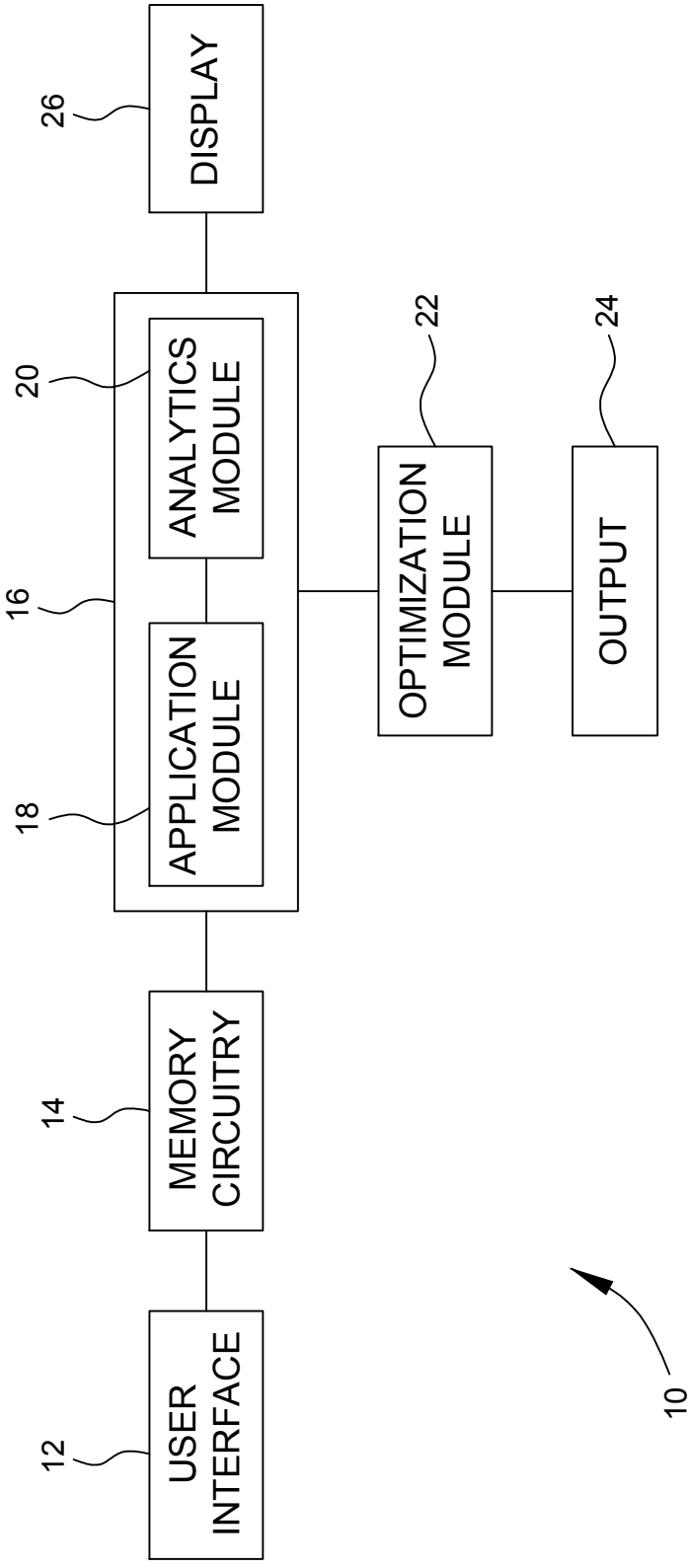

DISPLAY
26
ANALYTICS MODULE
20
APPLICATION MODULE
18
16
OPTIMIZATION MODULE
22
OUTPUT
24
MEMORY CIRCUITRY
14
USER INTERFACE
12
10

