



**Li360**

**[pb.com/Li360](https://pb.com/Li360)**

# Why we launched Li360

## For Clients

- Improve support options
- Maximize product value
  - Effective use
  - Potential use cases
  - Complementary products
- Connect with peers
- Improve value

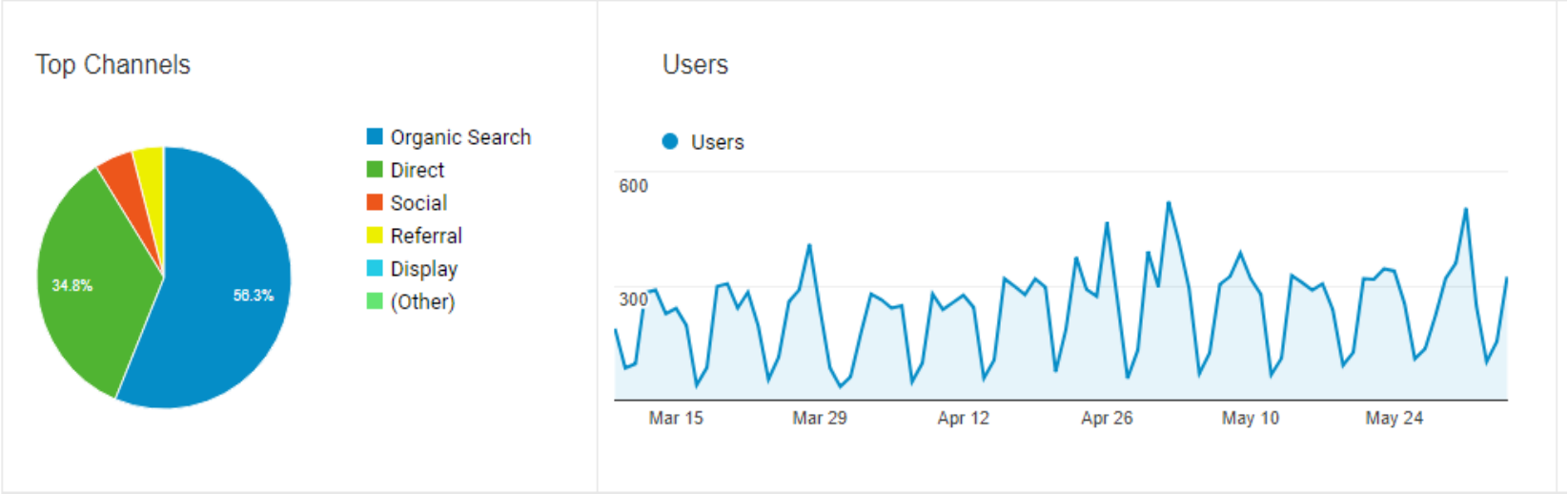
## For Prospects

- Learn about our products
- Learn about our support
- Learn about use cases

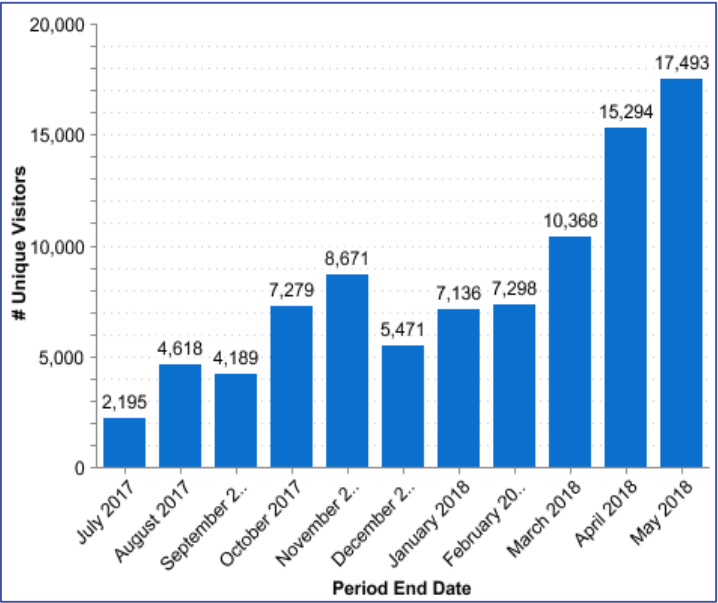
## For Pitney Bowes

- Engage clients more deeply and regularly
- Inform clients about adjacent products
- Identify and nurture advocates

