

Mural – Digital Agency Overview



What is Mural?

MURAL

- › Mural is a full-service digital agency that specializes in Customer Engagement Marketing for a diverse, international client portfolio
- › Mural helps...
 - Telcos
 - Hosters and Service Providers
 - Software Businesses – SaaS and On-Premise
 - Technology and Platform Businesses
 - ISPs

How can Mural help?

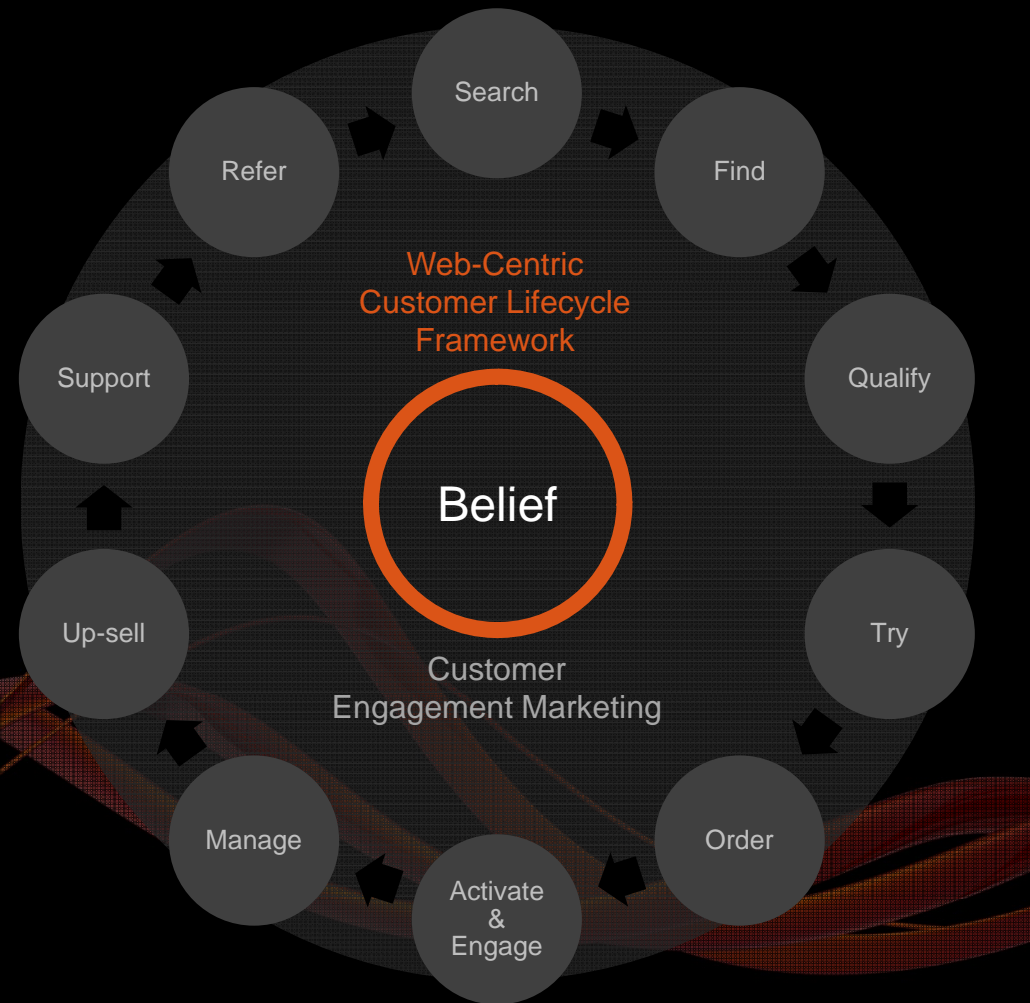
MURAL

- › Mural provides the expertise, experience and tools – all centered around our core belief – that you need to engage more effectively with your customers
 - Acquire new customer prospects
 - Convert them to actively engaged customers
 - Support your customers and turn them into advocates
- › Alright, so what makes Mural different? What is Mural's core belief?