FIG. 1

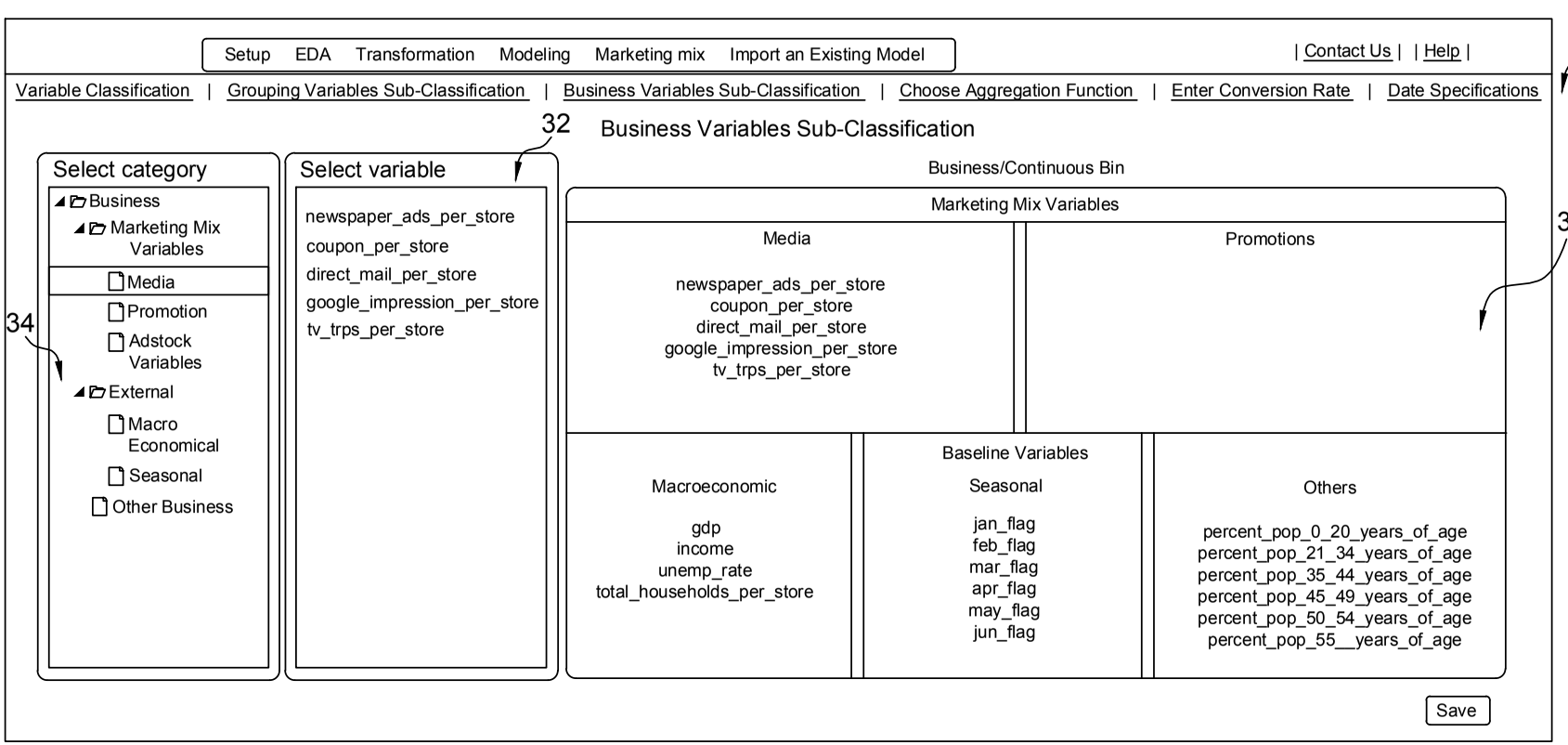

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Setup
EDA
Transformation
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Marketing mix
Import an Existing Model
| Contact Us | | Help |
Variable Classification | Grouping Variables Sub-Classification | Business Variables Sub-Classification | Choose Aggregation Function | Enter Conversion Rate | Date Specifications
32
Business Variables Sub-Classification
Select category
Business
Marketing Mix Variables
Media
Promotion
Adstock Variables
External
Macro Economical
Seasonal
Other Business
34
Select variable
newspaper_ads_per_store
coupon_per_store
direct_mail_per_store
google_impression_per_store
tv_trps_per_store
Business/Continuous Bin
Marketing Mix Variables
Media
newspaper_ads_per_store
coupon_per_store
direct_mail_per_store
google_impression_per_store
tv_trps_per_store
Promotions
36
Baseline Variables
Macroeconomic
gdp
income
unemp_rate
total_households_per_store
Seasonal
jan_flag
feb_flag
mar_flag
apr_flag
may_flag
jun_flag
Others
percent_pop_0_20_years_of_age
percent_pop_21_34_years_of_age
percent_pop_35_44_years_of_age
percent_pop_45_49_years_of_age
percent_pop_50_54_years_of_age
percent_pop_55__years_of_age
Save

