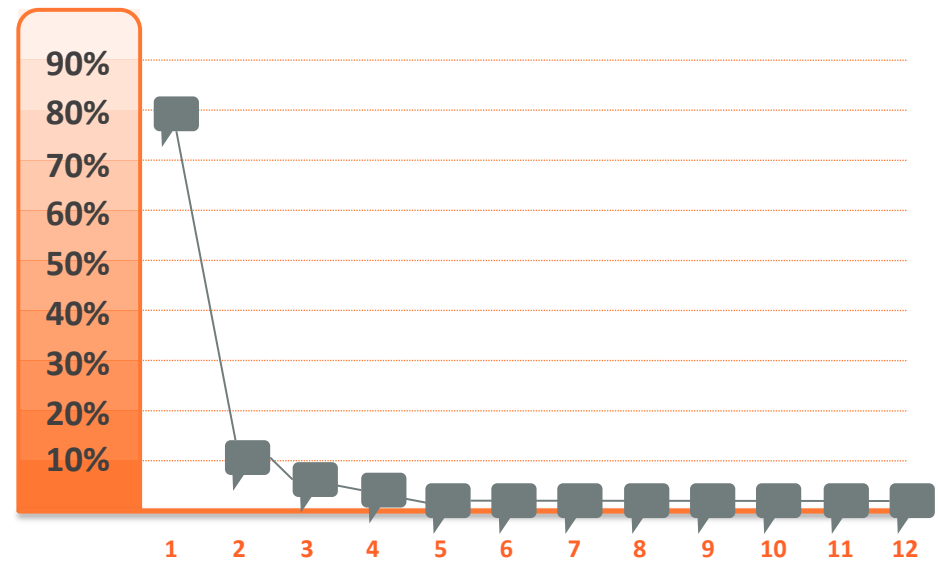


THE MYTH OF THE INFLUENTIAL

Sharers tend to share information about specific topics that interest them, rather than having influence across a wide range of categories

Therefore marketers should not focus on a small number of influential people, but should reach as many people as possible to maximize chances of further propagation

HOW MANY CATEGORIES DO PEOPLE SHARE?



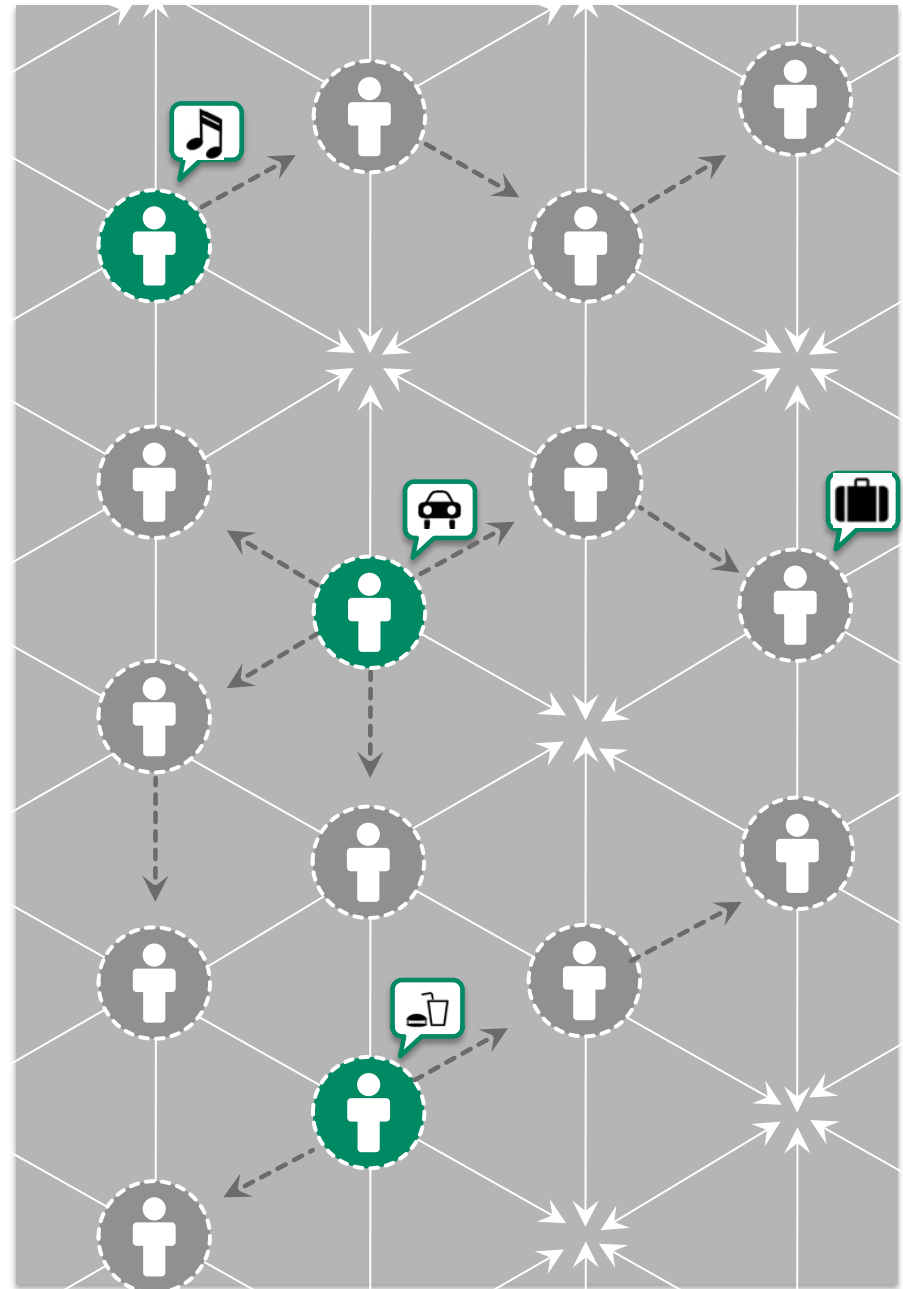
Over 80% of people share only one category in a month



