



Your Streaming Content Report

We define success around three key measures:

Audience

This is the audience that extends your content and brand to resellers in the U.S. and around the world

Engagement

Consumption and sharing of the content each week

MQL's

Marketing qualified leads generated from a consistent content marketing platform

Audience	410
Engagement	236
Total MQLs	52

Content Items Shared	224
Content Items Consumed	79
Modified Content	7
Impressions	501,001
Engagement Rate	58%

Landing Page Visits	174
Identified Page Visits	18

Total Unique Partners	134
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KEY TERMS

Audience – This is the number of accounts that had the channel added for some part of the quarter.

Engagement – This is the number of the audience that either published content or logged in during the quarter.

Total MQL's – This is the number of Social MQLs (likes, responses, and shares), Email MQLs (email clicks), and Form MQLs (leads).

Content Items Shared- This is the number of Content Items that have been published.

Content Items Consumed – This is the number of content items downloaded, content items previewed, videos started, links clicked, email button clicked, and shared button clicked from the dashboard.

Modified Content - This is the number of content items modified from the dashboard.

Impressions - This is the number of social recipients of content posted.

Engagement Rate - This is the percent of the audience that is engaged.

Landing Page Visits - This is the total number of visits that have been made to your company landing page through the directory and other sources.

Identified Page Visits - This is the number of unique, identified partners who have visited your landing page.

Total Unique Partners - This is the total number of identified partners that have seen you content, through the directory and the dashboard.



Partner Details

Top Engaged Partners

Prior 6 Months + Current Month

[YOUR COMPANY]

Account (Username)	Partner Channel Score	Posts
[REDACTED]	4	4
[REDACTED]	5	3
[REDACTED]	5	3
[REDACTED]	4	2
[REDACTED]	0	2
[REDACTED]		2
[REDACTED]	0	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	5	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2

Account (Username)	Partner Channel Score	Posts
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	5	2
[REDACTED]	5	2
[REDACTED]	5	2
[REDACTED]	4	2
[REDACTED]	5	2
[REDACTED]	5	2
[REDACTED]	4	2
[REDACTED]	4	2



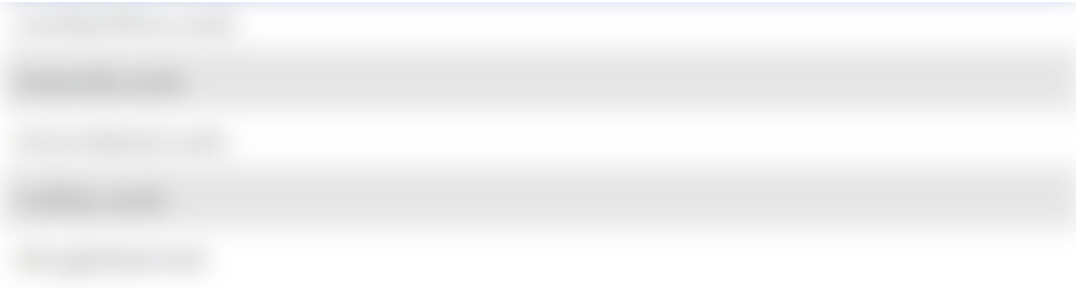
Customer Details

Top Customer Domains

Prior 6 Months + Current Month

[YOUR COMPANY]

Email Domain

The table content is heavily blurred, making the specific data points illegible. It appears to be a list of email domains with associated metrics.

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Content Activity

Published Content Activity

Prior 6 Months + Current Month, Page 1

[YOUR COMPANY]

Title	Delivery Format	Asset Type	Episode	Posts	Impressions	Clicks	CTR	Social MQLs
[REDACTED]	Document	eBook	ISV CSecurity - C1...	115	290,521	110	0.0%	43
[REDACTED]	Document	Datasheet	ISV CSecurity - C1...	98	210,477	40	0.0%	2
[REDACTED]	Video	Brand Awaren...	ISV CSecurity - C1...	7	0	0		0
[REDACTED]	Document	Solution Brief	ISV CSecurity - C1...	1	0	0		0
[REDACTED]	Document (email)	Datasheet	ISV CSecurity - C1...	3	3	0	0.0%	0

Dashboard Content Activity

Prior 6 Months + Current Month

[YOUR COMPANY]

Title	Episode	Actions
[Blurred Content]	[Blurred Content]	33
[Blurred Content]	[Blurred Content]	25
[Blurred Content]	[Blurred Content]	15
[Blurred Content]	[Blurred Content]	10
[Blurred Content]	[Blurred Content]	9
[Blurred Content]	[Blurred Content]	0