FIG. 2

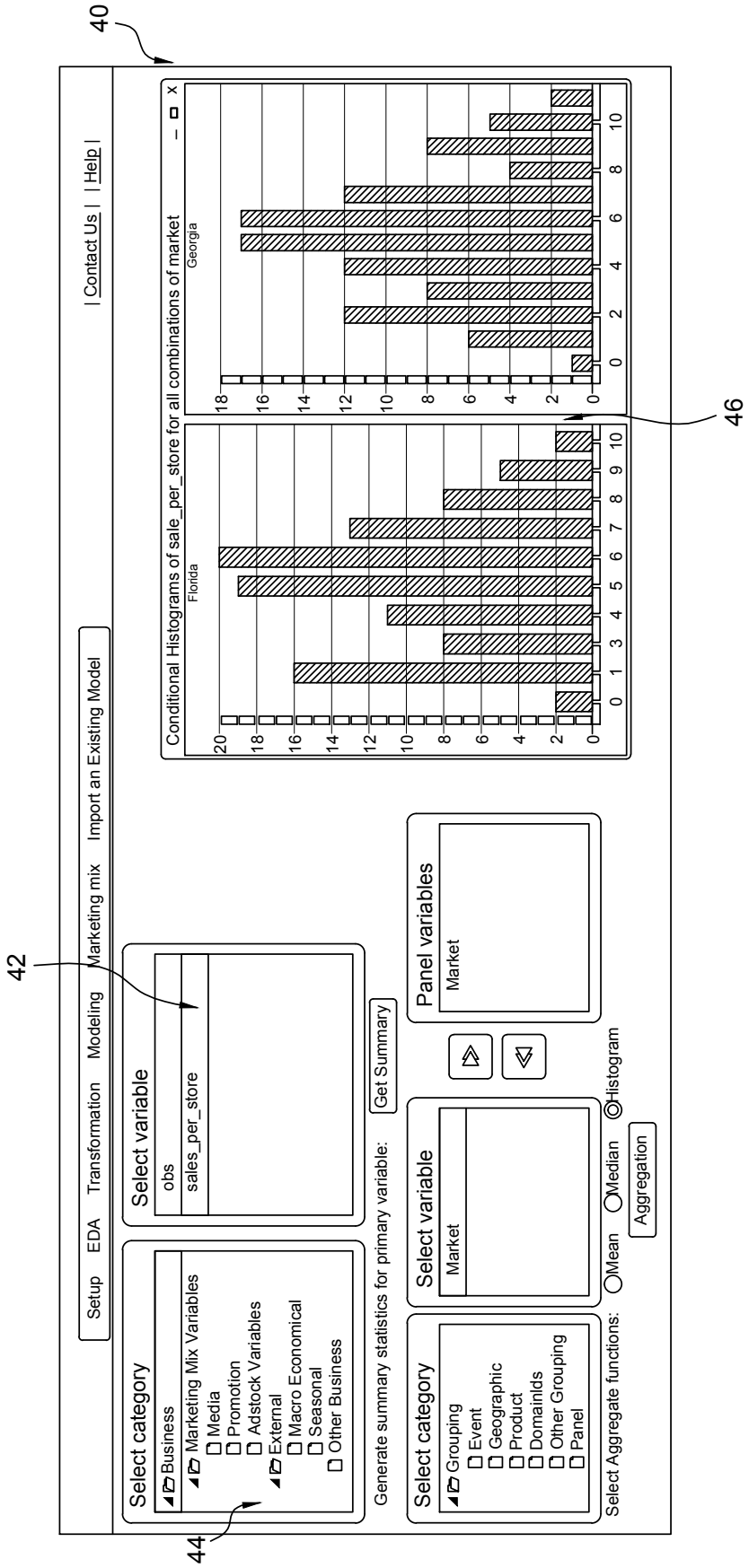

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42
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46
Setup
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| Contact Us | | Help |
Select category
Business
Marketing Mix Variables
Media
Promotion
Adstock Variables
External
Macro Economical
Seasonal
Other Business
Select variable
obs
sales_per_store
Generate summary statistics for primary variable:
Get Summary
Panel variables
Market
Select variable
Market
Select category
Grouping
Event
Geographic
Product
Domainlds
Other Grouping
Panel
Select Aggregate functions:
Mean
Median
Histogram
Aggregation
Conditional Histograms of sale_per_store for all combinations of market
Florida
Georgia

