



Visual Storytelling to Connect Your Brand With Your Audiences

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ABOUT NEW RELIC

- Software as a Service Monitoring Next Generation Web Applications
- Partnerships with 70 leading cloud providers
- 35,000+ active customer accounts in five years
- 60 billion metrics per day
- Largest database of web performance information ever collected

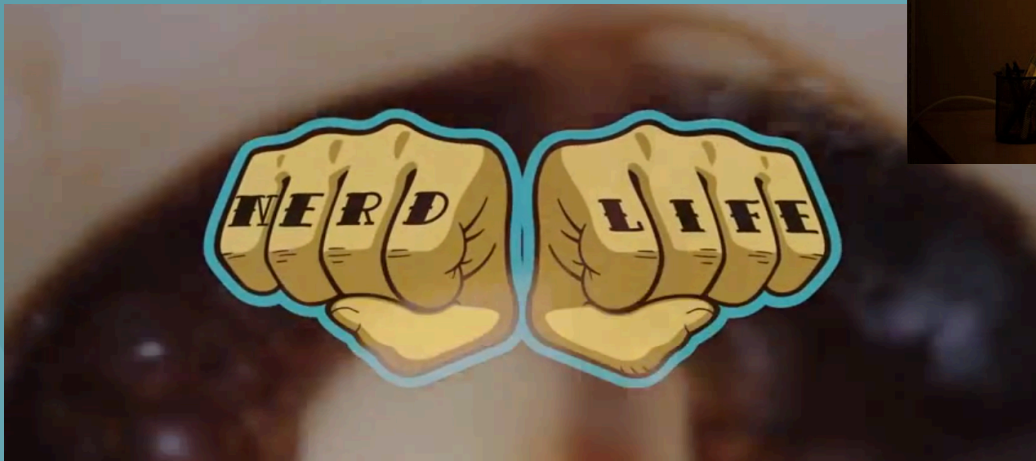


<http://tinyurl.com/aoqv3fe>

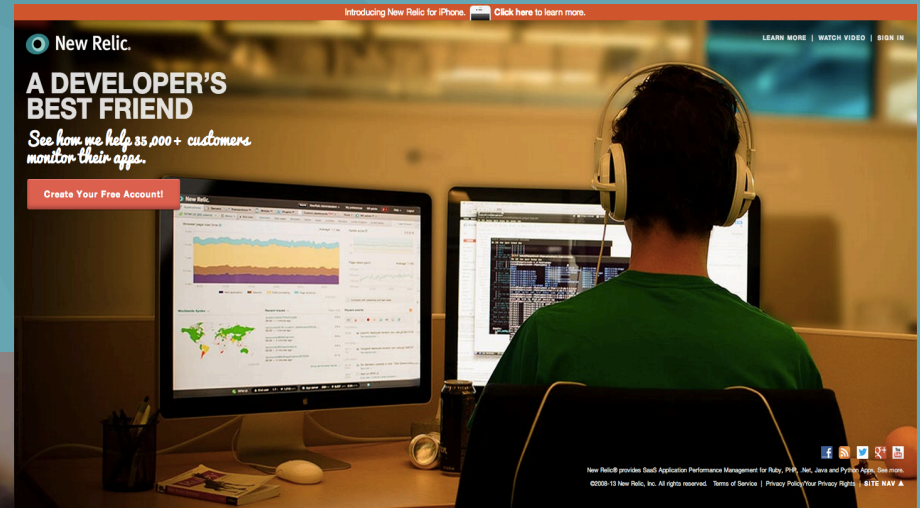
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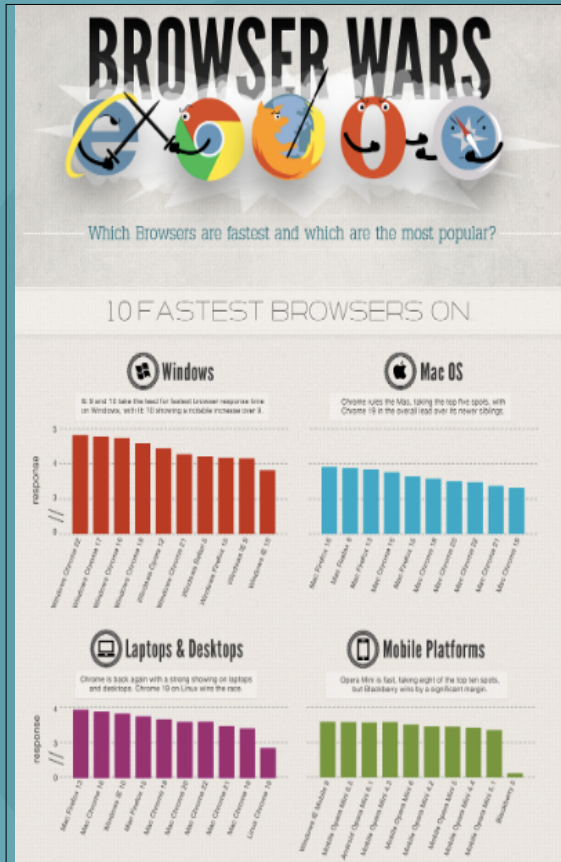
CELEBRATING APP DEVELOPERS



