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Please stand by for realtime captions.

>> Good afternoon everyone. This is with manager University which is now digital University. [Indiscernible - poor audio].

>>

>> Sandra are you here? while we are waiting. Let me give you a background. Today's webinar, you will be able to voice your questions in case you don't want to put them in the chat box. By doing so, you will follow these steps. First raise your hand icon by clicking on the raise your hand icon. We will send you an audio pin and we will take you off of mute and you can ask your question. If you do not want to voice and your opinion you can send it over chat.

>> I'm sorry for the delay. To give you a brief background about our presenters.

Jack Krawczyk is the senior product manager at StumbleUpon and the product development for advertising and product solutions. Focused on pay discovery, StumbleUpon social media marketing platform. He has been working closely with marketers to understand how to better engage promise with consumers who are in the mindset of discovery. He also is responsible for the distribution of StumbleUpon traffic solutions which enables site owners to more dig heengaged -- deeply engage their audience. The other presenter is Michelle Chronister. She is a program analyst in the office of Citizen services and innovative technologies. Here at GSA. She works as a web content and the social media for USA.gov and the US government official web portal. She recently completed the presidential management Fellows program which attracts outstanding candidates from a variety of academic disciplines to federal services. She is a master of service degree in library and science at the University of Illinois. Without further ado here is Jack Krawczyk with StumbleUpon. Thank you.

>> Thank you and thank you everyone. I think we have people from across the country. So thank you for joining. I am going to be running through, just in general what StumbleUpon is. Then run through the ways that -- if you own wife property, how we can work together to get the most out of social media. Today we will talk about StumbleUpon. Then the second half we will talk more about social media in general. And the different strategies you can take and how they differ from strategies you may have taken to try to throw your traffic from search engines.

>> Before we go further. I want to do some housekeeping. We have a hash tag. Anything discussed in my presentation is public information. Feel free to use this hash tag to send tweets. You can follow StumbleUpon to the various Twitter channels. I would be humbled if you would like to call me.

>> what are we going to talk about for the next 30 or 40 minutes? The first thing. what is StumbleUpon? why is it not necessarily social bookmarking? which is what it was probably fair that no one has if you are familiar with StumbleUpon for five years. We will talk about strategies of how to use by empowering your content. We will transition into the second half of of what I would like to call, invite them to coffee first. We will get to what that means.

>> It is the name of the strategy for how to get the most out of referring able to your social media. To give you perspective of the amount of time people are spending. My background I spent four years at Google before coming to StumbleUpon last year. We have done a good job of capturing the part of the Internet where people are really rich with intent. They know exactly what they are looking for.

>> If you are looking for -- let's say you have a leaky foster -- wiki Fossett. -- Leaking Fossett. When you know what you want, that is where you spend the least amount of time searching on the Internet. On Amazon the average user spends one half hour. Then you have the social media space which is completely the opposite side of things. The people using Facebook or StumbleUpon. They don't really know exactly what they want they just know they are going there to be doing one of three things. Being entertained. Being enlightened. were being educated. That is the general guidance people have when they are on the social channels.

>> As you see, that is where they spend the majority of their time. I think at this point must be will probably have a lot of their SEM strategy built. And I am here to

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talk of that though strategies to translate necessarily into social. It has a completely different user intent.

>> One of the things we talk about when we talk about socially -- it is social bookmarking. It is the moment after you have experienced good content and you share it. You are assuming you have taken all the steps to get them when they're and now you are enabling them to spread it out. You can think of social bookmarking as a news feed in Facebook. A stream of your likes and StumbleUpon. what is interesting is a moment before you actually see the contents.

>> The social discovery. Where you have a moment for you have found something that is really awesome and personalized and catered to who you are based on what you are interested in. Or the friends you have. It is not only of discovery. -- Moment of discovery. If you paint a picture of what the difference is between discovery and a little more pointed view.

>> As much as I love the way the search works. It is not exactly the moment of excitement. I don't know I have ever heard anyone say, that is the best search I have ever had in my life. Then, there is the same context of serendipity. He did not know what you are looking for but you found a video of the maybe panda sneezing. Or my personal favorite. The folks at NASA put together this interactive if you of -- view of all of the space suits that have ever been used to send anyone in space. I never would have looked for it. It was the moment of serendipity. When you break out and if you think of this as two ends of the equation. One is content-based and one is discovery based. The services that we used to discover these things.

