

High Performance Computing

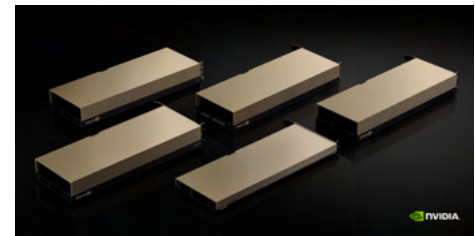
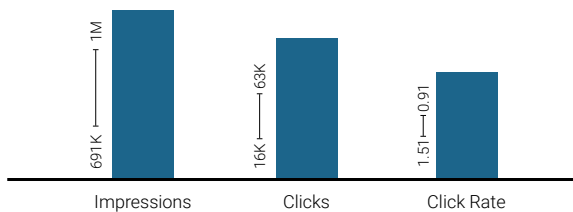


1. PNY will provide Authorized Partner with a zip file of all the assets required to create the High Performance Computing landing page.
2. Once the High Performance Computing landing page is approved by PNY, the Partner will be added into the Google rotation for 30 days*.
3. Google Ads will link directly to partner's approved High Performance Computing landing page.
4. PNY will be responsible for creating the artwork, submitting the creative and paying for the Google advertisements.
5. Partner will provide PNY with the approved landing page URL and their logo.

Analytics

Google Ads

Metrics vary across campaigns, but previous PNY google ads have received results in the following range:



High Performance Computing



High performance computing (HPC) is essential to fueling scientific advancement.



Sample Google Display Ad

Reporting - PNY will provide the metrics to the participating partners a week after the campaign has been completed.

High Performance Computing Whitepaper

PNY works with Authorized Partner to write a targeted white paper.

- PNY creates the whitepaper and promotes it on social and links to Partner's campaign page which has been approved by PNY.
- Where possible a lead form will be created to capture leads from downloaded whitepaper.
- If the lead form resides on a Partner's website they will provide a monthly report of leads received.

High Performance Computing Use Case/Video Initiative

PNY works with Authorized Partner to create a use case (PDF or Video).

- PNY helps create the use case and promotes it on their social platforms.
- Partner creates a use case page which is approved by PNY.
- PNY links social promotion to the approved use case page on partner site.
- PNY promotes on social and/or advertising platforms based on focus market.
- Where possible a lead form is created before downloading the use case.
- Partner provides a monthly log of leads received to PNY.

QUESTIONS?

Contact your **PNY Account Manager** or email GOPNY@PNY.COM