FIG. 3

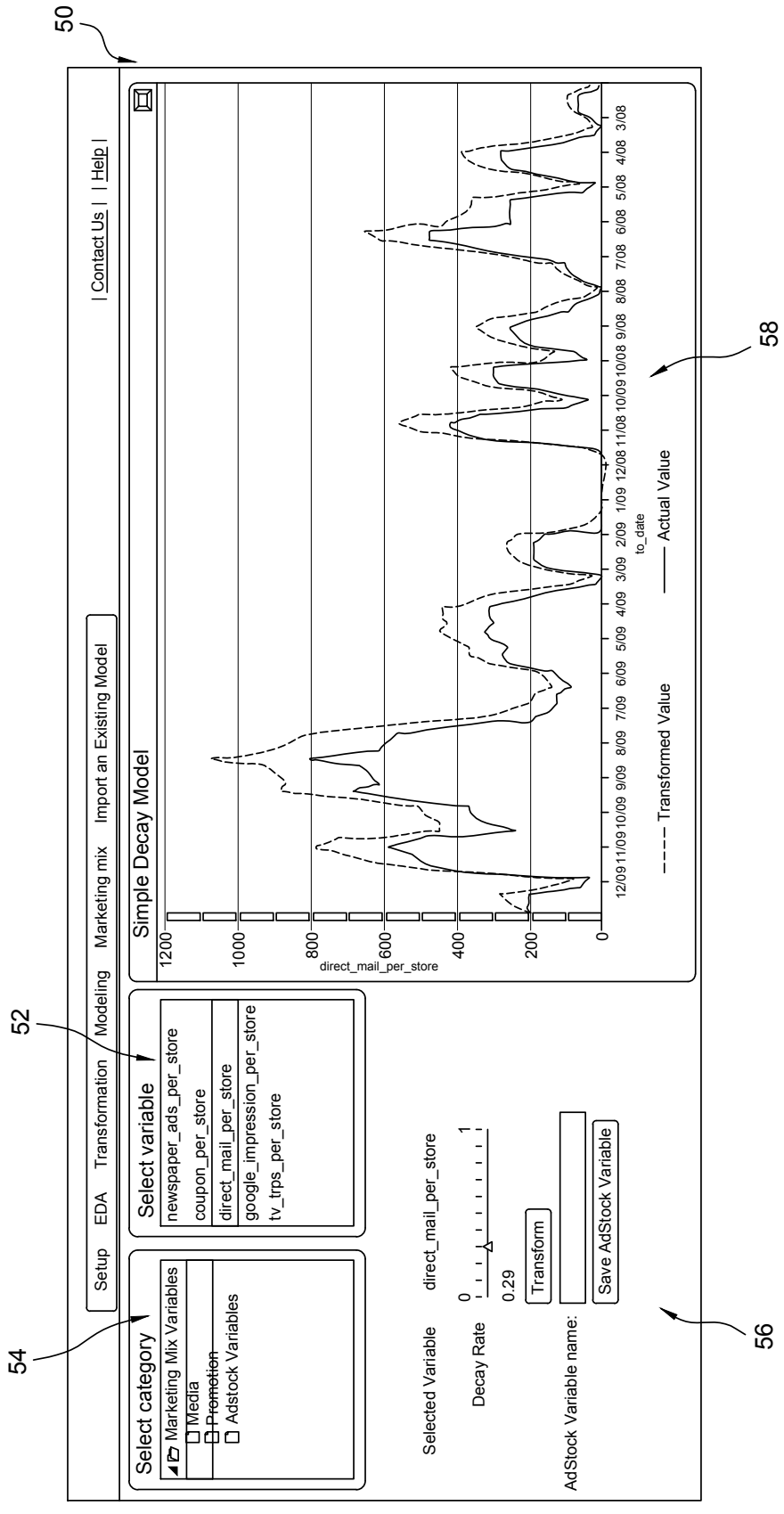

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52
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56
58
Setup
EDA
Transformation
Modeling
Marketing mix
Import an Existing Model
| Contact Us | | Help |
Select category
Marketing Mix Variables
Media
Promotion
Adstock Variables
Select variable
newspaper_ads_per_store
coupon_per_store
direct_mail_per_store
google_impression_per_store
tv_trps_per_store
Simple Decay Model
direct_mail_per_store
to_date
Transformed Value
Actual Value
Selected Variable
direct_mail_per_store
Decay Rate
0
1
0.29
Transform
AdStock Variable name:
Save AdStock Variable