>> You can serve both purposes. When I go to Facebook or Twitter, I know who my friends are that are sharing content. I have some knowledge what I will find. What is different with StumbleUpon, is pure purpose. It is for that moment of serendipity to discover content that you then talk about and share.

>> At the very core. It is the way to find relevant videos, photos, articles etc. That evokes the emotion of, that was cool or I never would have thought to do that or it is something I want to do more of. It is not a feed it is a single button you press to discover more of those things. On the average people who use StumbleUpon. We are up to 20 million users. 85% are in the US. They press the StumbleUpon button . I am going to give you insight into my interest.

>> You are learning a little about what I am interested in. When I log into StumbleUpon, I see exactly what it is that I am interested in finding. This feels like a perfect category. I am a very patriotic American citizen. He became an American citizen 10 years ago. I like to stumble through the content of the USA. what you find through the experience, go through and find content that has been syndicated about the US. we see things about the US.

>> We try to be as nonpartisan as possible with recommendations. But you go through and continue to discover this kind of contents. Say that you find and interview from Bill Clinton. The reason we see this is because -- looking to the content -- it may be relevant to what is going on today. Similar to -- I don't know if you out there are used to using Pandora. Think of what you are doing as sort of rating a website you like, similar to Pandora.

>> Now, StumbleUpon can know that this is something I am interested in.. It will continue to find things about the USA. You can get a sense of what people do. They do it about 300 times per month. The show will talk about guiding the experience through a channel which is a pointed way to discover the content that either your agency is creating or if you have a brand within one of these that you are looking to build. You can set up these channels.

>> It is a distribution mechanism for people who are interested. You can follow. Then stumble through the content that USA.gov has put there. what happens as you stumble through these, it is showing the things that have been uploaded from USA.gov. That align with my interests. Travel happens to be my interest you space exploration is another. I may potentially -- wow. That is scary. This is another of my interest. I 100% did not plan this. I genuinely just got a stumble about hiring for astronauts. This webinar does not work out, maybe I will apply. That is the general sense. That is what our users come to and the opportunity to work with.

>> In terms of the general vision that we are looking to build. We are trying to build the ecosystem of recommendation. Finding the right content for our 20 million users. Regardless of what platform they are on. 25% of our traffic comes from mobile applications. Android, iPhone, iPad. Based on the mood they are in and the location. How can we combine all of these things that deliver the perfect content. Getting the

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content into our index is part of why we like to work with partners such as -- to make sure the content we are serving to our users is the best content available to them. One important thing to note. We don't actually crawl the Internet. We are not a search engine. We only have, the content that our users submit or content submitted to us for the channel.

>> It plays into the world of, it is not searched. It is about discovery and finding time -- content that is inspirational. I am writing the article about hiring for an Astro not make me think I never would have thought that I would want to be an astronaut. As I think about it or, that is pretty cool. When I was a kid I wanted to be an astronaut. It is cool that they are still hiring.

>> It is really relevant to me and curated by people I trust. By following USA.gov, and indicating that I want to see contents coming from this source. I don't necessarily know what to search for it. That when I find it, it is cool. To paint the picture. I've consensually painted what StumbleUpon looks like. Within the US alone, looking at the last six months of 2011.

>> It is a two horse race to see who refersthe most amount of traffic. StumbleUpon is taking upon 50% of all referral traffic in the US for social media sites. Even more than Facebook. It is still referring more of. About 1.2 billion stumbles each month. The reason is higher even though 20 million users versus 845 million users on Facebook. The concept of Facebook is, when the user is there a want to stay there. They want to engage in the conversations there. The pure reason why people turn to stumble upon is because they want to find content. They don't want to stay on StumbleUpon.

>> which is why we like to work with partners. Our success is based off of the type of content we can get into our system. There is three areas to focus on. When it comes to these areas of discovery. The first is thinking, how do I need when colleagues -- how do I engage my ex -- audience. To keep people to stay on my site longer give you content and get things recommended. That make them feel it is not for the East common denominator. -- Least common denominator. It is finding things about travel I am interested in or space exploration. If there happens to be something -- nothing against the Department of Agriculture. But they don't tend to be one of my interests. I don't see that. I don't have a high fidelity experience. How can we further engage the user in this world of discovery?

