

Performance Report

June 23, 2010

Background:

DTF Works was hired by Melissa Auf der Maur to create and execute the direct to fan marketing campaigns for her EP (November 2009-January 2010) and the full album release (March 2010 - June 2010).

More than just a release of music, Out of Our Minds (OOOM) is a multi-media, multi format creation that includes music, a short film, music video, and comic book which all explore the journey of going “out of our minds and into our hearts.”

A separate case study can be found at <http://dtfworks.com> which focuses specifically on the EP release. This report will include information about the EP release but the objectives below focus on the campaign to support the full release of OOOM.

Objectives:

1. Deliver an engaging experience to fans online
2. Generate \$20k in NET revenue from DTF sales within 4 months of the full album release

Objective 1: Engage fans online

Challenge:

When DTF Works was hired, Melissa had an active blog hosted at blogspot.com, a fan site and an official site which did not have regular updates from her. You could not find regular updates from Melissa and a community of fans all in one place.

Solution:

xmadmx.com was overhauled as a WordPress site and the blog posts were moved from blogspot.com to xmadmx.com. The blogspot blog site and fan site were both updated with links to direct fans to xmadmx.com.

Along with regular updates from Melissa, xmadmx.com featured Topspin widgets which streamed teasers, then music videos and finally a stream of the full album.

Facebook and Twitter accounts were also set up and began receiving more regular updates from Melissa which resulted in fans commenting and sharing.

Objective 1: Engage fans online

Results - Website:

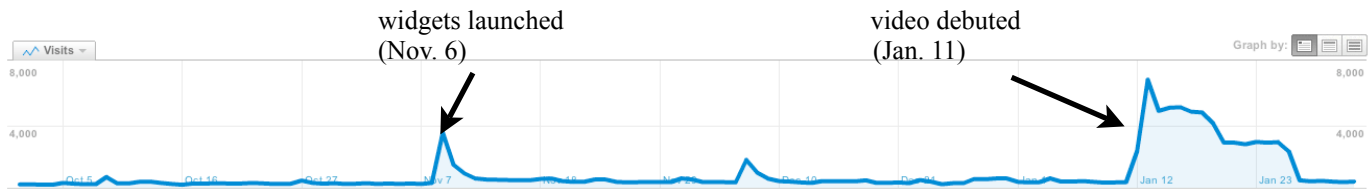
Monthly visitors to xmadmx.com numbered 5,600 prior to engaging DTF works.

During the EP release between November 1 - February 1 the number of average unique visitors **increased nearly 5 fold to 25,000** visits per month.

The addition of Topspin streaming widgets teasing the forthcoming EP played a major role in that traffic increase.

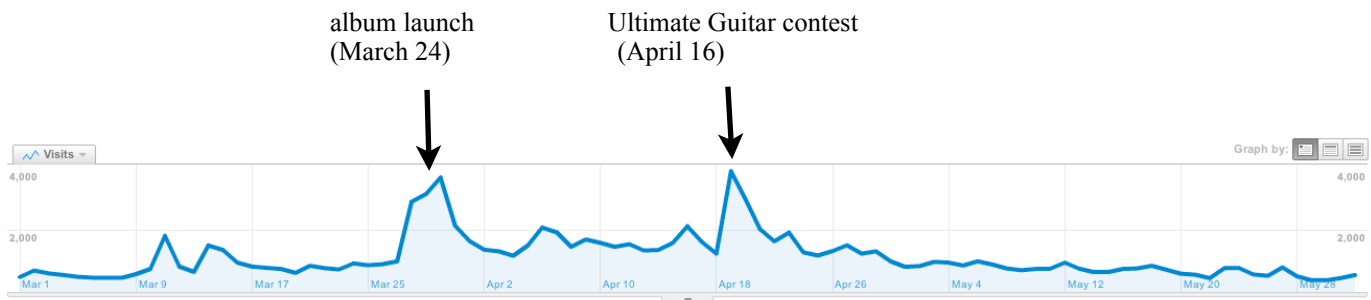
The other major driver of new traffic was a promotion arranged by Transmission Media where the Quicktime website linked visitors to the xmadmx.com to see the premiere of the music video played via a Quicktime player.