Our Belief Makes Us Different

MURAL

- › The Web has fundamentally changed the way that customers engage with businesses, products and communities
- › Customer engagement – deep involvement with your brand and products – is made possible, and more complex, by this shift in customer behavior
- › Based on this belief and our experience, we've created the Web-Centric Customer Lifecycle framework as the foundation of what we do – Customer Engagement Marketing



Expertise – What can Mural DO?

MURAL

- › Research, Planning and Persona Definition
- › Digital Marketing
- › Graphic Design
- › Targeted Advertising
- › User Interface and User Experience Design
- › Integrated Campaign Management, Monitoring and Dashboards
- › Customer Activation and Support
- › Technical Development



Experience

MURAL

- › 400+ engagements with software and technology businesses of all sizes
- › Diverse, international client portfolio
- › B2B and B2SMB
- › SaaS and On-Premise Software
- › Technology Platforms
- › Telcos
- › Hosters and Service Providers



Tools

MURAL

- › Conversation & Buzz Tracking
- › Analytics, Reporting and Dashboards
- › Support Ticketing
- › Knowledgebase
- › Content Management
- › Webinar Delivery
- › Remote Collaboration
- › E-Mail Distribution & List Management
- › CRM
- › Integrated Communications

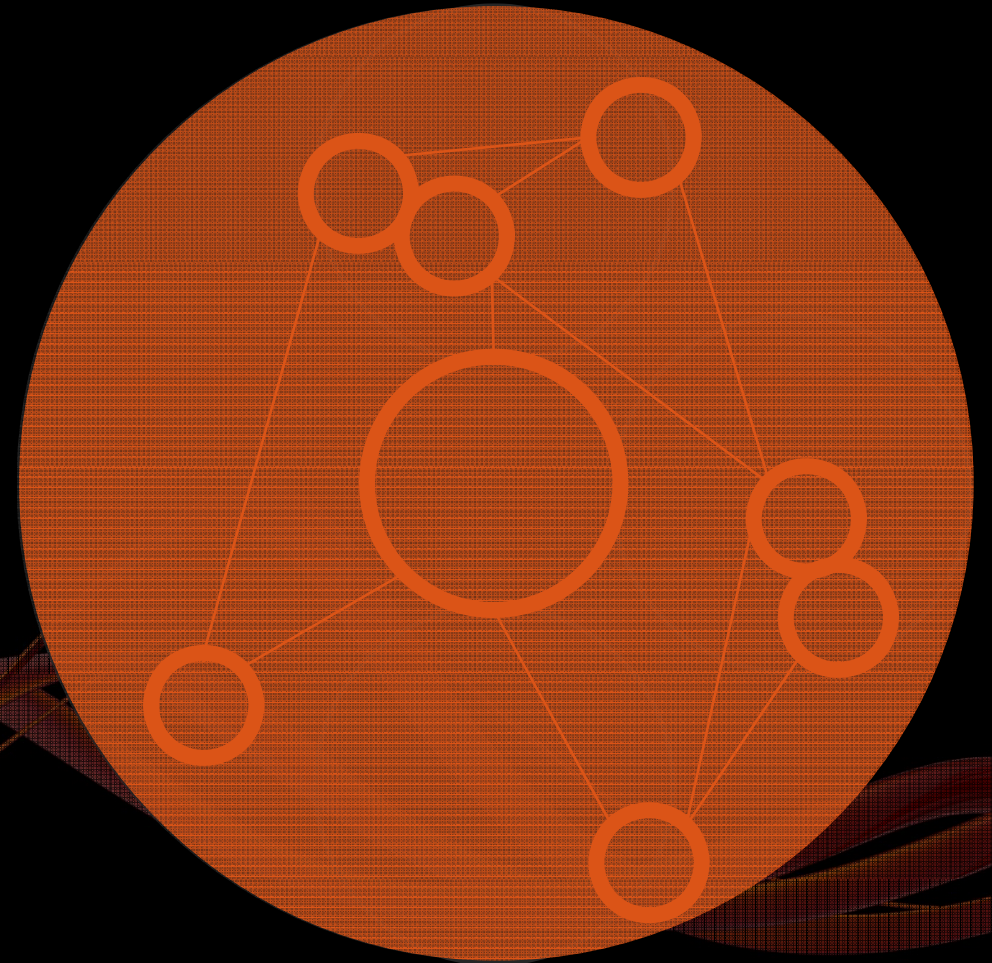