>> The second part is seeking contents. Anytime you create content, you want people to see it. In order -- as I mentioned, in order for contentto be seen in StumbleUpon it needs to be submitted. What are the different ways that youcan see your content? It doesn't only apply to StumbleUpon. The only way something can be shared through Facebook or Twitter or global plus. Someone has to share it. It works across the board in terms of a strategy that you need to deploy when you think about social media. It is not [Indiscernible Name]. Growing your audience.

>> How do you find people that are interested in the types of content you are doing if you or the State Department. And you want to talk about and you want to get more -- if you want to get more content about traveling abroad. How do you find more people that are interested in traveling that are doing international travel. How do you get them to find the information? These other three strategies we are touching upon for the next 20 minutes or so.

>> The first key to unlocking social media and social referrals. Empower your content. It means, making sharing your content very easy. You may have had strategies to make sure you have the key words on the screen. Or through meta-tags. That doesn't matter for social media. What matters is how do you think it -- you need to take your site from point A to point A. -- Point B. How do you make it easy to share that content.

>> When I first started putting together this webinar. One of the things I thought to myself was, clearly, everyone has to have this figured out. You should put or make it easy to install a like button or stumble button onto your page. There was a study done in last summer. That's how many of these have -- how many of these sites across the Internet have social links. If you take 20 sites across the Internet. Only 11 of them have any form of social media in them. It is really crazy. If you think about it. This massive distribution network is about 2 billion clicks each month. In the US alone. To find content through close -- social media. Only 11 out of every 20 sites in the Internet have a social button plug-in. The first thing I am going to suggest for everyone is to make sure you add these social buttons. It is really easy. The results come through.

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>> We have a product for this called StumbleUpon badges. Think of it as your tweet or like buttons. There are six different sizes. On average, what we have seen. An increase in traffic between 20 and 25%. The reason for this, it is seating -- seating content. We are not going to put every single site. We want to know it is out there. By placing this on here, you can tap into the 50% of social referrals that are happening each month.

>> You want your major content discoverable. It is not just about having the badge. It is about thinking about how we can expand our partnership the we have already with USA.gov. To build the channel. The official idea of what a channel is. The way that you directly engage our audience with your content. It is how you build your brand presence.

>> Think of the channel as the easiest thing you can do without and IT department. You give us an RSS feed or Twitter feed or a Facebook fan page. We taken the links, filled out what your channel is and what it looks like. It is almost a set and forget it model. When we were chatting yesterday, we were laughing because Michelle mentioned it was a while since she last logged in. We wanted to be, the way or as you create content. You bring it into StumbleUpon. The with the channel looks like. You set up your visual presence. You give it a description. We also get a shortened to send out. To ensure people that are -- it is a way to integrate your content.

>> That is not to say that every piece of content is going to be a winner and takeoff virally. SBC. The natural Institute of mental health had something that they've submitted February 26. Not very long ago. It has already gotten 20,000 use by being a part of the channel. That is the opportunity you have by making your content easily discoverable. Make that content that you have empower to be within a social media.

>> Is fairly simple. It is less on the strategic side and foreign the simple things -- more on the simple things that help to tap into what the 2 billion clicks are.

>> Next I will talk about thinking more into the minds and -- mindset of serendipity and discovery and how does. Different from -- and how it is different from what people know. This is a page I visit every single day. ESPN.com. I go here because they know I want to find sports contents. You go here and I have not done the math but there are at least 50 different links on this page. That is really overwhelming. If I can't to the site and didn't know what I was looking for. It is -- when you think about what a homepages good for. Is good for this guy. He knows exactly what he wants. But I sitting here since I want sports news. Or I want to see what is new with NASA today and all of the things they are updating.

>> when you look at how this breaks out. Less than 1% of the 1.2 billion referrals we do every month tried to a home page. People want to be driven specifically to contents. They are turning to social media to do the navigation for them. You have to think of this. Saying I don't know what I want but I want someone to help me find it. The general strategy we recommend when thinking of social media. It means to not try people to your homepage. It is only going to inundate the person using the social service.

