



real social. real time. real insight.



Word of mouth marketing. Real measurable insight.

real social solutions for marketers

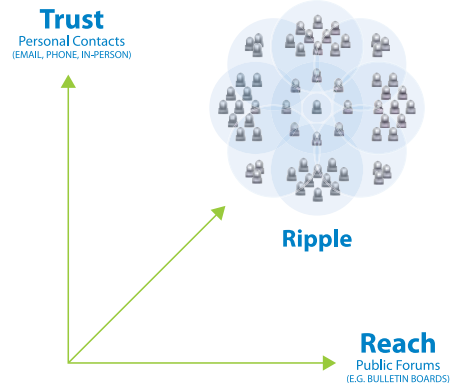
Social media solutions are a must for every organization. The Ripple6 Platform takes your organization beyond brochure websites. Now, you can grow and measure behavior across communities and networks. Ripple6 knows social media. Simply put, we can help you build relationships with your customers.

Technology that ripples across networks.

Social Media has transformed today's digital landscape from a broadcast medium to a conversational one, where consumers create, discuss and distribute content on the Web.

Successful marketers engage in these multi-faceted conversations by creating useful and compelling content that people want to share with others. Placement of marketing messages is driven by increased knowledge of where and when those messages are welcome and effective. A marketer's reach is enhanced by word-of-mouth, the single most effective form of marketing.

Ripple6 offers a word-of-mouth marketing platform that connects people in smaller, trusted communities. It uniquely facilitates the flow of information throughout these communities and measures it, providing marketers with analysis both on the flow of messages and the people who are making it happen.



Enabling community marketing.

Our proprietary Ripple™ technology is the equivalent of real life word-of-mouth, using the scale and speed of the Internet. With Ripple, anyone can easily share knowledge with trusted friends, the friends of friends and so on, reaching out potentially to millions of others and their collective experience. For marketers, Ripple allows you to engage in community discussions and, for the first time, facilitate and measure online word-of-mouth. This, in turn, makes it possible to improve your community marketing efforts.