This traffic was augmented by an email blast to fans announcing the highly anticipated music video:



In preparation for the full album launch, DTF Works oversaw another redesign of the site to direct traffic into the album store page.

The email list, Facebook fans, and Twitter followers were then invited to the site to stream the album in full. The new baseline of 25,000 visitors per month was sustained by that email blast, blog posts, and then a promotion arranged by Transmission Media for fans to win music equipment signed by Melissa Auf der Maur.



Objective 1: Engage fans online

Results - average time spent on the site:

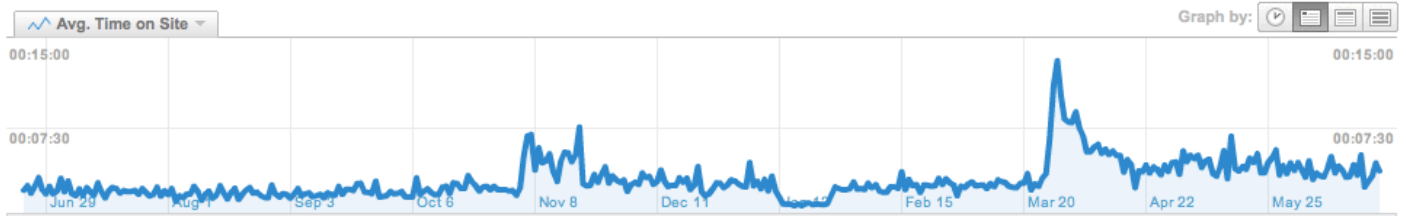
In June of 2009, the average fan spent 2 minutes viewing the site.

The launch of the EP increased the average, but the real gain in time spent on the site started with the album release when fans were allowed to stream the full album. The average time on the site jumped to an average of 15 minutes during the first week of the album launch.

Since the album launch, the base line of average time spent on the site **doubled to 4 minutes** per visit:

Time on Site for all visitors

Jun 23, 2009 - Jun 24, 2010



Results - return visitors:

The chart below reflects xmadmx.com visitor frequency at the start of the campaign:

Count of visits from this visitor including current	Visits that were the visitor's nth visit	Percentage of all visits
1 times	5,680.00	70.50%
2 times	594.00	7.37%
3 times	217.00	2.69%
4 times	137.00	1.70%
5 times	116.00	1.44%
6 times	85.00	1.05%
7 times	73.00	0.91%
8 times	69.00	0.86%
9-14 times	248.00	3.08%
15-25 times	243.00	3.02%
26-50 times	313.00	3.88%
51-100 times	180.00	2.23%
101-200 times	8.00	0.10%
201+ times	94.00	1.17%

Seventy percent of visitors came to the site only once.

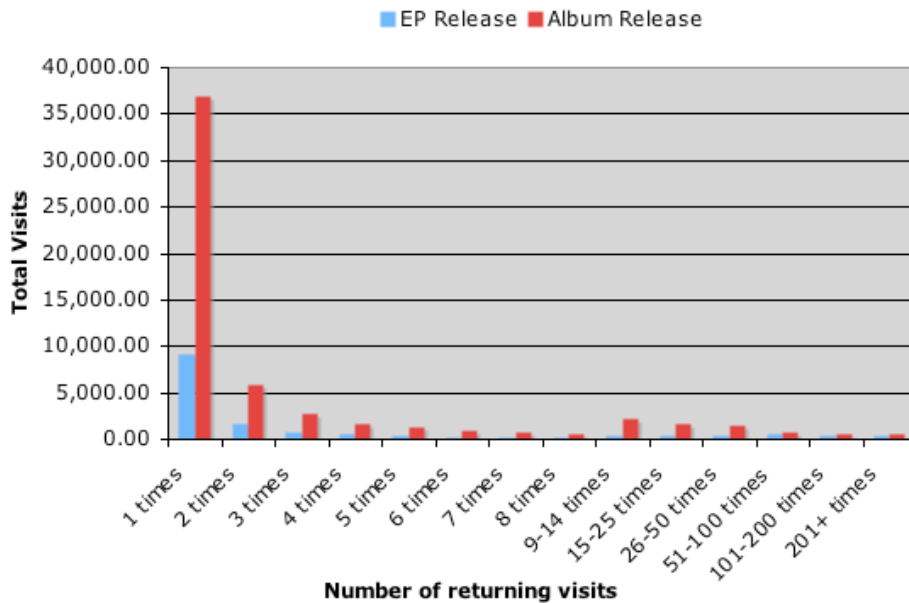
Objective 1: Engage fans online

Results - return visitors:

When the EP was released, the proportion of one time only visits dropped 10 percentage points to 60% as the number of fans who visited multiple times increased.