>> Just be turned off and think, I don't really know what to do here because I don't -- did not know I was looking for that. People want the work to be done for them. They rely on their algorithm to figure it out. This is AOL homepage. They came to us and said, we want to find ways to build in more active readers of the content they're producing. The first thing we told them, stop driving them to this page. If they are using our service. Try them to things that have and Evergreen twist to them. The 17 things you might not have known about the lion King. What we did by driving to those content pages, we were able to grow a new audience for AOL by focusing on those pages. They wanted to growth new readership and they wanted to go the amount of time we are spending. When they visited the contents. They wanted to get a better overall experience. They partnered with us to use what is our discovery platform. To find multiple properties they have across AOL. Targeting, if you look at the lion King example. Targeting people who look at movies for their travel pages or interested in travel. By properly targeting people based on their interest categories they were able to them to come back three months later. 33% repeat business. Two other external traffic. Also they found the amount of time it takes people were spending because they were properly targeted.

>> Is about 1.7 times that of any other referral. They properly targeting people they wanted to discover content, you can get them to engage with you want. -- More. Another way to do that is badges by targeting but implementing easy social

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navigation. There is a product called stumble through. It enables you to launch the StumbleUpon navigation process. From your site. This is what works wonders in terms of driving up pages by installing this button on your site. If someone clicks on this, the toolbar shows up. As the users click stumble they go through only sites within that domain. If you are on mass the end you press the stumble through button people will stumble through only NASA content. It only shows the things that really make it resonate with people. You are driving up the engagement and getting people on your site excited about your content.

>> The third one. The last one was a hybrid of strategies of StumbleUpon. Thinking about driving directly to content and not trying to pull pages. The last -- portal pages. The last thing holds true across all social media. It is the constant of inviting them to coffee first. Before you ask them for your business.

>> If there is a direct metrics you want. Use the -- ease the user into it. They don't know they want your content. If you are looking to do a lead within or have some form of a transaction. Or any user submission. Want to properly contextualize.

>> The way I can. This. You would not necessarily want to have a business meeting and the first thing you do is, I want all of your personal information. I'm -- on the search, you would do that with a page that looks like this. I will give an example of a landing page I use for paid discovery which focuses on online marketing platforms. They come here and see StumbleUpon is a way to do it. This actually works for direct response but it doesn't work for social. People want to share content. And not landing pages. People want the experience of, this is like I want to talk about with someone else. That is what is going to inspire me to share it. I don't necessarily want to submit what might e-mail address is. For example. Examples of sites that do this. I don't know if you have seen this. I am not going to go into detail. It created a museum that stays -- is based completely off of your life. Based on everything you have on Facebook. It is amazing and visually appealing. It is highly personal information and a personalized is a story for you. I understand that not everything is going to be exciting. It is not going to -- we're not all going to make a most amazing, polished production value contents. Having texts can find proper context when working with social. Is about presenting it well. I have an example of something and telling it. -- Intel did. They actually wrote a lot of text about a product they were doing. Looking to inspire people to create more. To spur artistic ideas.

>> They figured, a lot of text to show but we want to capture people. They need great socially optimized pages. Dissecting the content. Looking here. The first thing that captures someone. It is the actual rich information. Making sure whatever your building or presenting. Don't forget that could contents. The interesting content that is informative. Things have only people want to read. It is the most important thing. It is easy to forget about that you have a strategy. When thinking about how to get people to read. The best way is to have a good article. Could contents. That said, you also want the concept of a shiny object.

>> When you are scrambling for the seven hours a month using StumbleUpon. We don't know exactly what you want. Having an attention grabbing visual at the top of the screen. NASA does a very good job of this. If you look at their article pages. They show pictures of like a nebula. There was a photo that captured the attention of the person that was discovery the contents.

>> What it does is enable you to get the rich information developed. I don't know this applies very much to this audience. If you have a blog on the side or something else that you work on. Having ads above the fold is a great way to turn people away from doing your content. Because people instantly have the feeling of -- I'm just being sold to. They will think there is not much valuable contents. That is why having the focus be around for contents. -- Your content. As we think about building this out. We have to remember all that works for search doesn't always work for social. I cannot say this enough. Search and social are very different worlds. When you think about your social media strategies. I will dissect every reason why I would not want to use this for any form of social media marketing.

