



Wetpaint Attached Rocks User Engagement



Wetpaint transforms content consumers into content creators.

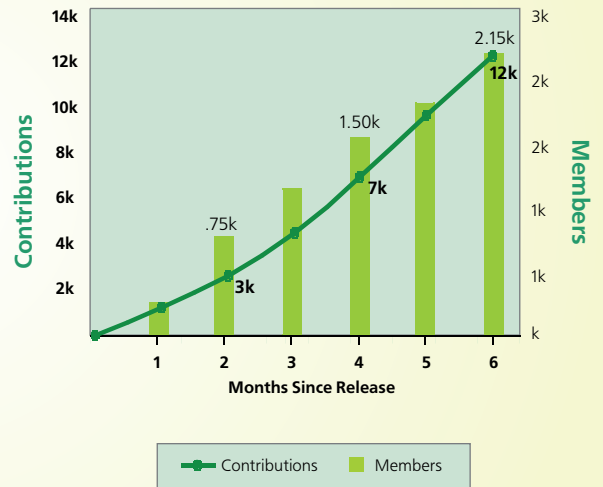
- Wetpaint sites collectively generate **1600+ contributions per month**, on average
- Wetpaint communities average **60% longer user sessions** than their respective parent site
- Wetpaint sites **double membership** every 45 days, and **return visits increase by over 200%**

Social Publishing and User Engagement

Why is social publishing so effective at increasing user engagement? The answer is simple — the utility transforms viewers into active contributors.

- Beyond just consuming content related to your brand and category, brand enthusiasts want to publish, fueled by their own passion for the brand
- The ability to create a profile and generate a community reputation through engaged contribution creates stronger brand loyalty
- Dead-simple Wetpaint social publishing tools unlock and facilitate this motivation to share information and create connections among brand fans

Typical Engagement Growth



Wetpaint Partner Sites: By the Numbers

2x

Page Views Per Visit

Wetpaint partners experience up to twice the number of pageviews per visit on their Wetpaint site as compared to their main site

65%

Monthly Member Growth

The content creation and viral features of a Wetpaint site combine with strong search engine performance to power enviable membership growth rates

5

Contributions Per Member

Compared to typical message board contribution ratios of less than one post per member, Wetpaint social publishing tools make contributing much easier

2,000+

Pages of Content

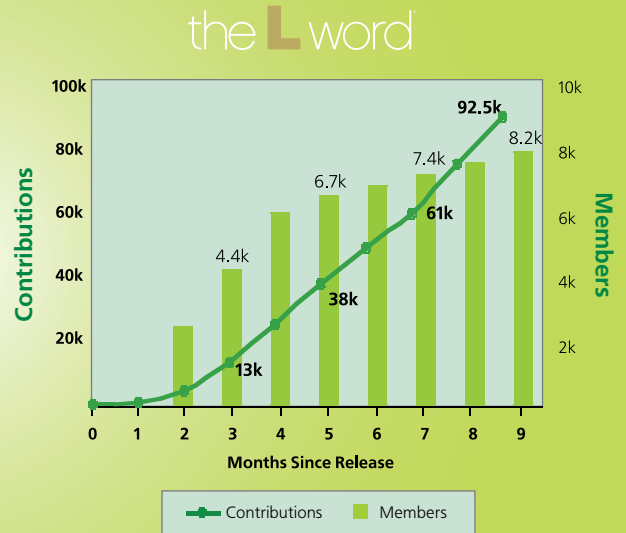
Wetpaint Attached sites are free, growing, unique and monetizable content assets that continually attract new audience members



Showtime launched Wetpaint Attached sites for a number of their critically acclaimed original series to provide their ultra-passionate fans a place to collaborate and connect.

Their Wetpaint-powered community for The L Word has reaped these fantastic — and typical — results (as compared to same metrics on the main Sho.com site for the series):

- **More than 2x** the visit duration
- **81% more** pageviews
- **125,000+** unique user contributions within the first year
- **250%** monthly member growth in the first six months



Why Choose Wetpaint?

Major media, consumer, and technology brands that are seeking a turn key service to engage their users in a meaningful way are partnering with Wetpaint to create custom hosted online communities. Wetpaint Attached offers a unique opportunity for brands to **engage their most passionate customers, extend audience reach, and increase revenue or reduce direct cost.**

Features of Wetpaint Attached include a 100% turnkey solution, the most powerful social publishing features, and the ability to apply a custom URL, brand look and feel, and ads.

What's included in the turn key site creation, you ask?

- Design, Development, and Editorial Services
- Site Moderation & Monitoring
- Hosting
- Priority Support
- Promotion within the Wetpaint Network
- And more!



Three Simple Steps to Rock Your User Engagement

- 1. Contact us**
 Visit www.wetpaint.com/attached or email: bizdev@wetpaint.com
- 2. We get to work**
 Based on your requirements, we create a unique, custom site for you and populate it with starter content to attract initial users
- 3. You get results**
 Watch your community of users generate content, interact and become much more frequent visitors to your site