FIG. 4

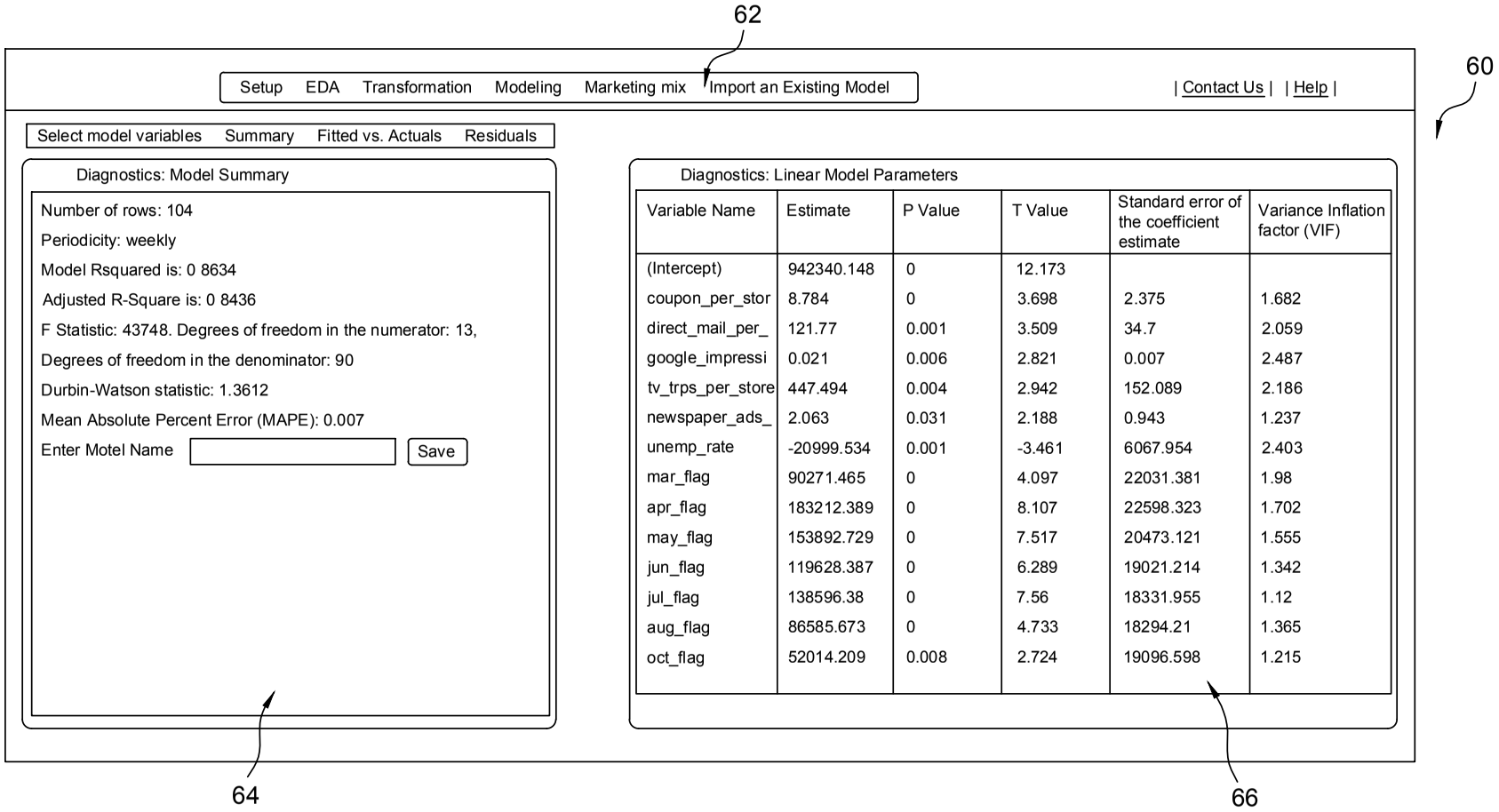

62
60
Setup EDA Transformation Modeling Marketing mix Import an Existing Model
| Contact Us | | Help |
Select model variables Summary Fitted vs. Actuals Residuals
Diagnostics: Model Summary
Number of rows: 104
Periodicity: weekly
Model Rsquared is: 0 8634
Adjusted R-Square is: 0 8436
F Statistic: 43748. Degrees of freedom in the numerator: 13,
Degrees of freedom in the denominator: 90
Durbin-Watson statistic: 1.3612
Mean Absolute Percent Error (MAPE): 0.007
Enter Motel Name
Save
64
Diagnostics: Linear Model Parameters
Variable Name | Estimate | P Value | T Value | Standard error of the coefficient estimate | Variance Inflation factor (VIF)
(Intercept) | 942340.148 | 0 | 12.173 | |
coupon_per_stor | 8.784 | 0 | 3.698 | 2.375 | 1.682
direct_mail_per_ | 121.77 | 0.001 | 3.509 | 34.7 | 2.059
google_impressi | 0.021 | 0.006 | 2.821 | 0.007 | 2.487
tv_trps_per_store | 447.494 | 0.004 | 2.942 | 152.089 | 2.186
newspaper_ads_ | 2.063 | 0.031 | 2.188 | 0.943 | 1.237
unemp_rate | -20999.534 | 0.001 | -3.461 | 6067.954 | 2.403
mar_flag | 90271.465 | 0 | 4.097 | 22031.381 | 1.98
apr_flag | 183212.389 | 0 | 8.107 | 22598.323 | 1.702
may_flag | 153892.729 | 0 | 7.517 | 20473.121 | 1.555
jun_flag | 119628.387 | 0 | 6.289 | 19021.214 | 1.342
jul_flag | 138596.38 | 0 | 7.56 | 18331.955 | 1.12
aug_flag | 86585.673 | 0 | 4.733 | 18294.21 | 1.365
oct_flag | 52014.209 | 0.008 | 2.724 | 19096.598 | 1.215
66

