Solve Media: Aggregated Brand Performance

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Objective: Aggregate the Performance of 43 TYPE-IN™ Ads with comScore

Methodology

- Control versus test post-campaign surveys were collected across 43 brands

- Five types of survey questions analyzed: Brand Awareness, Message Association, Ad Recall, Brand Favorability and Intent (to take action)

- All vertical/tier-specific metrics aggregates results for three or more brands
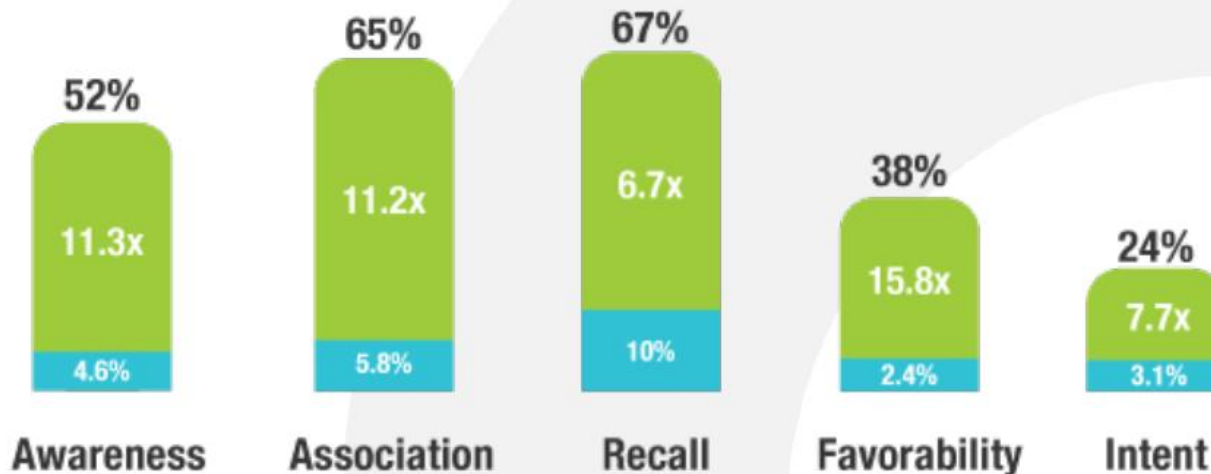
Descriptive Statistics

- Sample studies from Aug 2010 to Aug 2011
- 43 distinct brands
- Average campaign statistics
  - 670K Impressions
  - 150K Solves
  - 8,400 Clicks
  - 1.4% CTR
  - 49.2 Type Through Rate (TTR)
- Primary verticals: Travel (10), Entertainment (6), Auto (5), Finance (5), CPG (4)

Strong Brand Impact Measures Across the Board—with Particular Success in "Upper Funnel" Metrics

Solve Media Campaign Brand Lift
(Average of 43 brands from Aug. 2010 to Aug. 2011)

	Awareness	Association	Recall	Favorability	Intent
Solve Media Brand Lift	52%	65%	67%	38%	24%
multiplier	11.3x	11.2x	6.7x	15.8x	7.7x
Comscore Norms	4.6%	5.8%	10%	2.4%	3.1%

www.solvemedia.com | ■ Solve Media Brand Lift ■ Comscore Norms | Research conducted by Analytics DNA

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Unprecedented Lift on Key Brand Metrics

Awareness — 52%
4.6x 11.3x

Association — 65%

Recall — 67%
10x 6.7x

Favorability — 38%
2.4 15.8x

Intent — 24%
3.1 8x

comScore Norms   Solve Media Brand Lift
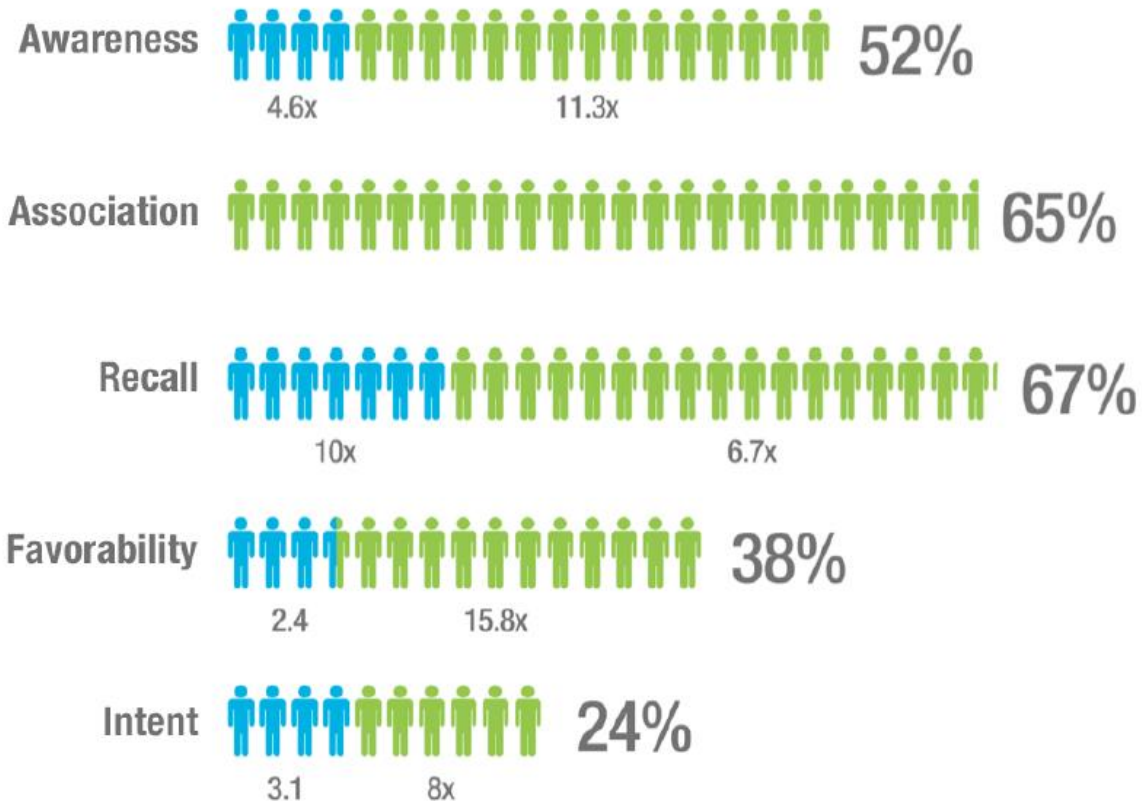
Results support that Solve Media is 28x more effective than other online advertising options

