

I. PROSPECT LIST ([click here to view](#))

- **Google Spreadsheet with 4 Sheets**
 1. Photo Sharing Vertical – 19 prospects
 2. Photo Collage Vertical – 18 prospects
 3. Ad Network Vertical – 35 prospects
 4. Ad Network Vertical (AAAA) – 68 prospects
 - **Key:**
 - **Red** = prospects that were NEVER contacted
 - **Yellow** = prospects that still need to be contacted

- **Contact AAAA prospects that have not yet been emailed...**
 - 23 prospects highlighted in YELLOW
 - Use the “Initial Contact – Ad Network – for AAAA Prospects” [template](#)
- **Key Prospects to Follow Up With...**
 1. Mike Young – Yapert
 - Mike responded to our initial email with interest in auto-tagging and smart-cropping APIs
 - On July 4, I emailed him back answering a few questions.
 - ***Ping him to see if he is still interested***
 2. Hans Chung – PicCollage
 - Hans responded to email and asked about Imagga’s technologies (excluding the cropping API, which he was not interested in).
 - On July 2, I emailed him with a brief explanation of Imagga’s APIs.
 - ***Ping him to see if he is interested in any of Imagga’s APIs***
 3. Samuel Olsson – Glance Mobile
 - Hans asked to set up a meeting the following morning
 - On July 2, I emailed him requesting a meeting later that week
 - ***Ping him to see if he is interested in any of Imagga’s APIs***
 4. John Shpika – TopTechPhoto
 - John expressed interest in Imagga’s APIs and asked us to follow up with him in a month to set up a Skype call.
 - ***Ping him to set up a meeting***
 5. Peter Meng – adFreeq
 - Had a Skype call with Georgi & Peter. He expressed interest in multiple APIs.
 - ***Georgi has followed up with Peter since our Skype call***

II. EMAIL TEMPLATES [\(click here to view\)](#)

- **8 Templates for Initial Contact**
 - Organized by Vertical (photo sharing, photo collage, & advertising)
 - Organized by Tier (1st and 2nd tier)
 - 1st tier – direct contact to employee at prospective company
 - 2nd tier – no direct contact; instead use a generic company email (for example info@company.com)

- **3 Templates for Follow Up Contact (send 1 week after initial email)**
 1. Follow Up Contact (1st tier)
 2. Follow Up Contact (2nd tier)
 3. Follow Up Contact – only for AAAA prospects

III. RESULTS & RECOMMENDATIONS

- **RESULTS – Metrics for Email Outreach Campaign**

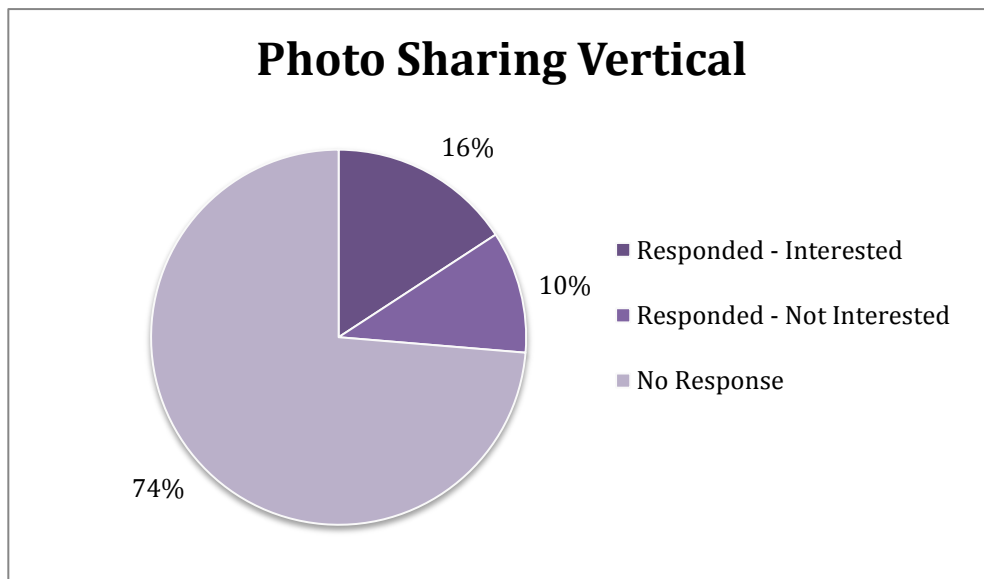


PHOTO SHARING VERTICAL	
Response - Interested	3
Response - Not Interested	2
No Response	14
Total Emails Sent	19

