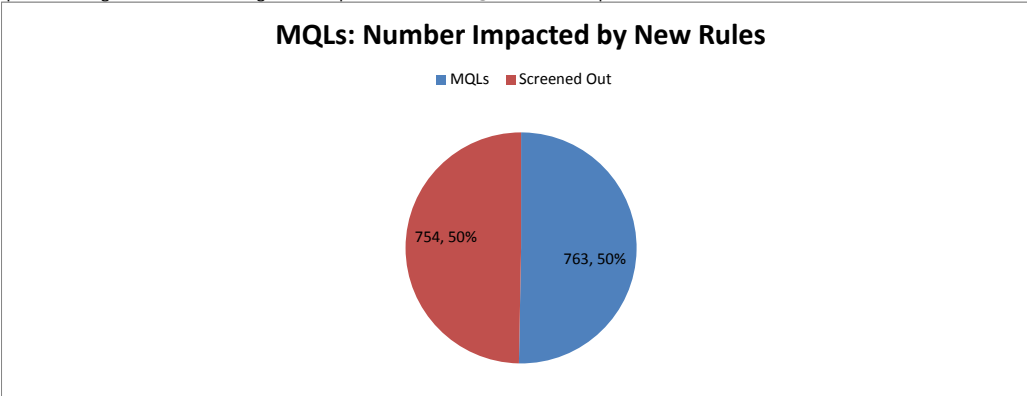
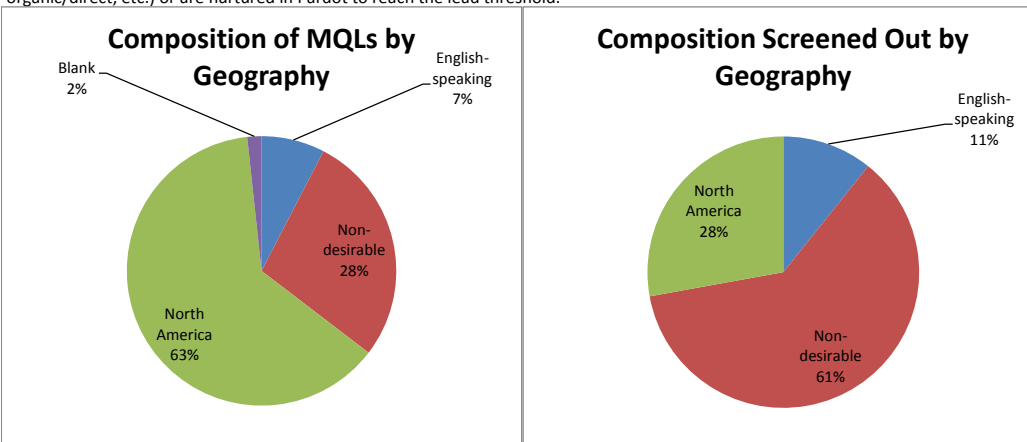


Sandbox Testing: Filtering Leads Through Pardot & Implementing New Rules

Estimated Change in MQLs: Tested 1,500 MQLs from November 2011 in sandbox environment to estimate how many will be screened out when all leads filter through Pardot. The new process will screen out half of current MQLs. 5% of the screened-out leads are leads that currently shouldn't be passed to Sugar under our existing rules: no phone number or @CentralDesktop.com email address.



Geography rule change: New scoring gives +5 for North America and -5 for Nondesirable countries. This results in nondesirables being screened out for all CJ-related free trials, but still making it through if they sign up for a non-CJ-related free trial (such as Google, organic/direct, etc.) or are nurtured in Pardot to reach the lead threshold.



SR=CJ rule change: MQLs from Commission Junction (CJ) have been a source of complaint from the SDRs, and the super-low conversion rate corroborates their anecdotal experience. The new rule scores CJ free-trial leads at only 12 points; coupled with the geography scoring, a North American CJ lead would be scored at 17 points, an English-speaking lead at 12 points and a Nondesirable lead at 7 points. They will swim up to the SDRs only if they take additional actions in Pardot.

