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NETPROSPEX

SOCIAL REPORT

May 2010

About the Study

Business is social.

NetProspex analyzed social media use within a sample of our database of 12 million business contacts, leveraging Rapleaf's capabilities as the largest provider of online social data to take a snapshot of social media activity among the nation's largest corporations.

It's now possible for marketers to pinpoint the most socially-connected business decision-makers on the internet. Our goal is to activate untapped potential in the market by lifting the veil on who works where, provide relevant targeting demographics on prospects and information on how they can be reached, no matter the media or communication channel.

"We are facilitating the conversation through social media channels, allowing B2B marketers to engage prospects, customers, and partners with a new level of insight and intelligence."

– Gary Halliwell, NetProspex CEO.

To find out more, visit www.netprospex.com or call 888-826-4877.

The NetProspex Social 50, May 2010

The NetProspex Social 50 takes a look at the social network usage of employees, and ranks the top 50 organizations according to overall activity. We analyzed 100,000 contact records of employees at the largest corporations in America from the NetProspex database and used information provided by social data provider Rapleaf. **The result is the first comprehensive look at social media activity among employees of the nation's largest corporations.**

Rank	Company	NPSI
1	Microsoft	306
2	eBay	208
3	Amazon.com	202
4	Walt Disney	181
5	Google	172
6	Electronic Arts	164
7	Intuit	163
8	Raytheon	157
9	Best Buy	155
10	Apple	153
11	Advanced Micro Devices	145
12	Analog Devices	137
13	Sun Microsystems	136
14	Dell	132
15	Qualcomm	129
16(tie)	Juniper Networks	123
16(tie)	EMC	123
18	Adobe	122
19	Oracle	112
20	Cisco	105
21	Procter & Gamble	104
22	Hewlett-Packard	98

NetProspex Social Index

The NetProspex Social Index (NPSI) was used to score social network activity across 9 major networks.*

The score is based on the average number of friends or connections across major social networks (friendliness) and the average number of tweets, number of users following, and number of followers per employee (twitter score).

* Facebook, LinkedIn, Twitter, MySpace, Friendster, Flickr, LiveJournal, hi5 and Flixster

Rank	Company	NPSI
23	Avaya	96
24	Southwest Airlines	95
25(tie)	Gap	94
25(tie)	Computer Associates	94
27	Intel	93
28	CDW	92
29	BMC	91
30	NCR	89
31(tie)	Target	85
31(tie)	Limited Brands	85
33	Pactiv	84
34	Campbell Soup	79
35	NVIDIA Corporation	78
36	BearingPoint	77
37	Capital One	76
38	Progressive	74
39(tie)	American Express	73
39(tie)	Pitney Bowes	73
41	Nike	72
42	Staples	71
43(tie)	Arrow Electronics	70
43(tie)	3M	70
43(tie)	McGraw-Hill	70
46	KLA-Tencor	69
47	Western Digital	68
48(tie)	GE	67
48(tie)	IBM	67
50	Coca-Cola	65

NetProspex Social 50 *continued*

The NPSI score represents the social media activity of each company, based on the average activity of their employees across 9 social networks.

The Twitter 20, May 2010

We've ranked the largest corporations in America by Twitter Score. The score takes into consideration the number of followers, the number following, as well as the number of tweets.