Trends & Innovation

MURAL

› Our unique perspective allows us to see trends, patterns and opportunities for customer engagement innovation with our partners and clients around...

- Customer Behavior
- Technology
- Best Practices
- Business Models
- Channels
- Products
- Markets
- Distribution



Mural Clients

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PORTFOLIO



› Customer Engagement Marketing:

- Landing Pages
- Flash Animation
- Targeted Banner and Search Advertising
- Campaign Monitoring, Analytics and Dashboard

› Shared Hosting Order Flow

› Webtone

- Branding
- Rich Internet Application
- UI and UX Design
- Technical Development
- Business Strategy
- Marketing

› Virtual Hosting Landing Page

MURAL PORTFOLIO TELUS

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› Webtone Rich Internet Application and Unified Communication Platform

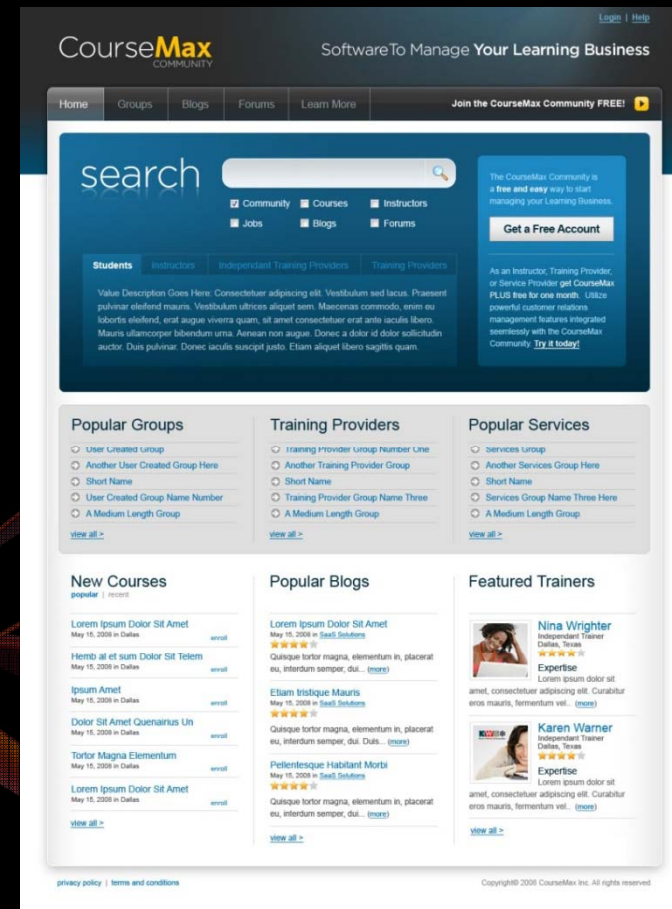
› Help Desk Product Landing Page

MURAL PORTFOLIO

CourseMax

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- › Web-Centric Go-To-Market Plan
 - Business Strategy
 - Product Definition
 - Persona Definition
- › Branding and Corporate Promotion
- › Training Provider Application
 - Built on Microsoft CRM
 - UI and UX Design
 - Technical Development
- › Community Site
 - Built on Telligent Community Server
 - UI and UX Design
 - Technical Development