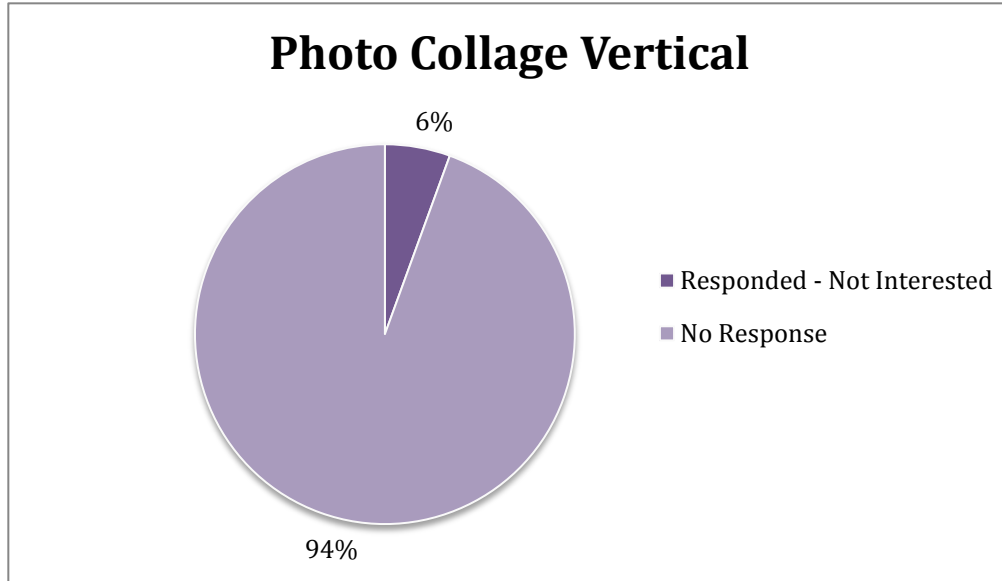
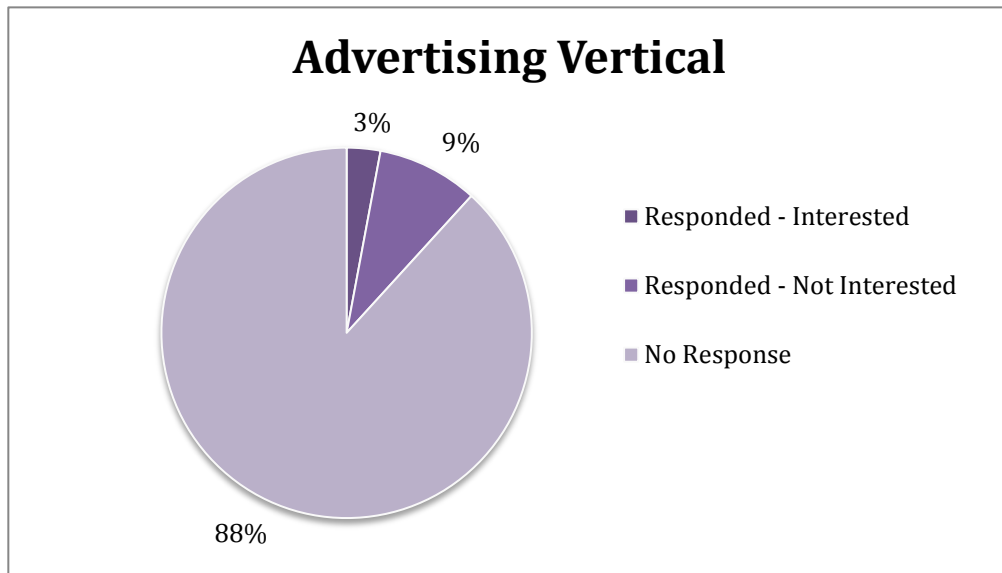