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Awareness Lift by Category

comScore Norms   Solve Media Brand Lift
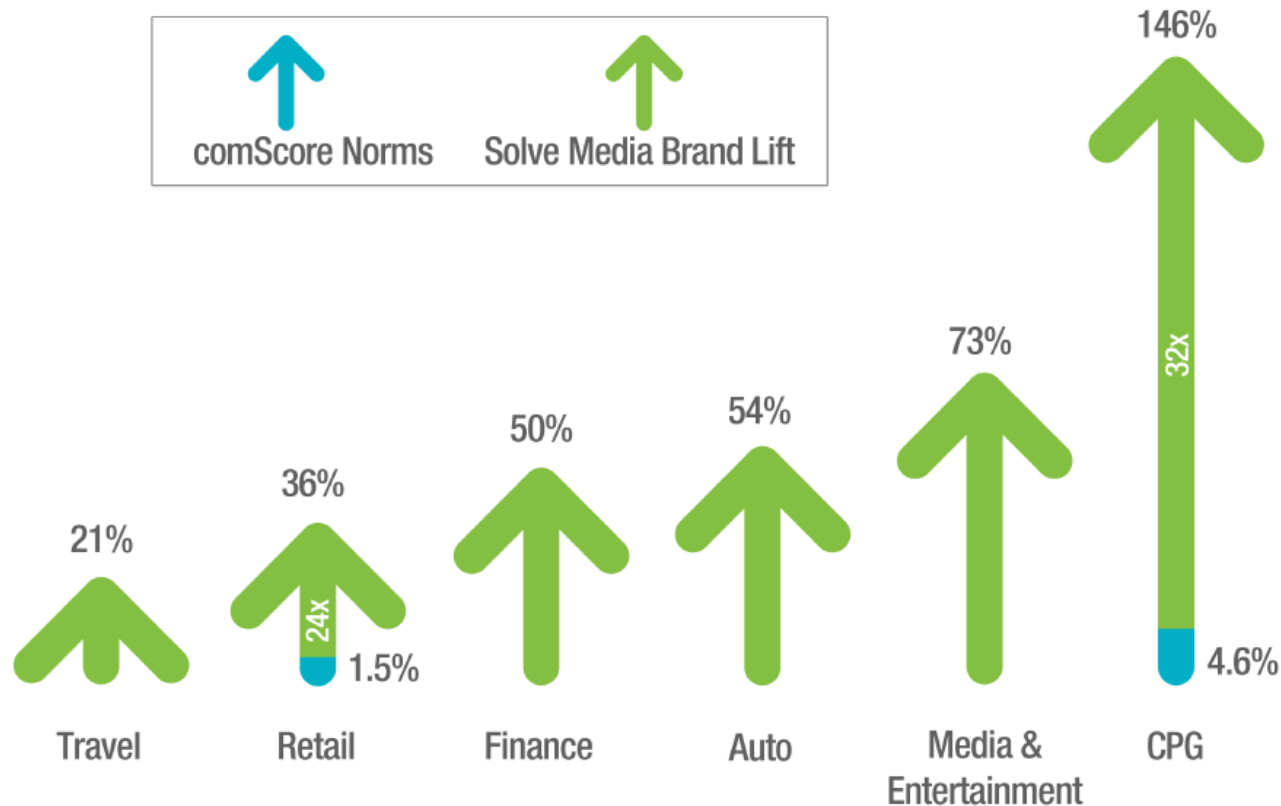
Significant variation by vertical—with CPG being a clear outperforming category

146%

73%

54%

50%

36%

21%

32x

24x

1.5%

4.6%

Travel

Retail

Finance

Auto

Media & Entertainment

CPG

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Definitions

- **Awareness**: Extent to which a brand is recognized by potential customers, and is correctly associated with a particular product

- **Association**: Extent to which a brand is correctly associated with a particular marketing concept or campaign

- **Recall**: Remembrance of specific ad campaigns that have been heard, seen or otherwise experienced.

- **Favorability**: The preference of specific brands or value perception in a particular category

- **Intent**: The intent to purchase from or participate with a particular brand

Additional Methodology

- If a brand had multiple questions in a category, the lift scores were averaged before combining with other brand/category results

- If a brand had multiple campaigns from different time periods, the lift scores were averaged for each question type before combining with other brand/category results

- One client was excluded from the results given its outlier association score of 544%

- Brand Tier designations are a proprietary ADNA categorization meant to differentiate Fortune 500-type brands from smaller and newer brands

- Movies, TV Shows, Non-Profits and Utilities were excluded from the Brand Tier Analysis

Thank You!