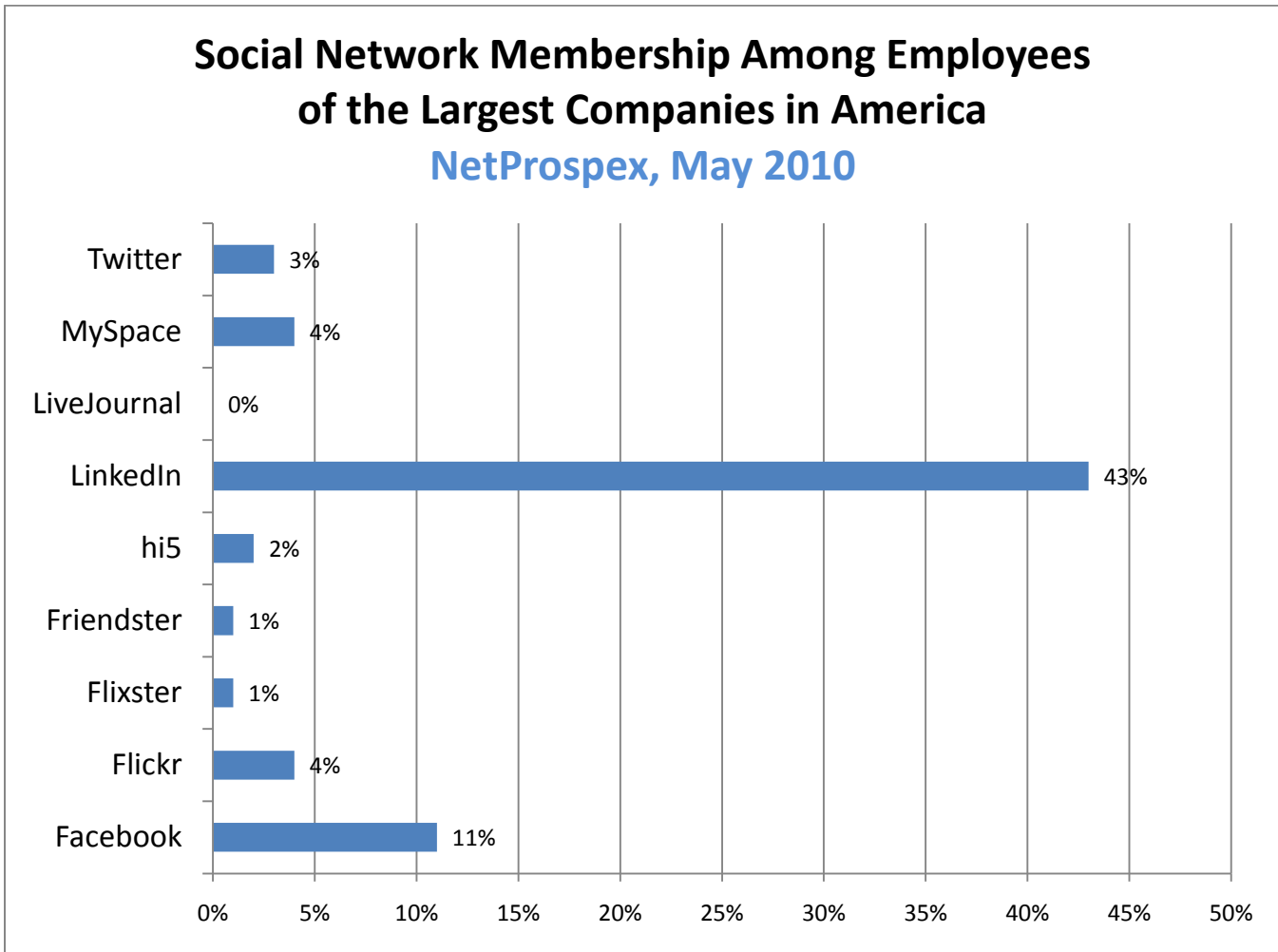
Rank	Company	Twitter Score
1	Microsoft	176
2	Raytheon	137
3	Analog Devices	96
4	Walt Disney	91
5	Eastman Kodak	86
6	Advanced Micro Devices	82
7	Electronic Arts	81
8	Best Buy	66
9	Pactiv	55
10(tie)	eBay	54
10(tie)	Qualcomm	54
12	3M	49
13(tie)	NCR	42
13(tie)	Procter & Gamble	42
15(tie)	Apple	40
15(tie)	Sun Microsystems	40
17	American Express	37
18	Nordstrom	34
19	Google	32
20	Humana	31

Twitter Score

We took the average of the sum of:
number of followers
number following
number of tweets
 for each company's employees.

Social Network Membership, May 2010

We looked at what social networks are getting the most attention from employees.