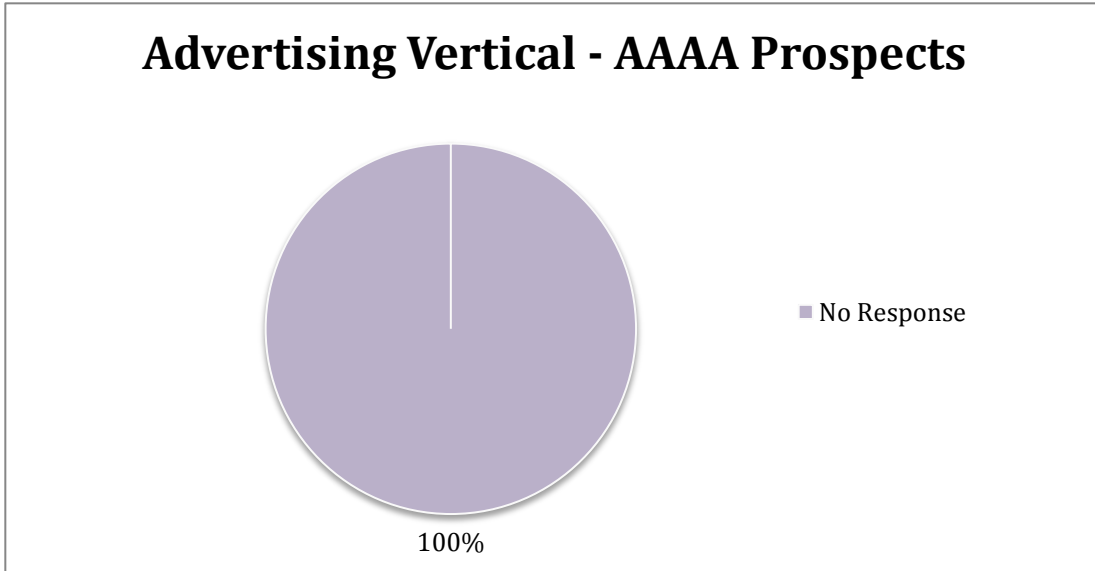
PHOTO COLLAGE VERTICAL

Response - Interested	0
Response - Not Interested	1
No Response	17
Total Emails Sent	18



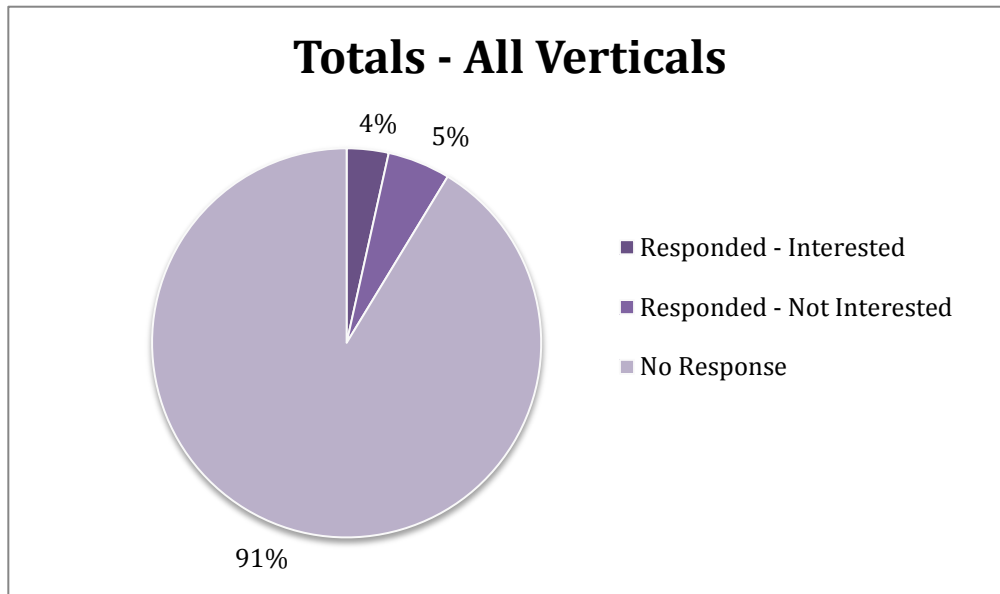
ADVERTISING VERTICAL

Response - Interested	1
Response - Not Interested	3
No Response	30
Total Emails Sent	34



ADVERTISING VERTICAL - AAAA Prospects

Response - Interested	0
Response - Not Interested	0
No Response	44
Total Emails Sent	44



TOTALS - ALL VERTICALS

Response - Interested	4
Response - Not Interested	6
No Response	105
Total Emails Sent	115

- **INSIGHTS FROM DATA**

- **Photo sharing was our MOST SUCCESSFUL vertical with response rate of 26%.**
 - The email [template](#) for this vertical was quite long, but did NOT deter prospects from responding to email.
 - Prospects were almost entirely small/medium-sized startups.
- **AAAA prospects in the advertising vertical were our LEAST SUCCESSFUL area with response rate of 0%.**
 - Prospects were mostly large, established companies.

- **OTHER RECOMMENDATIONS**

- **Continue reaching out to non-responsive prospects.**
 - Follow up with prospects using social media
 - Prospects' Twitter & LinkedIn information is included in prospect list
- **Continue sourcing more advertising prospects**
 - As this is a large vertical, there are plenty more prospects out there.
 - Look for advertising/affiliate network startups
 - Because of the lack of success contacting larger, established advertisers (AAAA prospects)