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Thought Leadership
Authentic Voice
Giving Back to the Community



- Customer usage trends is a natural platform to communicate leadership
- Identify game-changers in the market

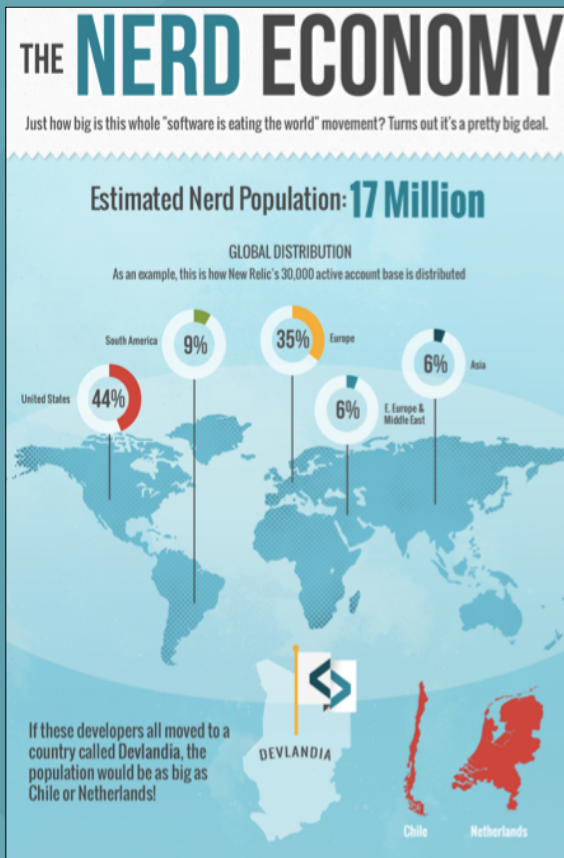
Media Placement Strategy Pitch Broadly Under Embargo

Results: Six Articles



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- How is change impacting your customer?
- How can you help define and build a customer community?

Media Placement Strategy
Pitch Exclusive to
One Top Tier Publication

Results:

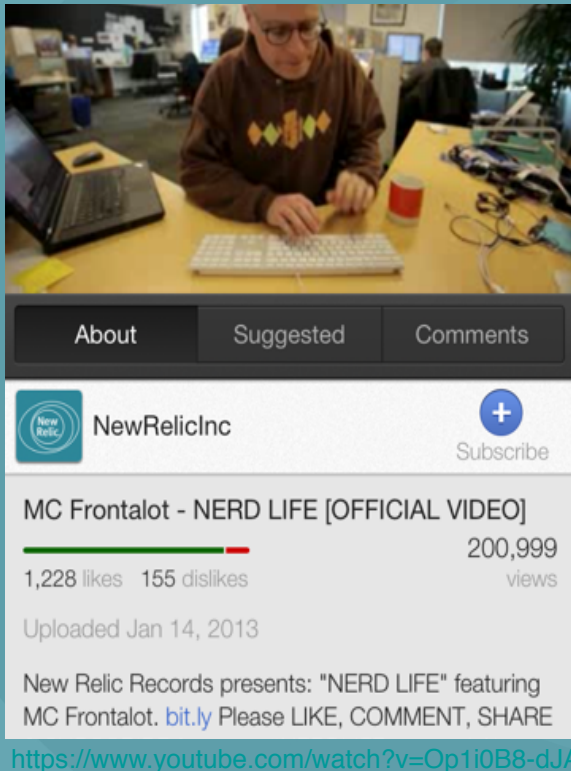


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Nerd Life Music Video

2:10



Featuring MC Frontalot New Relic YouTube Channel

- 135,000 views in 48 hours
- 200,999 views in 5 days

MEDIA PLACEMENT STRATEGY SOCIAL MEDIA SITES



RESULTS:



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WOMEN NERD HEROES

Technical excellence and talent are to be admired, but those who have special strength and courage to overcome cultural pressures and have positively impacted their communities belong to a different class – heroes. This is the first in a series to recognize individuals who have altered history with their contributions to the technology community.



ANITA BORG (1949-2003)

Computer scientist and founder of the Institute of Women and Technology, now an international advocacy organization

- Invest in recognizing leaders in the marketplace
- Sponsor and support community, nonprofits and educational groups



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What women in technology have inspired you? Here is our [#infographic](#) of those who have inspired us: bit.ly/Vg13Wz

← Reply Delete ★ Favorite

280

RETWEETS

98

FAVORITES



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CODING FORWARD OBAMA FOR AMERICA TECH TEAM



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Three Events

750 Attendees

Four Press Articles

Six Blog Posts

One Infographic

Six Videos

One Photo Gallery

One Web Site

 New Relic.

COMMUNICATING AUTHENTICALLY

Facebook

Like: 11,534

Talking: 1,350

Twitter

6,071 Tweets

16,685 Followers

New Relic Web Properties

500,000 unique visitors / month

Blog

2 - 5 posts /day

450,000 unique visitors in 2012

WHEN DEVELOPING VISUALS

- Be authentic. Have personality. Incorporate your customer's culture
- Use technology trends and customer data points to create a forum for your company and others
- Support groups and conferences and find ways to build a community



Thank you!

