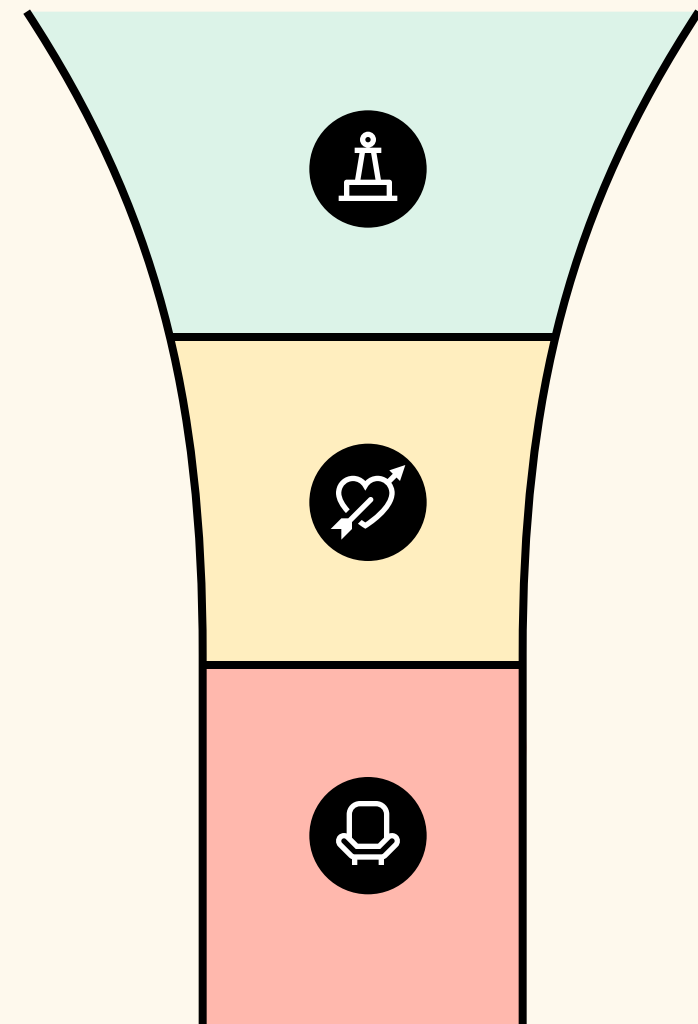


Enabling Advocacy program success:

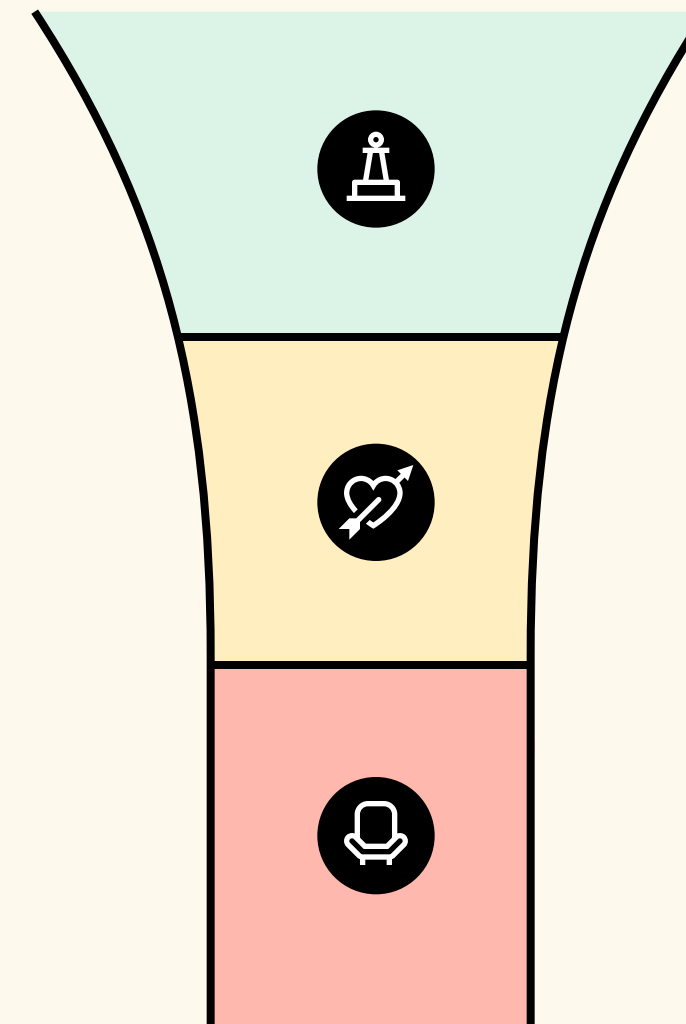
SIEMENS



- Attract**
1 million impressions on social
- Source & engage**
x24 more reshares than brand content
x12 more trusted than brand content
- Delight & retain**
97.8% advocate staff retention
2 advocates joined exec team - 1 woman
98% advocates recommend the program

1 year | 348k+ employees

CSL



- Attract**
0.5 million organic reach
x4 higher reach than industry average
- Source & engage**
x12 target talent pools including tech, R&D, Data
- Delight & retain**
9.9/10 feedback on topics and questions
9.7/10 feedback on content quality
95% response rate from ambassadors

1 year | 25k+ employees



470+

hard-to-hire applicants
from unaware segments



137%

increase in follower
pipeline on LinkedIn



mable

48.5%

Career site
growth

