



# Your Streaming Content Channel Report



**TD SYNnex**

**DemandSolv**<sup>®</sup>

**ContentMX**

We define success around three key measures:

## **Audience**

This is the audience that extends your content and brand to resellers in the U.S. and around the world

## **Engagement**

Consumption and sharing of the content each week

## **MQL's**

Marketing qualified leads generated from a consistent content marketing platform

<b>Audience</b>	410
<b>Engagement</b>	236
<b>Total MQLs</b>	52

Content Items Shared	224
Content Items Consumed	79
Modified Content	7
Impressions	501,001
Engagement Rate	58%

Landing Page Visits	174
Identified Page Visits	18

Total Unique Partners	134
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## KEY TERMS

**Audience** – This is the number of accounts that had the channel added for some part of the quarter.

**Engagement** – This is the number of the audience that either published content or logged in during the quarter.

**Total MQL's** – This is the number of Social MQLs (likes, responses, and shares), Email MQLs (email clicks), and Form MQLs (leads).

**Content Items Shared-** This is the number of Content Items that have been published.

**Content Items Consumed** – This is the number of content items downloaded, content items previewed, videos started, links clicked, email button clicked, and shared button clicked from the dashboard.

**Modified Content** - This is the number of content items modified from the dashboard.

**Impressions** - This is the number of social recipients of content posted.

**Engagement Rate** - This is the percent of the audience that is engaged.

**Landing Page Visits** - This is the total number of visits that have been made to your company landing page through the directory and other sources.

**Identified Page Visits** - This is the number of unique, identified partners who have visited your landing page.

**Total Unique Partners** - This is the total number of identified partners that have seen you content, through the directory and the dashboard.



# Partner Details

# Top Partners Generating MQLs

Prior 6 Months + Current Month

[YOUR COMPANY]

Account (Username)

This table contains 15 rows of blurred data, likely representing partner accounts and their associated MQL counts. The content is intentionally obscured for privacy.

Account (Username)

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# Top Engaged Partners

Prior 6 Months + Current Month

[YOUR COMPANY]

Account (Username)	Partner Channel Score	Posts
[REDACTED]	4	4
[REDACTED]	5	3
[REDACTED]	5	3
[REDACTED]	4	2
[REDACTED]	0	2
[REDACTED]		2
[REDACTED]	0	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	5	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2

Account (Username)	Partner Channel Score	Posts
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	5	2
[REDACTED]	5	2
[REDACTED]	5	2
[REDACTED]	4	2
[REDACTED]	5	2
[REDACTED]	5	2
[REDACTED]	4	2
[REDACTED]	4	2
[REDACTED]	4	2





# Customer Details

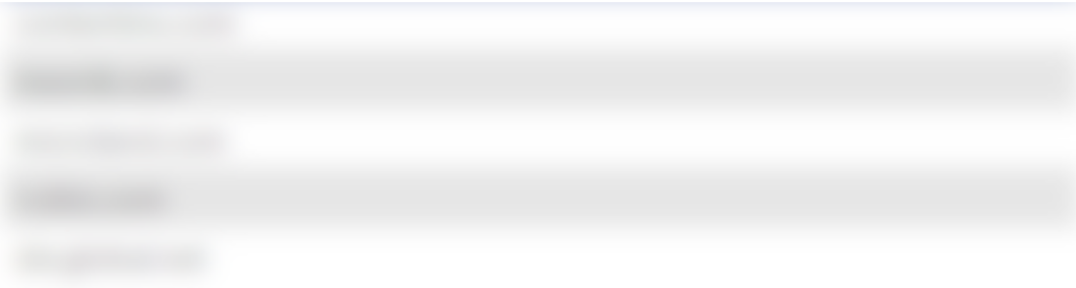


# Top Customer Domains

Prior 6 Months + Current Month

[YOUR COMPANY]

Email Domain

The table content is heavily blurred, making individual entries illegible. It appears to be a list of email domains with associated data.

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# Top Customer Roles (Social MQLs)

Prior 6 Months + Current Month

[YOUR COMPANY]

Name	Description	ch
[Blurred Name]	[Blurred Description]	[Blurred Value]
[Blurred Name]	[Blurred Description]	[Blurred Value]
[Blurred Name]	[Blurred Description]	[Blurred Value]
[Blurred Name]	[Blurred Description]	[Blurred Value]
[Blurred Name]	[Blurred Description]	[Blurred Value]
[Blurred Name]	[Blurred Description]	[Blurred Value]
[Blurred Name]	[Blurred Description]	[Blurred Value]
[Blurred Name]	[Blurred Description]	[Blurred Value]
[Blurred Name]	[Blurred Description]	[Blurred Value]
[Blurred Name]	[Blurred Description]	[Blurred Value]



# Content Activity

# Published Content Activity

Prior 6 Months + Current Month, Page 1

[YOUR COMPANY]

Title	Delivery Format	Asset Type	Episode	Posts	Impressions	Clicks	CTR	Social MQLs
[REDACTED]	Document	eBook	ISV CSecurity - C1...	115	290,521	110	0.0%	43
[REDACTED]	Document	Datasheet	ISV CSecurity - C1...	98	210,477	40	0.0%	2
[REDACTED]	Video	Brand Awaren...	ISV CSecurity - C1...	7	0	0		0
[REDACTED]	Document	Solution Brief	ISV CSecurity - C1...	1	0	0		0
[REDACTED]	Document (email)	Datasheet	ISV CSecurity - C1...	3	3	0	0.0%	0

# Dashboard Content Activity

Prior 6 Months + Current Month

[YOUR COMPANY]

Title	Episode	Actions
[Blurred Content]	[Blurred Content]	33
[Blurred Content]	[Blurred Content]	25
[Blurred Content]	[Blurred Content]	15
[Blurred Content]	[Blurred Content]	10
[Blurred Content]	[Blurred Content]	9
[Blurred Content]	[Blurred Content]	0