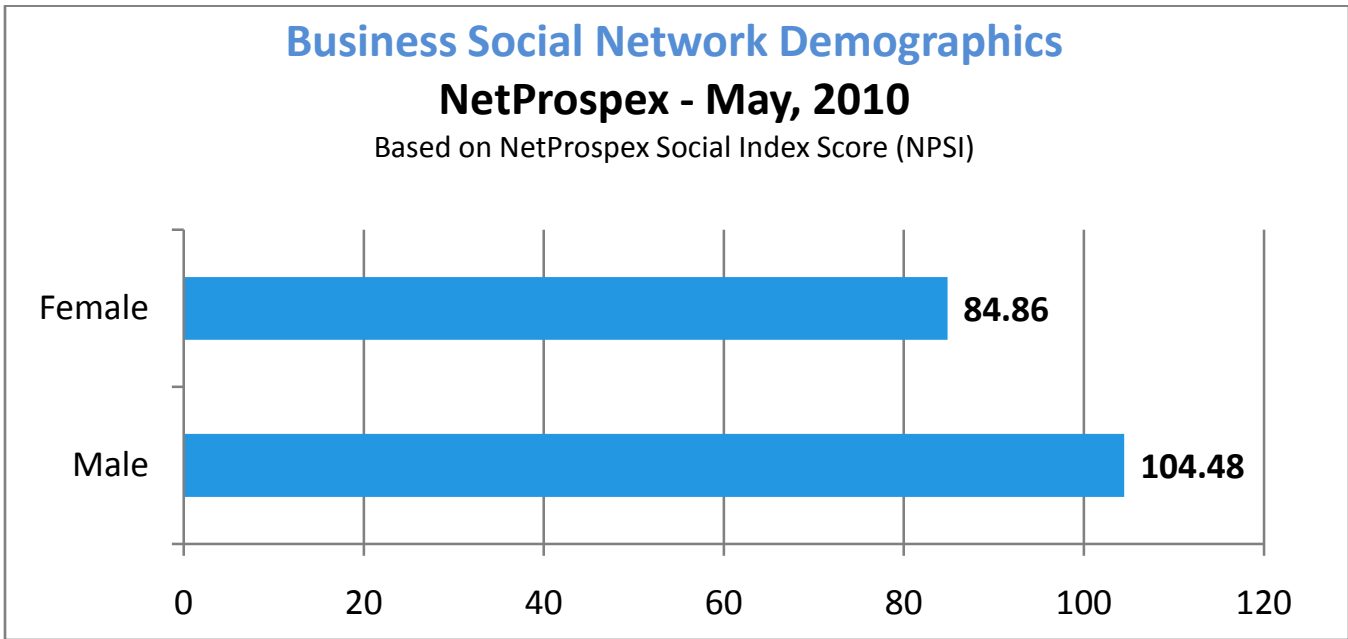


It came as no surprise that LinkedIn was the most popular site among the top corporations in America with 43% of employees having a membership on the popular business networking site. Facebook is a distant second at 11%, with Twitter starting to gain traction with 3%.

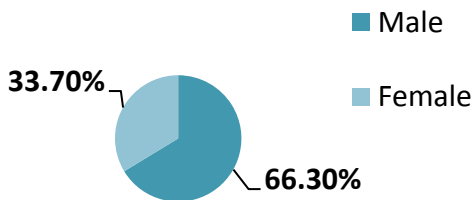
Social Network Demographics, May 2010

We wanted to dive deeper into the numbers and see if any other noticeable trends were apparent. We found that in the Corporate America, social networks are dominated by men. Within our study, men are 19% more active on social networks than women, resulting in an NPSI* of 104.48 for men compared to 84.86 for women.

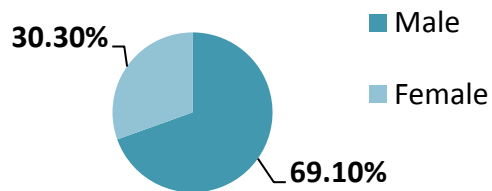
NPSI – NetProspex Social Index



Demographics of NetProspex business contact database
NetProspex, May 2010



Demographics of Twitter business users
NetProspex, May 2010



About us

We're NetProspex – the world's most accurate and fastest-growing sales and marketing database, helping BtoB decision makers find, reach, and connect with nearly 12 million sales prospects in a uniquely direct and measurable way.

Founded in 2006 by online publishing and marketing industry veterans Gary Halliwell and Jeff Clewley, NetProspex understands that effective sales and marketing efforts require the most in-depth and accurate prospect data. The core product line overlays crowd-sourced, user-contributed contact information with proprietary verification technology to produce an entirely unique and highly effective sales and marketing contact database.

Users can trade old contacts for new leads with the contact exchange, or purchase lists and contacts for use in sales prospecting, email marketing, marketing automation, telesales, and more.

With a 100% replacement guarantee and continual data scrubbing, NetProspex is the leading source of accurate, crowd-sourced business intelligence.

Ask us about B2B social media data, and how you can use NetProspex to gain better insight into the social behavior and influence of your targeted prospects.