Count of visits from this visitor including current	Visits that were the visitor's nth visit	Percentage of all visits
1 times	9,128.00	59.71%
2 times	1,601.00	10.47%
3 times	772.00	5.05%
4 times	514.00	3.36%
5 times	302.00	1.98%
6 times	228.00	1.49%
7 times	180.00	1.18%
8 times	137.00	0.90%
9-14 times	447.00	2.92%
15-25 times	314.00	2.05%
26-50 times	440.00	2.88%
51-100 times	483.00	3.16%
101-200 times	395.00	2.58%
201+ times	347.00	2.27%

When the album was released, the overall proportion of fans who visit more than once remained constant, but the volume of fans returning multiple times increased dramatically.



This means that **new visitors were returning to the site multiple times, becoming part of Melissa Auf der Maur's fan base.**

Objective 1: Engage fans online

Challenge:

The original email list was obtained mainly from fans who were members of the MAdM fan forum. Many of the emails were bogus or dead.

Direct to fan sales are largely driven by emails, so the list needed to be weeded out and then engaged so that sales messages would be seen and responded to.

Solution:

Topspin supplies the means to weed out the list. Expert copywriting, however is the key to fan engagement measured by the number of opens and total number of clicks.

Results - Email growth and click through rates:

The baseline list delivered 4,817 emails. Of that number, 21% clicked to connect with Melissa's new Facebook page and to check out her first set of tour dates:

Date Sent:	October 09, 2009 07:57 AM PDT
Emails Sent:	12348
Delivered:	4817
Views (Email Opens):	2526
Total Clicks:	1059
CTR (total clicks/total opens)	41.92%
CTR (total clicks/total delivered)	21.98%
Unsubscribes:	13
Bounces:	5357

First email to the email list, most of the emails where from the fan forum

To prepare for the EP, Topspin's email for media widget was deployed to grow the list. Before the EP a "mysterious message" was given to new email subscribers. **2,098** new emails joined, and the number of total clicks **jumped 10 percentage points to 30%** for the email that was sent to announce the new EP:

Date Sent:	December 07, 2009 12:23 PM PST
Emails Sent:	13634
Delivered:	6915
Views (Email Opens):	3534
Total Clicks:	2104
CTR (total clicks/total opens)	59.54%
CTR (total clicks/total delivered)	30.43%
Unsubscribes:	30
Bounces:	4765

Email to announce the EP, 3rd email sent to the whole list

Objective 1: Engage fans online

Results - Email growth and click through rates:

Throughout the release of the EP and leading up to the album, the lead single “Out of Our Minds” was offered as a free download via Topspin’s Email for Media widget. The free song significantly increased the number of emails collected.

The wording and graphics in the email campaign delivered the best performance in terms of views and clicks.

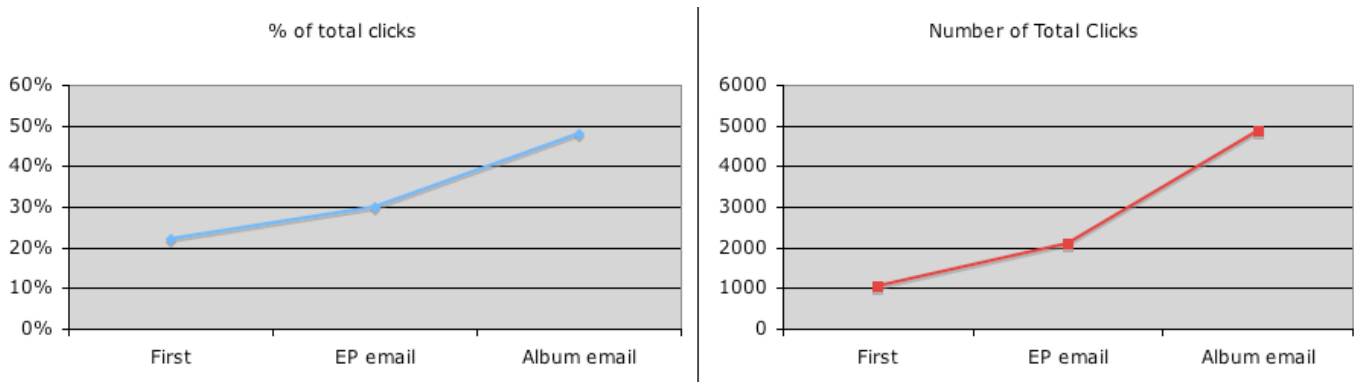
Compared to the first email, the percentage of total clicks **more than doubled** to 48% from 21%.