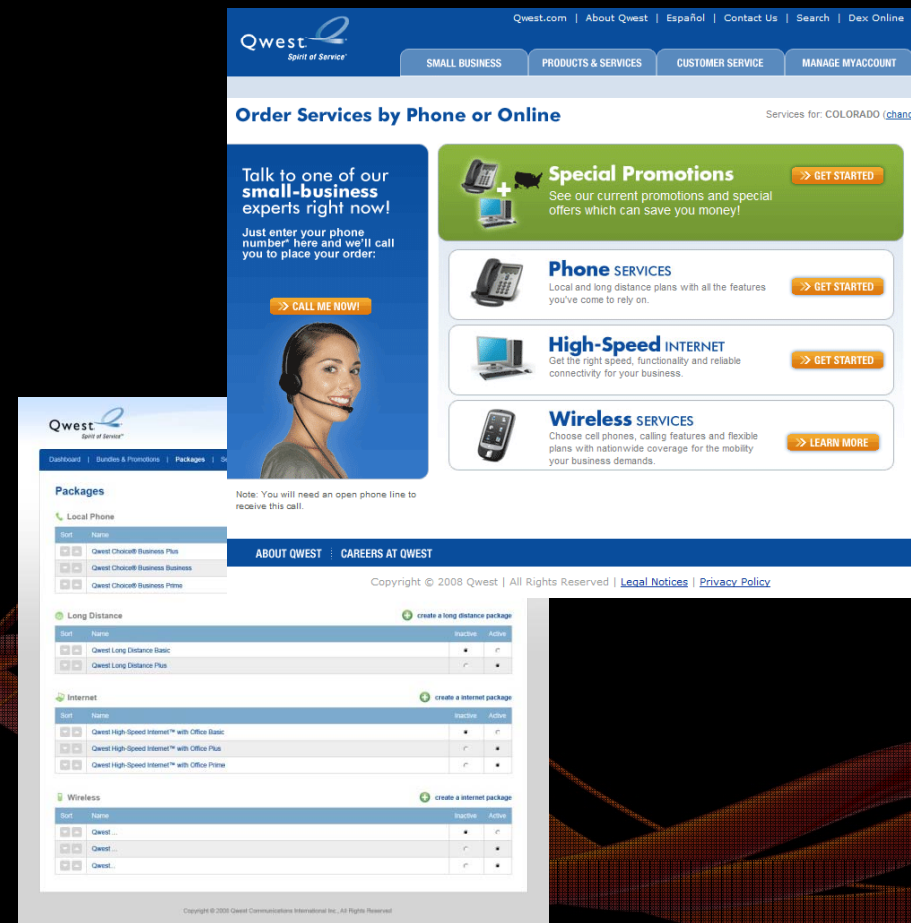


› Online Order System

- UI and UX Design
- Technical Development
- Customer and Administrator Interfaces

› SMB Web Site Redesign

- UI and UX Design
- Technical Integration



MURAL PORTFOLIO Network Solutions

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Customer Engagement Marketing

- E-Mail Campaigns
- Landing Pages
- Storefront Design
- Print Advertising and Direct Response
- Reseller Marketing Programs

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BENEFITS

- FAQs

1.3 billion people live within range of access the Internet from their mobile

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- › Product Envisioning
 - Online Survey Software
 - UI and UX Design
 - End-User and Administrative Interfaces

Based on the audio that you heard, which words would you use to describe this band?

Independent	Metal	Noisy
Classic	Painful	Garage
Heavy	Blues	Emotional
Emo	Soul	Dull

I'M DONE, NEXT QUESTION!

You need about 12 more minutes to finish this survey.

How would you rate the **quality** of Clorox brand products?

YOU SAID: Above average. CHANGE MY ANSWER

WHAT IS YOUR ANSWER? Choose one... SKIP QUESTION

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THANK YOU

