



## Wetpaint Attached Extends Website Monetization



### Increase revenue-generating traffic and reduce direct costs.

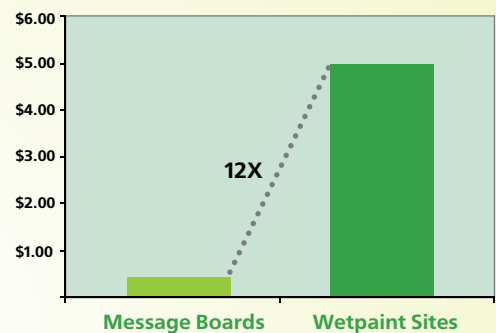
- Community-generated content can **significantly reduce costs** associated with call center operations
- Partners easily leverage Wetpaint communities to create storehouses of **user-generated peer help**
- Assistance documentation and tips and tricks are **freely and enthusiastically compiled** by community members, who best represent products and services from a fanatic-expert perspective

#### Social Publishing and Website Monetization

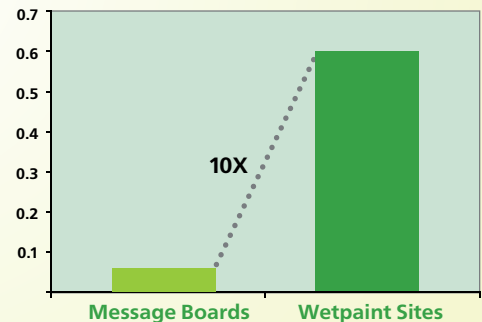
Content created by users on branded Wetpaint sites drives incremental traffic and provides highly targeted information applicable to the community's frequently asked questions.

- **Multi-faceted communication features:** Comment threads, messages, collaboratively edited pages, and other interactive behaviors on Wetpaint sites engage users and allow them to communicate more effectively — directly resulting in more clicks throughout the site
- **Authoritative content:** Highly engaged communities inspect, moderate, and update site contents to ensure the quality and relevance of information over time
- **Lower support calls for common questions:** Wetpaint sites provide an optimal platform for aggregation of answers to common issues, reducing the need for costly and time-consuming technical support calls

eCPM Rates



Click Through Rate



#### Wetpaint Partner Sites: By the Numbers

**\$10-50/Call**

Saved in Call Reduction

As the average cost per tech support call skyrockets, **significant savings** are realized when users get questions answered immediately online by other product users

**2x**

Pages of Content

Wetpaint sites foster a user economy based on contribution – partners can expect the volume of user-authored **content pages to double every 30 days**

**2x**

Ad Impressions/Visit

Partner sites accrue up to **twice the number of ad impressions per visit** on their Wetpaint site as compared to their main site

**\$40-50/hr**

Saved on Site Upkeep

Brands often pay too much for online product support. The overall cost of content maintenance lowers dramatically with the addition of an average of **5,500+ free Wetpaint editors**

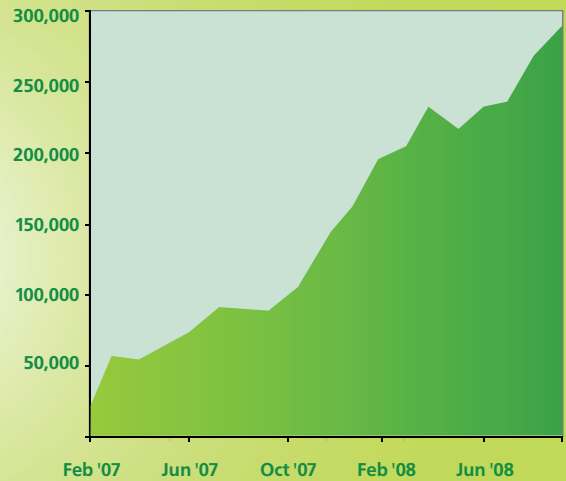
HTC partnered with Wetpaint and harnessed the power of social publishing to create a user-generated knowledgebase for their smartphone customers.

With 4 of 5 visitors coming directly from search, HTC's Wetpaint site is delivering valuable information to users who would have likely tapped company resources by calling technical support.

The HTC Wetpaint Attached site has experienced amazing results:

- Provided user-authoritative information to a growing number of unique visitors (**over 300,000** in Aug 2008)
- **40,000+** user-generated contributions to the site
- Accrued **17,000+** pages of content with **zero costs**

HTC Unique Visitors



## 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!

Get Attached

## Three Simple Steps to Extend Website Monetization

- 1. Contact us**  
Visit [www.wetpaint.com/attached](http://www.wetpaint.com/attached) or email: [bizdev@wetpaint.com](mailto: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