>> Avoid quick call to action. This is for you to submit your information. It works great for search but it does horrible for social. They know they are getting sold to and they don't want to be

>> Also people take attention grabbing visuals to heart and they think that this is something that I want to put in. So they take clipart or distracting text. People may use these to grab your attention. It doesn't work, people see through it. They

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use -- the reason I use this. When you have spare time today. Make sure you have headphones on. It goes to chicken on a raft.com. It is one of the most original websites. It is a picture of this guy with a song in the background. It tells you how long you have been watching it. It is so out there and original. It is a page that has been stumbled over 400,000 times because it is so original. Because it is so different and unique. It is interesting. That is why it's important to think. Whatever it is I am building or whatever social media strategy I am employing. The forget the number one rule, build original content.

>> Some of these examples. I mentioned paid discovery. I know budgets are often very low if not nonexistent. To give you a ask and -- to give you an idea. I would like to offer everyone on the call today \$50 in credit. which should give you 500 visitors to your site. The way you can we demand, send an e-mail to advertisers at to advertisers@Tran01.com. Mentioned -- advertisers that stumble upon.com. That applies to the people with job code e-mail addresses. That is the extent to which I had. Our overall alias is shown here. If you want the overview of any of the projects -- products you can go to the audience tools that stumble upon.com. The style -- that is all I have today. We have the second part of the presentation before we go to question and answer. We have Michelle Chronister . I will turn it over to her now.

>> Thank you. I love that you happened to StumbleUpon our now hiring astronauts. That is one of the reasons we are using it. We know we have interesting content and we have really good government content that people may want to find and they may not have known you were looking. Also talk about the ways we are using StumbleUpon at USA.gov. You can see one of the pages on our site about changing your address when you move. And the different places you should change your address depending on the kind of government benefits you use. If you hover the share link we have StumbleUpon listed as one of our options. Visitors who visit our site can see the content on StumbleUpon directly. We also use the channel tool which is still in beta. I will talk or about that also.

>> We started using the channel feature in December. It is only a few months old. If they mentioned, it doesn't take a lot of work on our part. I noticed something was different with the admin interface. Because I don't have to blog in a while. It is very easy to use and we think it is driving traffic to other government websites. Since USA.gov is the official web go. We are driving traffic to a other government agencies. We have not seen a huge directive of traffic for StumbleUpon for us but we hope other agencies see a from the content of European for them. One of my colleagues and they sought if he -- willing to start using the channel tool but we knew we needed a federally friendly TOS agreement. This is available through apps.gov. It's available publicly. You can have your legal team review it.

>> I know other people have questions about federally friendly terms of service. There is a short URL for channels. When you go there, this is what you see. If you are logged into StumbleUpon. Notice that we have 201 webpages in StumbleUpon. We have 500 followers. Those followers have been slowly building since December. They have not done a lot to promote that. We put a notice out on Facebook and Twitter to say we are on StumbleUpon. We have not done a huge marketing campaign. It's interesting to see that in the short few months. If that's -- it has grown chromatically -- organically.

>> We currently take the content we put into Facebook and put it directly into StumbleUpon. The strategy. We put out relevant timely and interesting content everyday on Facebook and Twitter and at least twice per day. The content that humans are ready. We are picking Tristan things that are relevant to humans lives. That information about free tax return preparation. If you qualify for it, these other resources available. Without information about ROTC programs. On Facebook and Twitter, people are getting the content one is relevant. We also know people might want the information other times. People don't always know they want the information. They may just be interested in a topic or in the USA or US government. By taking the content that we already have people spending time to write and putting it into StumbleUpon. We can also send more traffic to those pages and help make government information more discoverable.

>> Since Jack already showed what is to stumble through our channel. I will show what it is to manage our channel. When you log into the admin interface. You see this simple page. Showing you the same number of webpages and followers. Number of posts. To change your content click edit settings. You can easily change your name

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for the description that appears when people visit your site.

>> Then, choose how you populate. This is the easy part why I don't want get a lot. We automatically have it set up to take the RSS feed from our Facebook page and any link put in a Facebook update, pulls that information in automatically and add it to our channel. I don't have to come in and add them, it does it automatically. You can also start a fan mail. If you are putting in a lot of for the good timely content that is not relevant ask your at this time or later this month. You can choose to have your content expire and set the number of days it should expire. Most of the content might be relevant to a specific observance or time period. We currently don't have our content sent to expire. -- Set to expire.

>> If you want to add a webpage manually. For instance if there was content I wanted to put in the StumbleUpon channel but we were not going to put it on Facebook . I can add manually through the admin side. I can edit content or delete it. Say something was added and for some reason we did not want their longer or it was no longer worth it.