FIG. 5

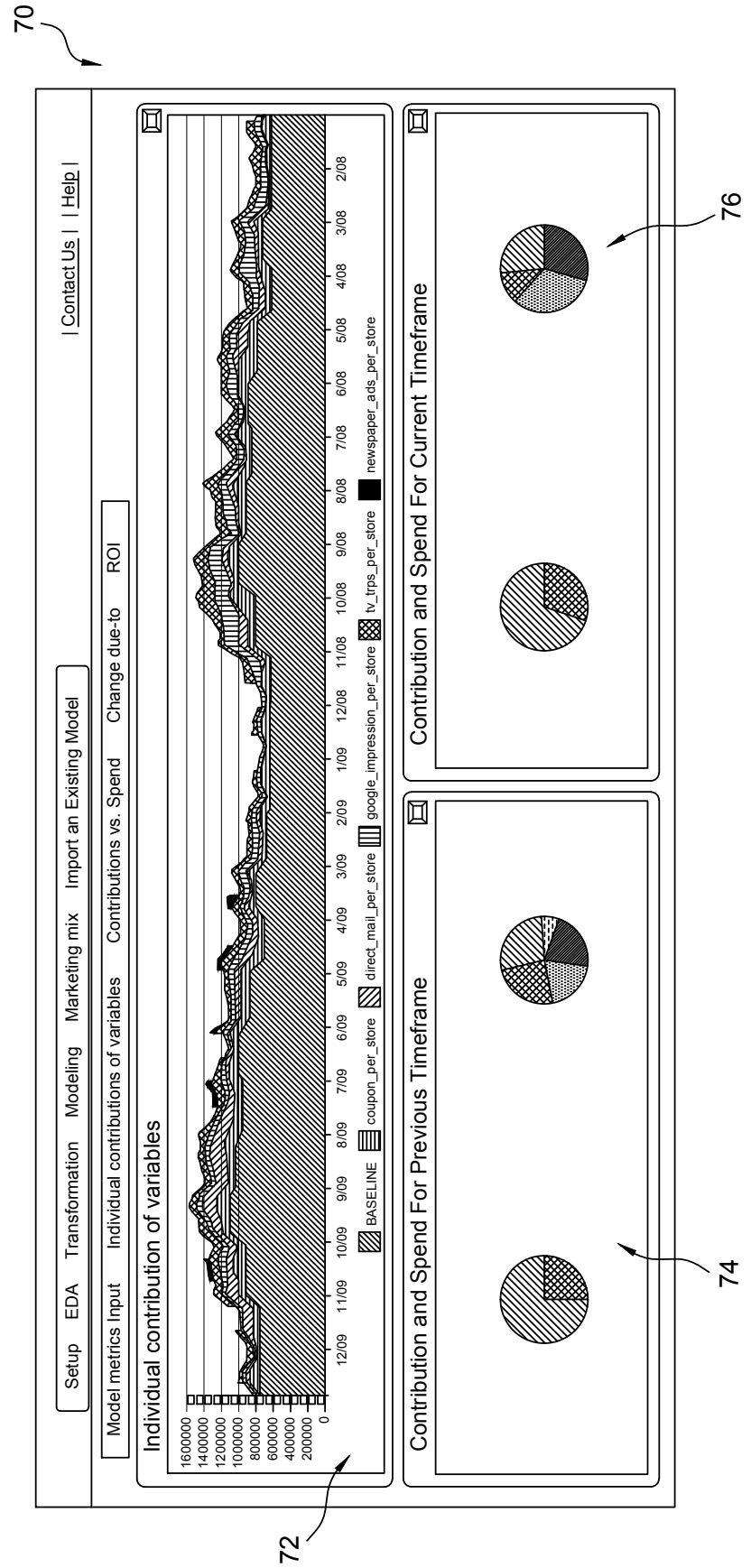

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Setup EDA Transformation Modeling Marketing mix Import an Existing Model
| Contact Us | | Help |
Model metrics Input Individual contributions of variables Contributions vs. Spend Change due-to ROI
Individual contribution of variables
1600000
1400000
1200000
1000000
800000
600000
400000
200000
0
12/09 11/09 10/09 9/09 8/09 7/09 6/09 5/09 4/09 3/09 2/09 1/09 12/08 11/08 10/08 9/08 8/08 7/08 6/08 5/08 4/08 3/08 2/08
BASELINE coupon_per_store direct_mail_per_store google_impression_per_store tv_trps_per_store newspaper_ads_per_store
72
Contribution and Spend For Previous Timeframe
74
Contribution and Spend For Current Timeframe
76

