



# PR EVALUATION REPORT

January 1 – June 30, 2010



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**Wallop!**  
PR measurement for all.

# PR Helped Mobility...

## GENERATE SALES LEADS

- 1** A **300% in increase in coverage** directly impacted web traffic, sales leads, and helped drive sales in the US, EMEA and JPAC.
- 2** During 1H10, we saw **133% more web traffic** than we did in 2H09. Traffic jumped from 532,056 visits in 2H09 to a total of 712,156 visits in 1H10.
- 3** PR contributed to **increased sales leads**. During 1H10, sales leads spiked in parallel with increased visibility. Sales leads totaled 208,643, an 127% increase over the 164,156 sales leads delivered in 2H09.



PR Contributed to  
**160% Increase  
in Sales**

## DRIVE SALES WORLDWIDE

In 1H10, Mobil.ity sold 109,796 net new units worldwide, a 160% increase over 2H09 when the company sold 68,622 units worldwide. This spike in sales is due, in large part, to increased visibility in the US and focused PR efforts in EMEA and JPAC. Specifically, PR:

- 1** Contributed to the **125% increase US sales**. During 1H10, Mobil.ity sold 82,632 net new units — 16,839 more than 2H09.
- 2** Supported international expansion with focused PR outreach in EMEA and JPAC. This visibility helped generate initial sales in both regions. During 1H10, more than 12,000 units were sold in EMEA and more than 13,000 units were sold in JPAC.

# PR Helped Mobility...

Increase sales of high-margin headsets in the US by 125%.

**Generate initial sales of high-margin headsets in EMEA.**

A total of 7,213 high-margin headsets were sold in EMEA, surpassing the business goal of 6,000 units.

**Drive initial sales of high-margin headsets in JPAC.** A total of 8,234 high-margin headsets were sold in JPAC, surpassing the business goal of 6,000 units.

Mobil.ity  
PR Evaluation Report

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# PR Helped Mobil.ity...

One of Mobil.ity's primary business objectives in 1H10 was to increase sales of high-margin headsets. PR initiated a "hands-free" campaign and a top 20 product reviews program in the US, EMEA and JPAC to drive increased awareness and visibility for Mobil.ity's high-margin products. As a result, PR contributed to the 217% increase in high-margin headset sales in 1H10. Mobil.ity sold a total of 29,208 high-margin headsets worldwide in 1H10 -- 15,748 more than were sold in 2H09.



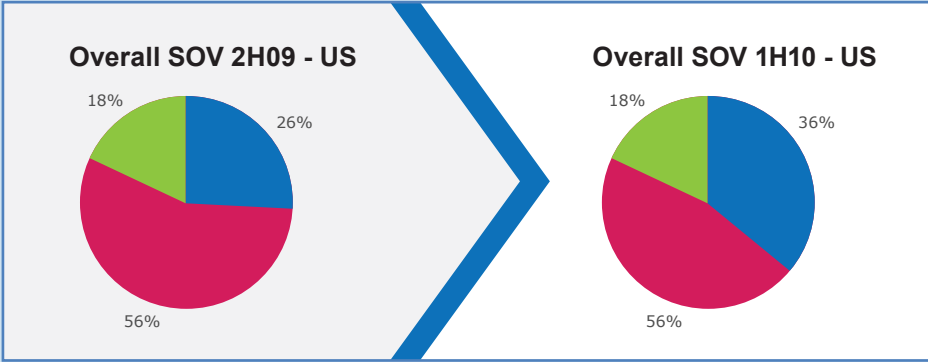
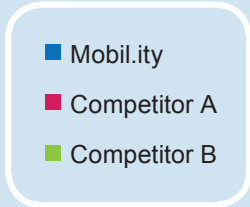
PR Contributed to  
**217% Increase**  
in Sales of High-  
Margin Headsets

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PR Evaluation Report

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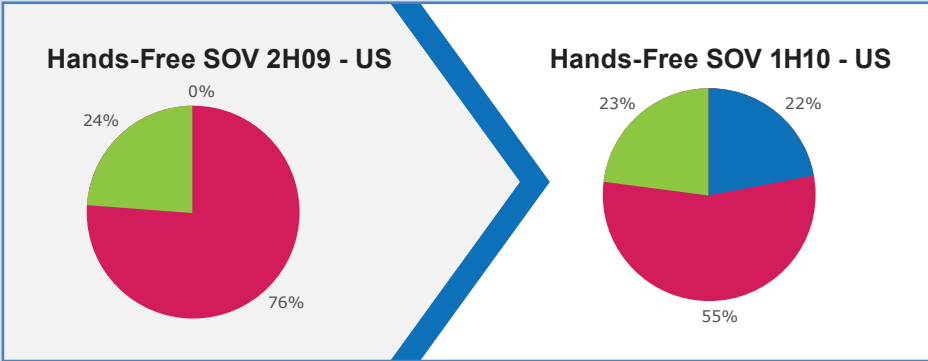