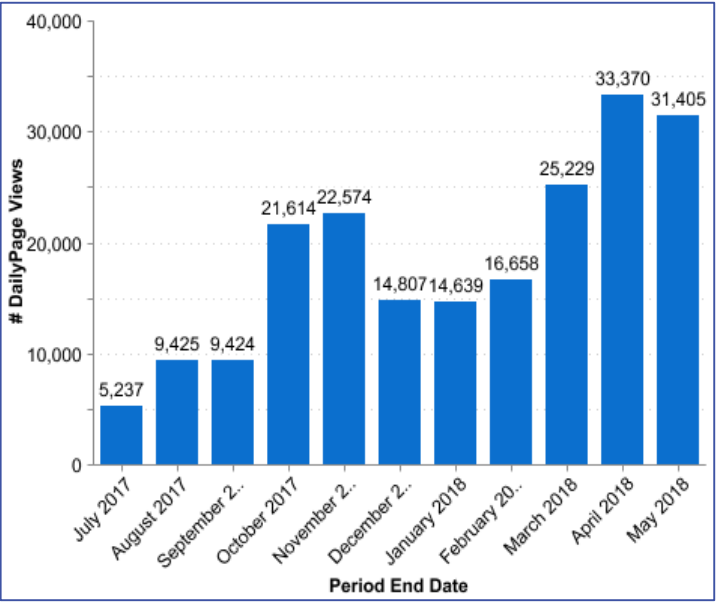
Visits and page views continue to increase, yet registrations are growing just modestly



Daily Unique Visitors

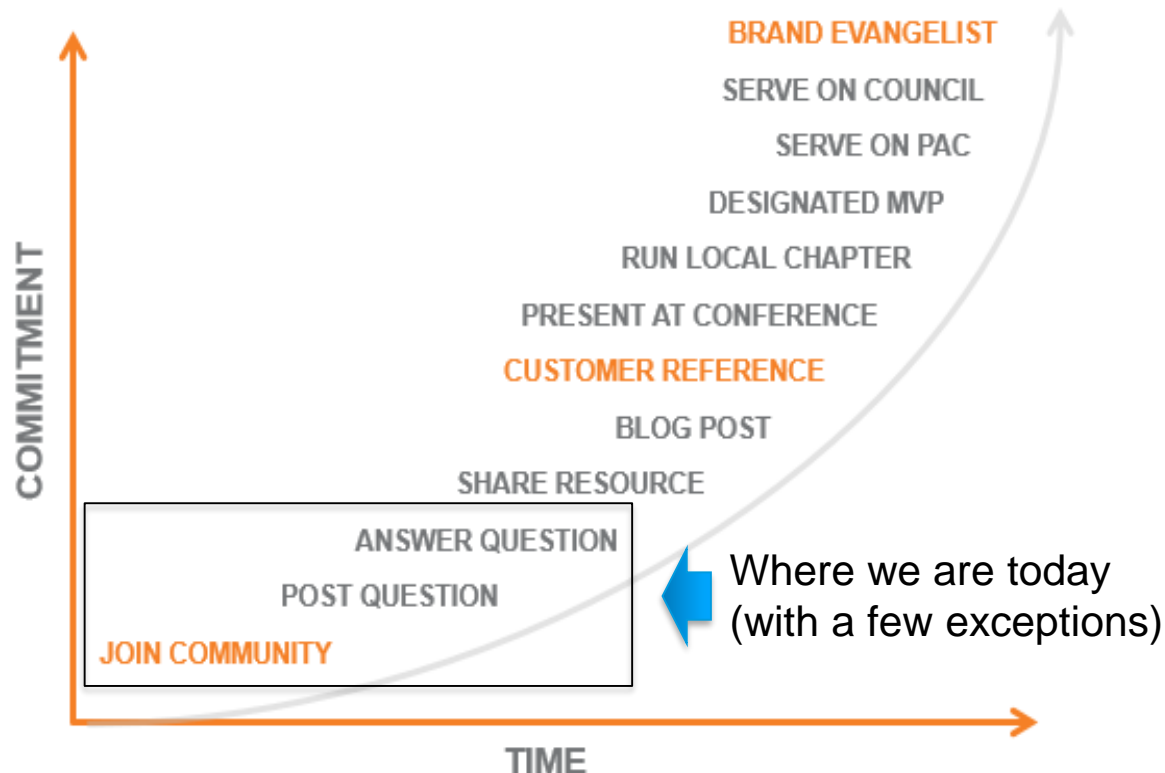


Monthly Page Views



# Community building approach

- Address a value gap
- Target sub-segments and additional segments to drive the greatest value.
- Nurture high-level behaviors



## Best Success to Date

### MapInfo Pro v17 Trial Group

- **300+ members**
- **328 posts, 110 questions, 1036 comments**
- **76 generating significant product usage data**
- **~5 resources shared**
- **~5 quotes obtained for marketing materials**
- **1 webinar presenter**
- **1 person creating video content (TBD)**

# How can we grow the Community?

# New functionality on the horizon

## Automated, in the moment actions

- On screen prompting to encourage sign-up and profile completion
- Personalized real-time 'transactional' emails
- Refer users to 'next best' article

## Recruiting space and tools to drive higher participation

- Advocacy opportunities posted on 'job board'
- Opportunities move people up the 'commitment' continuum
- A similar space for internal recruiting for needed content and community jobs

## Gamification & Rewards

- Leader board
- Ribbons and badges
- Next best action
- Convert points to \$\$s

## Event Management

- Collect event registration and pass to event systems
- Event administration
- Commerce

## Product Integration

- Widget to share content into other applications