Data displayed in the application is current as of 06/29/2010.

Date Sent:	March 28, 2010 01:50 PM PDT
Emails Sent:	11863
Delivered:	9989
Views (Email Opens):	4147
Total Clicks:	4866
CTR (total clicks/total opens)	117.34%
CTR (total clicks/total delivered)	48.71%
Unsubscribes:	30
Bounces:	58

Email to announce the album included a screen shot of the album player advertising a full, free stream of the album

The total number of actual clicks **quadrupled from 1,059 clicks to 4,866 clicks.**





Objective 1: Engage fans online

Challenge:

With Facebook claiming over 500 million users world wide, Melissa Auf der Maur needed to create connections to her fans where they already spend time.

When the campaign began there was not yet an official page, though there were a few unofficial pages. Melissa did not feel confident using Facebook's format to craft messages.

Solution:

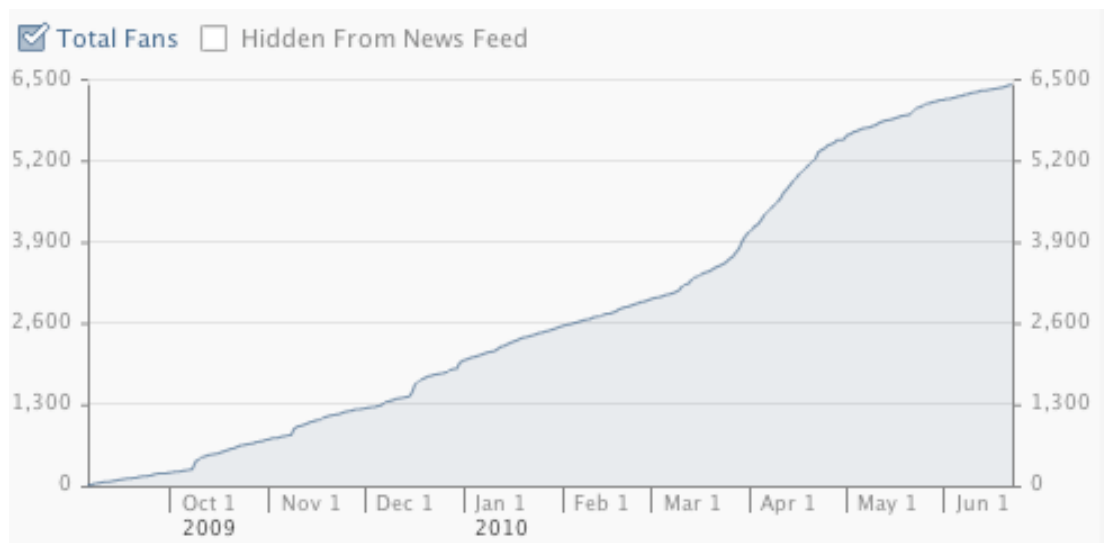
Topics and suggestions for posts were given to Melissa, and the Facebook Page was linked to Melissa's brand new Twitter account. In a short amount of time with the guidance of DTF Works, Melissa found her voice and her fans responded.

Results - Facebook engagement

In the graph below showing total Fans, the significant increase in the rate of fan acquisition happens at the time of the album release.

As part of the campaign, a Topspin Facebook for Media widget was deployed offering a "secret art" file to any one who became a Facebook fan of Melissa's page and then shared the OOOM Streaming player onto their Facebook wall.

The result was that the number of Facebook fans has **doubled** since the album launch:



Objective 1: Engage fans online

Challenge:

Twitter's capacity to reach audiences quickly makes it a useful fan engagement tool. When the campaign began Melissa did not have a Twitter account.