# SHARE OF VOICE IN THE U.S.

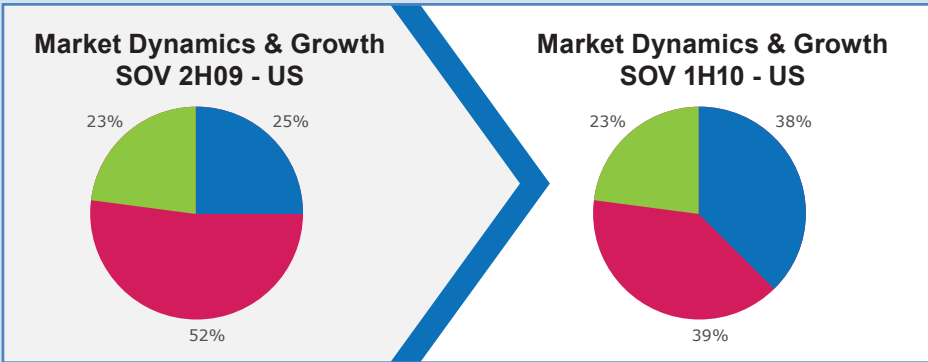


Overall, Mobil.ity garnered significantly more SOV in the U.S. during the last six months.

SOV increased from **26% to 36%**, while the biggest competitor saw a decrease in voice.



The “hands-free” campaign has been successful worldwide. In the US market, Mobil.ity grew SOV on this key topic from **0% to 22%**.



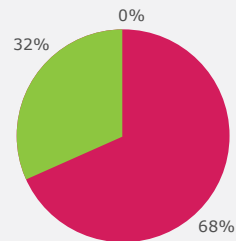
PR leveraged Mobil.ity’s international expansion strategy to discuss global market dynamics and growth.

As a result, SOV in the U.S. for this critical topic jumped from **25% to 38%**.

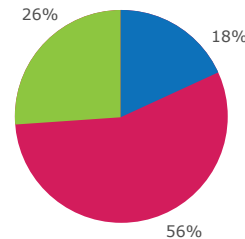
# SHARE OF VOICE IN EMEA

- Mobil.ity
- Competitor A
- Competitor B

Overall SOV 2H09 - EMEA



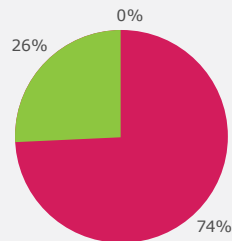
Overall SOV 1H10 - EMEA



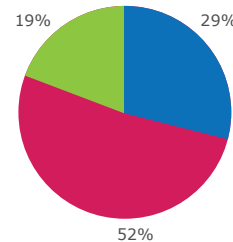
Prior to the launch of Mobil.ity in EMEA, the company had no voice in the region.

In just six months, Mobil.ity has seen an **18% increase** in SOV in EMEA, overall.

Hands-Free SOV 2H09 - EMEA

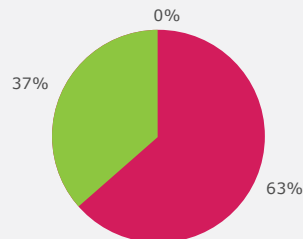


Hands-Free SOV 1H10 - EMEA

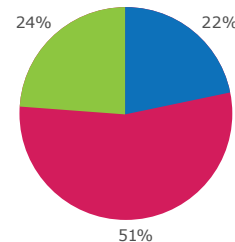


The hands-free campaign garnered significant traction in EMEA. Mobil.ity's SOV in the region jumped from **0% to 29%**.

Market Dynamics & Growth SOV 2H09 - EMEA



Market Dynamics & Growth SOV 1H10 - EMEA

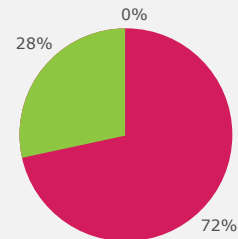


Mobil.ity's entry into EMEA created a wave of interest. The company stole voice from both competitors, and instantly **captured 22% SOV** in the region for all coverage related to market dynamics and growth.

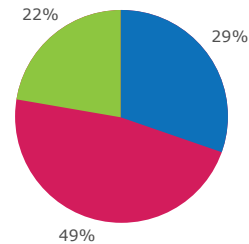
# SHARE OF VOICE IN JPAC

- Mobil.ity
- Competitor A
- Competitor B

Overall SOV 2H09 - JPAC



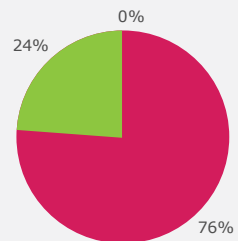
Overall SOV 1H10 - JPAC



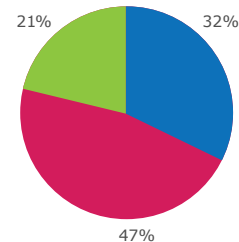
Overall, Mobil.ity garnered significantly more SOV in the U.S. during the last six months.

SOV increased from **26% to 36%**, while the biggest competitor saw a decrease in voice.

