

Marketing Campaign Proof of Performance Requirements

Below are requirements of acceptable submissions for proof of performance of a marketing campaign. The following are required as proof of campaign for each section. If your campaign was MDF eligible, **third party receipts must be included for reimbursement.**

Webinars

- Copy of archived webinar
- Promotional emails
- Social media posts for webinar
- Registration page for webinar
- Lead list (split by attended/ not attended)

****These events are only MDF-eligible under pre-approved and special circumstances as there should typically be no cost***

Social Media Campaign

- Posts from social media accounts
- Analytics from the social platform on the posts
- **Third party receipt from social platform (if approved MDF activity)**

Email Campaigns

- Copy of emails sent out
- View of drip campaign (if applicable)
- Open/ click rates
- Landing pages

****These activities are only MDF-eligible under pre-approved and special circumstances as there should typically be no cost***

Onsite Events

- Picture of event showing CloudBees branding
- Registration + attendee list
- Email or social promotions for the event
- **Third party itemized receipt from venue or catering company (if approved MDF activity)**

Co-Branded Giveaways

- Picture of physical (not digital) giveaway showing CloudBees branding
- **Third party itemized receipt from distributor/manufacturer or the items (if approved MDF activity)**