Solution:

DTF Works engaged Melissa by explaining what makes other artists successful on Twitter as well as by giving her some creative ideas to run with. She now posts frequently and effectively.

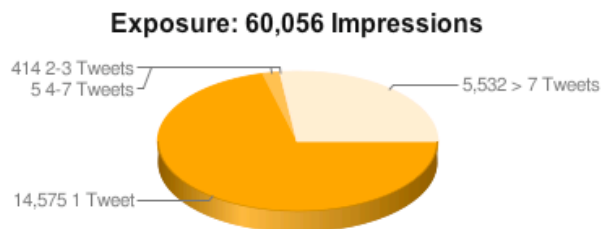
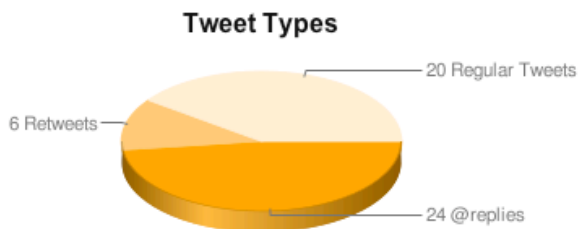
Results - Reach via Twitter

Today melissa's brand extends to more than 20,000 fans, and her following has grown to 5,531 **active and engaged fans**

TweetReach for *xmadmx*

Reached **20,526 people** via **50 tweets**

Searching a maximum of 50 tweets



Each pie slice shows how many people saw how many tweets



Objective 2: Financial Goals

The goal to generate \$20,000 in net revenue from the OOOM album campaign was based on advances that had been offered by record labels.

Challenge:

The Deluxe EP contained a 7" picture disc, a comic book and a T-shirt. Those same items would also be included in the sale of the deluxe OOOM package. Most fans who purchased the EP opted for the Deluxe package.

The challenge was to create new packages that will appeal to fans who have already purchased the Deluxe EP, and create packages that appeal to new fans while keeping the offers clearly differentiated from one another.

Solution:

4 tiers of packages were created and named after phases of the moon with one special offer just to the fans who had already purchased the Deluxe EP:

Packages:

Full OOOM
Half OOOM
Crescent OOOM
New OOOM
Complete my OOOM

Objective 2: Financial Goals

Innovation:

A Wordpress store allows for a simple “secret” store page which swaps out the top “Full OOOM” offer for “the Complete My OOOM” offer.

Using Topspin, a link to that secret store page was sent via email to just the fans who had already purchased the Deluxe EP.

Modular store enables offers to be easily reordered or swappaed out

The screenshot shows the MAdM website's store page. At the top, there is a navigation menu with links: HOME, NEWS, BLOG, SHOWS, OOOM, SHOP, VISUAL VAULT, COMMUNITY, INFO. The main content area is divided into several sections:

- FULL OOOM**: A large package for \$100. It includes a signed print, comic, 12" red vinyl, 7" picture disc, CD, DVD, T-shirt, tote bag, button & sticker, and immediate downloads of the album, album booklet, bonus track, film, and music video. A note says "Package ships April 16th".
- CRESCENT OOOM**: A package for \$35. It includes CD + DVD + comic book, immediate downloads of the album and album booklet, bonus track, and button & sticker.
- NEW OOOM**: Two options: "Digital Only" for \$8 and "Digital + CD" for \$13. Both include immediate downloads of the album and album booklet, plus a bonus track.
- HALF OOOM**: A package for \$55. It includes 12" red vinyl, CD, DVD, a T-shirt (choice of three designs), immediate downloads of the album, album booklet, bonus track, OOOM music video, comic, and button & sticker. A note says "Package starts shipping April 16th".
- OOOM Album Player**: A section for listening to the album for free via Topspin. It shows a tracklist with "The Hunt", "Out Of Our Minds", and "Isis Speaks".
- Want a FREE Song?**: A section with a "GET OOOM NOW" button and a link to spread the OOOM and get bonus art.
- ADD A T-SHIRT**: A section for fans who want just the album + a shirt. It shows a "BLOOD HAND" T-shirt design for \$20.