Hands-Free SOV 2H09 - JPAC

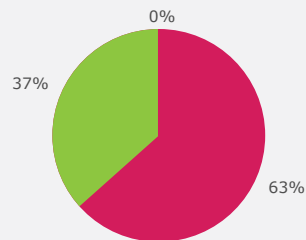


Hands-Free SOV 1H10 - JPAC

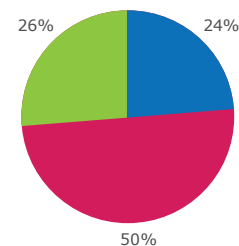


The “hands-free” campaign has been successful worldwide. In the US market, Mobil.ity grew SOV on this key topic from **0% to 22%**.

Market Dynamics & Growth SOV 2H09 - JPAC



Market Dynamics & Growth SOV 1H10 - JPAC



PR leveraged Mobil.ity’s international expansion strategy to discuss global market dynamics and growth.

As a result, SOV in the U.S. for this critical topic jumped from **25% to 38%**.

## The Numbers

During 1H10, PR secured more than 200 media and analyst briefings worldwide — that's 137 more briefings than 2H09.

These briefings led to a significant increase in coverage. We secured a total of 156 pieces of Mobil.ity coverage worldwide — that's an increase of 108 articles over 2H09.

### Specifically, PR secured:

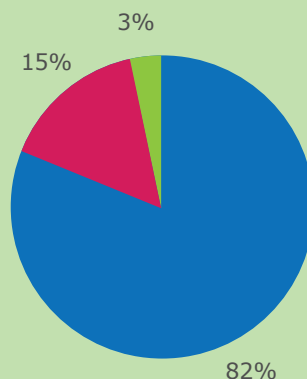
- 85 media and analyst briefings in the US, which resulted in **66 pieces of coverage in the US**
- 67 media and analyst briefings in EMEA, which resulted in **48 pieces of coverage in EMEA**
- media and analyst briefings in JPAC, which resulted in **42 pieces of coverage in JPAC**

The PR team also was charged with driving high-margin headset sales through increased product review coverage around the globe. The team increased total product reviews by 300%, securing a total of 48 product reviews worldwide.

### Specifically, PR secured:

- 20 product reviews in the US
- 16 product reviews in EMEA
- 12 product reviews in JPAC

# Coverage-At-A-Glance



## Coverage Quality 1H10

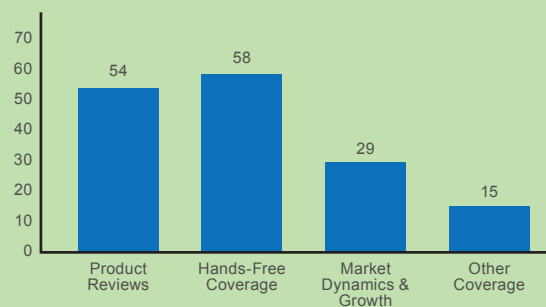
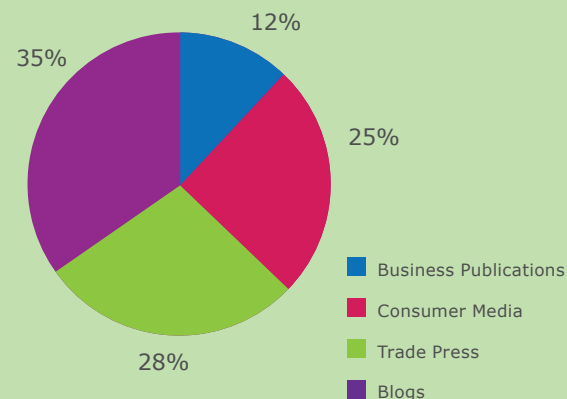
During 1H10, Mobil.ity was included in 156 articles; 127 of which were stand alone articles; 24 articles included Mobil.ity as more than just a mention.

Mobil.ity executives were quoted in 102 articles.

Analyst references were included in 56 of the articles.

## Where Mobil.ity Garnered Coverage in 1H10

Mobil.ity is making headway in the business media with 12% of coverage in business publications (19 articles). Consumer press accounted for 25% of coverage (39 articles) and trade press made up 28% of coverage (44 articles), and blogs accounted for 35% of coverage (54 blog hits).



## Mobil.ity PR Initiatives 1H10

Overall, product reviews accounted for 35% of coverage (54 reviews) and hands-free coverage accounts for 37% of total coverage (58 articles). Coverage around market dynamics and growth accounted for 18% of coverage, positioning Mobil.ity well for funding and/or acquisition (29 articles).

Wallop! OnDemand is a software-as-a-service company that has made quality PR measurement and analytics accessible and affordable to all agencies and businesses, regardless of size. The Wallop! OnDemand PR measurement and analytics solution is an easy-to-use, rapid-to-deploy, and cost-effective way to manage PR programs and budgets to drive more results, increased effectiveness and greater business value. Built on more than 20 years experience in the PR industry, Wallop! OnDemand provides PR agencies and corporate PR departments with visibility across strategic PR initiatives, global campaigns and the hard evidence they need to better align PR with business objectives. The company's customers span a wide range of enterprise software, telecommunications, and consumer technology companies, as well as virtual, boutique and mid-sized PR agencies.

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