>> -- Relevant.

>> Under resources, this is where you set up a short link to share your channel. Or you can get badges. We are not using the badges. We're just using the general chair but in. So people can share. Also if you go back to the challenge and the number of followers. You can get a sense of who was following and how many favorites they have on StumbleUpon. You can also see under the recent activity, how many views something has. This is -- something has. Assist and aggregate number. Only shows up once. The number of these is added to the number generated by our page. This has 20,000 views on eating disorders. I'm not sure how many we generated and how many were already in StumbleUpon. Because it is a beta product, some of the mentor -- metrics are not available.

>> Even without the metrics, there is still value people can find information serendipitously. There is still value because it doesn't take a lot of time to manage. It is pretty automatic. It can't hurt anyway. I would be happy to take questions about how we are currently using StumbleUpon at usa.gov or anything else has really -- that is related.

>> Thank you. We will not take this time to answer questions. While we are waiting to see if anyone wants to interact, I will read a few that came in the chat. What is the difference between having a StumbleUpon site and a Google page that updates. Is there a difference?

>> Yes. For StumbleUpon, the only page on StumbleUpon that you would be creating is the channel that the shell came through. -- Michelle ran through. Everything else is your content. You don't need to worry about comments or in. He just be to provide a URL of the content you created. Then it's using the same strategy you have for generating likes on your Facebook page. As people probably do they start to see your content. There is -- with the exception of the upfront data. It will be leaving the database in the next two or three weeks.

>> That is one of the only thing. The rest is taking the strategy of what to include. Getting the bad on the site.

>> [Indiscernible - poor audio]

>> Is there an online guide on installing or using this tool? Is there a way to walk through a checklist of using this and installing the

>> Yes. You can find it on stumble upon.com at audience tools. That is also going through a redesign. Within the next month you can expect it to be more visually friendly.

>> Check, you were fading in and out.

>> We have stumble upon.com/audience tools. That is an overview of the partnership products available. It is going to be going through redesign in the next month.

>> What happens when you update a site and change location of the deeper content you are driving people to.

>> We currently don't process URL changes. When you -- if you have something that has been indexed by StumbleUpon and now there is a new URL. You need to treat it as it is a new page within StumbleUpon.

>> What agencies are you aware of that you StumbleUpon and how are they using them?

>> As far as I am aware, usa.gov is the first federal agency . Before that there was no federal friendly agency. They may not have had a good terms of service in place. I'm sure others have used different parts of StumbleUpon. Hopefully from us negotiated other agencies can take a vintage of the channels.

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>> That is correct.

>> Okay. The next question. Is it better for us to post to usa.gov or to have our own channels? Do too many channels dilute the presence?

>> I would say, that is a more strategic question. In terms of how you are set up. I would answer, the same way you would think of, would I rather generate my own Twitter following or team up with another agency to get the most bang for my buck. That is more of a marketing organizational question. We can handle as many channels as they can once we open up within the next few weeks. It gets to what the backs Marcie -- what the best for these planets.

>> If your agency has content you think would be good for usa.gov. To promote Facebook for Twitter. That is no. Currently all of the content in our channel is powered by our Facebook presence.

>> Why aren't you using the StumbleUpon batch?

>> Because currently on our site, we are not using any badges for specific presence. We don't have a Facebook like that in. -- Button. We chose to consolidate those under share. We may move in that direction in the future. It is not something we have planned to you. We are about three minutes out. We will take one more question.

>> Do you have demographics for the users of StumbleUpon ?

>> Yes. The geographic distribution is up 85%. Among those, the age breakout is about 75% 18 to 34. The male, female breakout is about 50, 50. 53% male, 43% female.

>> One more question. Are there any costs to StumbleUpon ? Can StumbleUpon, can they be used at no cost?

>> The only thing that has costs associated is paid discovery. The best way to answer, [Indiscernible - poor audio]. Those are all free products.

>> Thank you. I would like to take the time to thank Jack and Michelle for a wonderful webinar. If everyone will look in the chat box you will see the survey. We appreciate if you can take the time to give feedback. Also we would like to visit the University scheduled classes so that you can see what webinars and courses are coming up. We have a video on March 8. We will have a usability and best practices webinar. If interested e-mail office -- us. Thank you and have a great day.

>> [Event concluded]