The primary message used to drive fans to the store page was the offer to listen to the full album for free via the Topspin streaming player

“Add a T-shirt” was offered for fans who wanted just the album + a shirt.



Objective 1: Financial Goals

Results:

We achieved our \$20,000 net revenue goal ahead of schedule, mainly due to the number of *existing fan* sales of “Complete My OOOM” and to *new fans* who purchased the Full and Half OOOM offers.

The most striking aspect of the campaign is that 75% of the purchasing fans opted for physical goods. This result demonstrates that engaging fans online creates a demand for higher value tangible items that generate significantly more revenue for the artist.

Package	Units Sold	% of total	Retail (USD)	Net Profit
Full OOOM	136	12%	\$100	\$7,769.68
Complete my OOOM	80	7%	\$75	\$2,993.60
Half OOOM	127	12%	\$55	\$3,689.35
Crescent OOOM with Comic	319	29%	\$35	\$7,884.14
T-Shirt	15	1%	\$25	\$104.25
New OOOM + CD	161	15%	\$13	\$1,574.58
New OOOM Digital	261	24%	\$8	\$2,008.77
Total:	1099			\$26,024.37

Innovation:

The main financial innovation in this campaign was using IP detection to display buy buttons in different currencies to fans living in the UK and EU.

Prices were set to market rates - for example the “Full OOOM” package retails at \$100 USD, €85 and £70.

Depending on the exchange rate of the day, sales in Euros and British Pounds yielded gross revenue slightly higher than USD.

This innovation produced **an additional \$1,668 in revenue** from the currency effect.

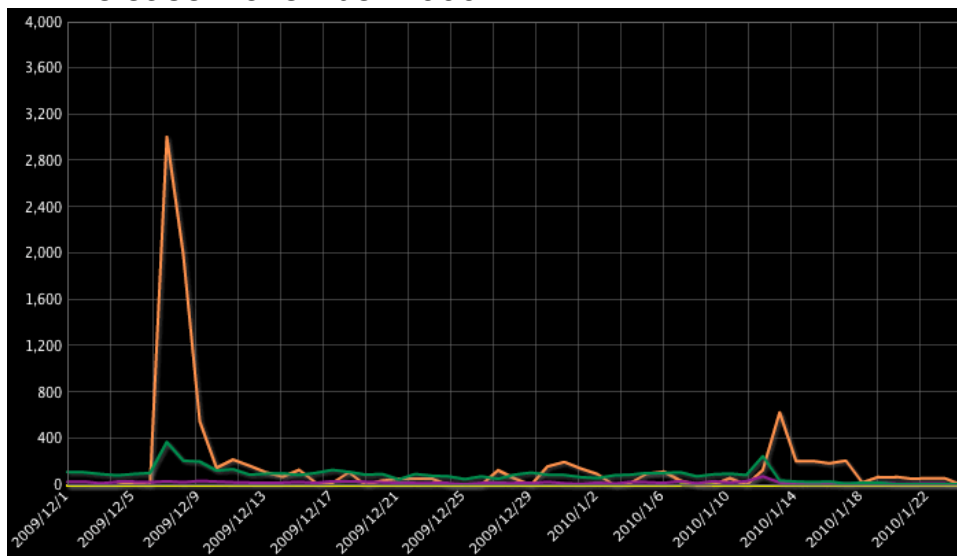
Conclusion:

Results - EP to Album significant growth:

The release of the EP in late 2009 created the opportunity for Melissa Auf der Maur to build and engage her core fan base through a direct to fan online marketing effort.

Total sales of the EP topped \$11,000 gross:

EP Release November 2009



orange line = sales, green line = plays of content

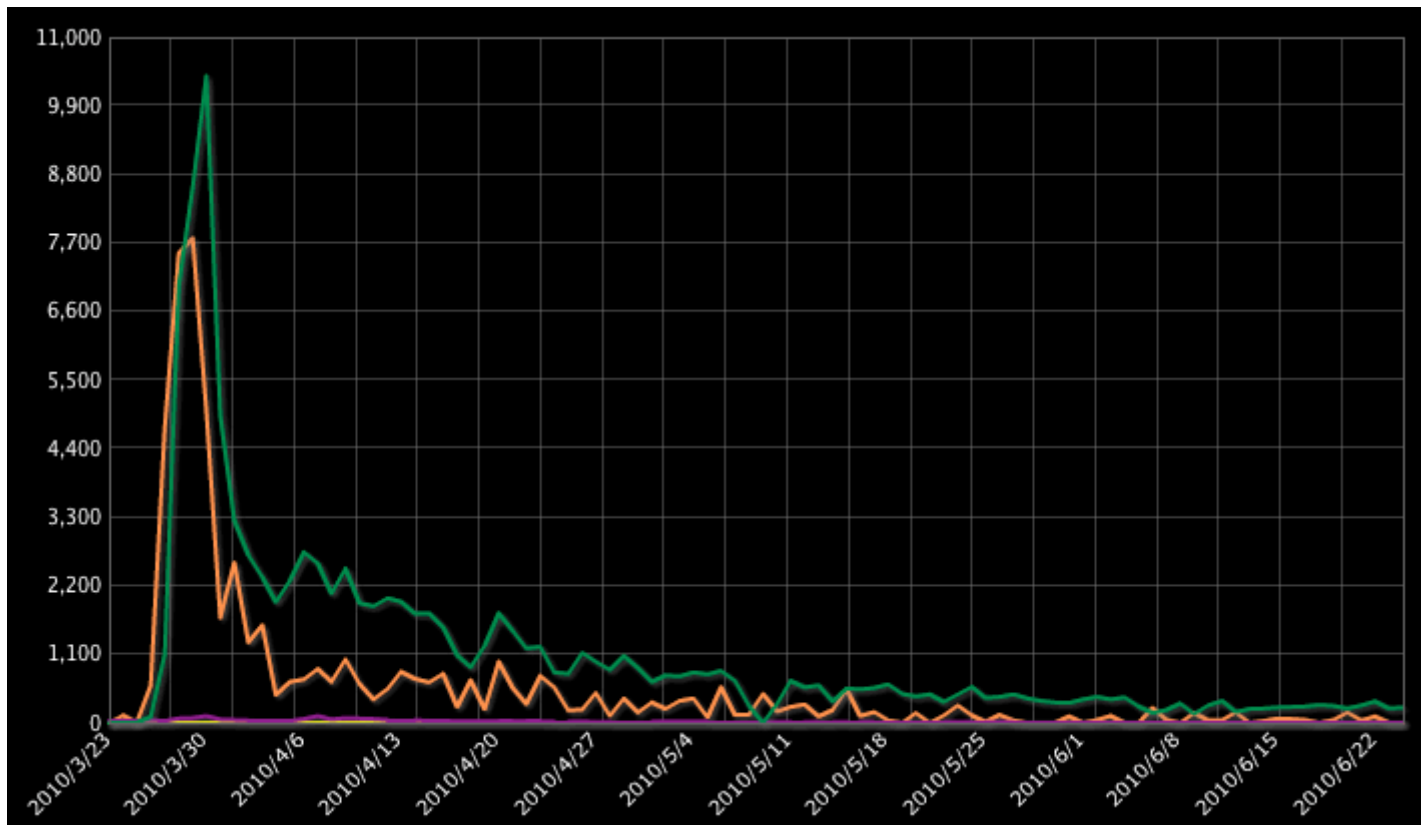
But more importantly, the EP began a process of full fan engagement via the xmadmx.com site and blog, email acquisition and email marketing, Facebook and Twitter engagement.

That fan base was continually engaged via blog posts and social media, building demand for the final album which can be seen in a dramatic increase of media plays resulting in a significantly longer sales curve.

Conclusion:

Results - EP to Album significant growth:

Album Release: March 2010 - gross retail sales over \$50,000



While the album has more tracks than the EP, that does not fully account for the **20x increase in plays** between the EP’s first spike of 450 plays and the album spike of over 9,900 plays.

An engaged fan base not only rewards the artist with high value purchases, but they also show their appreciation for their ability to engage with the artist by sharing the music with their friends.

The increase in media plays (green line) on 4/6/2010 was the response to the “share the OOOM” campaign that presented fans with the Topspin tools to post streaming players to Facebook or links back to the shop via Twitter.

In turn, sales were maintained for an extended period of time. By engaging fans successfully, we created a more satisfied and robust fan base, which resulted in a successful campaign and allowed us to exceed financial goals ahead of schedule