SHARING IS ABOUT MOMENTS OF RELEVANCE

The ubiquitous nature of sharing means that, when people share, it is an 'of the moment' look into their specific desires

By building audiences around these moments of relevance, marketers can reach only the consumers who are most receptive to their messages



BUILDING SCALE BY UNDERSTANDING CONTENT SUPER-CLUSTERS

Certain categories go together in terms of if one is shared, the other is more likely to be shared, giving advertisers opportunities for greater scale

Religion
Government
Law

Business
Financial Services
Investments
Employment
Education

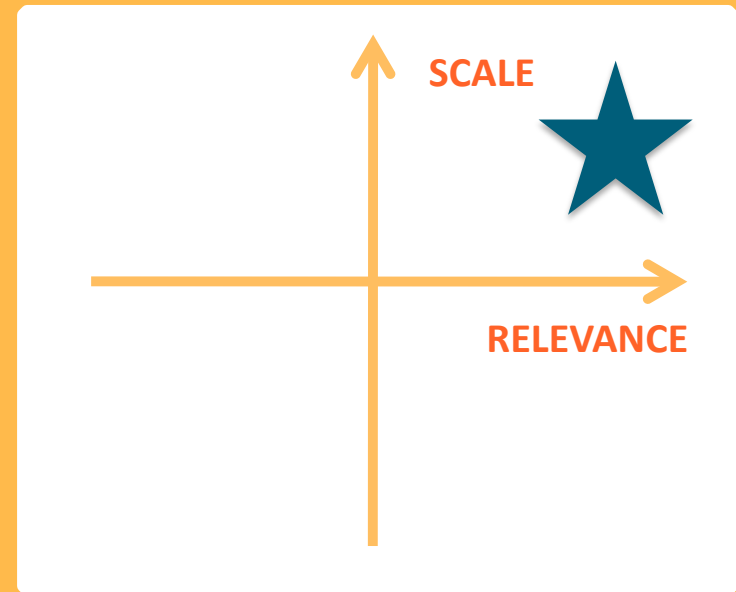
Arts
Entertainment
Music
Video Games
Shop Electronics
Technology

Shopping Beauty
Shop Clothing
Shop Food Drink
Shop Beauty

Real Estate
Shop Home Garden
Automotive
Science
Travel

Parenting
Health
Health Fitness
Shop Pets
Sports

sharing is about scale and relevance



To benefit from sharing, marketing efforts can be planned to maximize scale and relevance



REACHING AUDIENCES WHEN THEY ARE MOST RECEPTIVE

Sharing behavior...what people share,
what they click on...reveals what is
relevant to them at that moment

Marketers, should consider sharing to be a
sign of “inmarketness” and a prime
audience for advertising

People are most likely to be sharing and
clicking while brand consideration is still
forming so sharing offers the relevance of
search and remarketing, but at scale

insights
for
marketers

What have YOU
shared today?



For more information about this study, or to request a meeting please contact: marketing@sharethis.com

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