FIG. 6

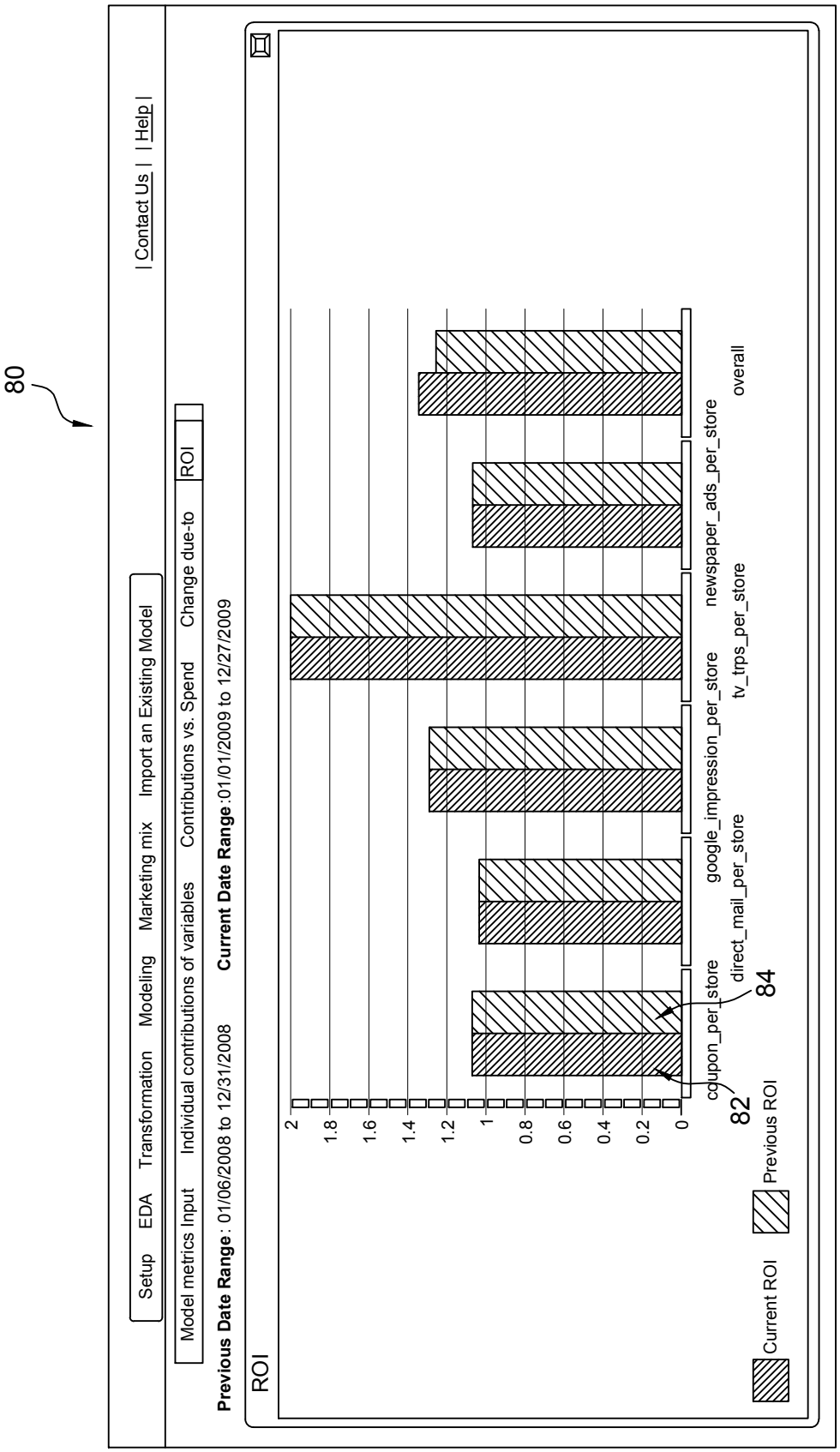

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Setup
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Import an Existing Model
| Contact Us | | Help |
Model metrics Input
Individual contributions of variables
Contributions vs. Spend
Change due-to
ROI
Previous Date Range: 01/06/2008 to 12/31/2008
Current Date Range:01/01/2009 to 12/27/2009
ROI
2
1.8
1.6
1.4
1.2
1
0.8
0.6
0.4
0.2
0
coupon_per_store
direct_mail_per_store
google_impression_per_store
tv_trps_per_store
newspaper_ads_per_store
overall
Current ROI
Previous ROI
82
84

FIG. 7

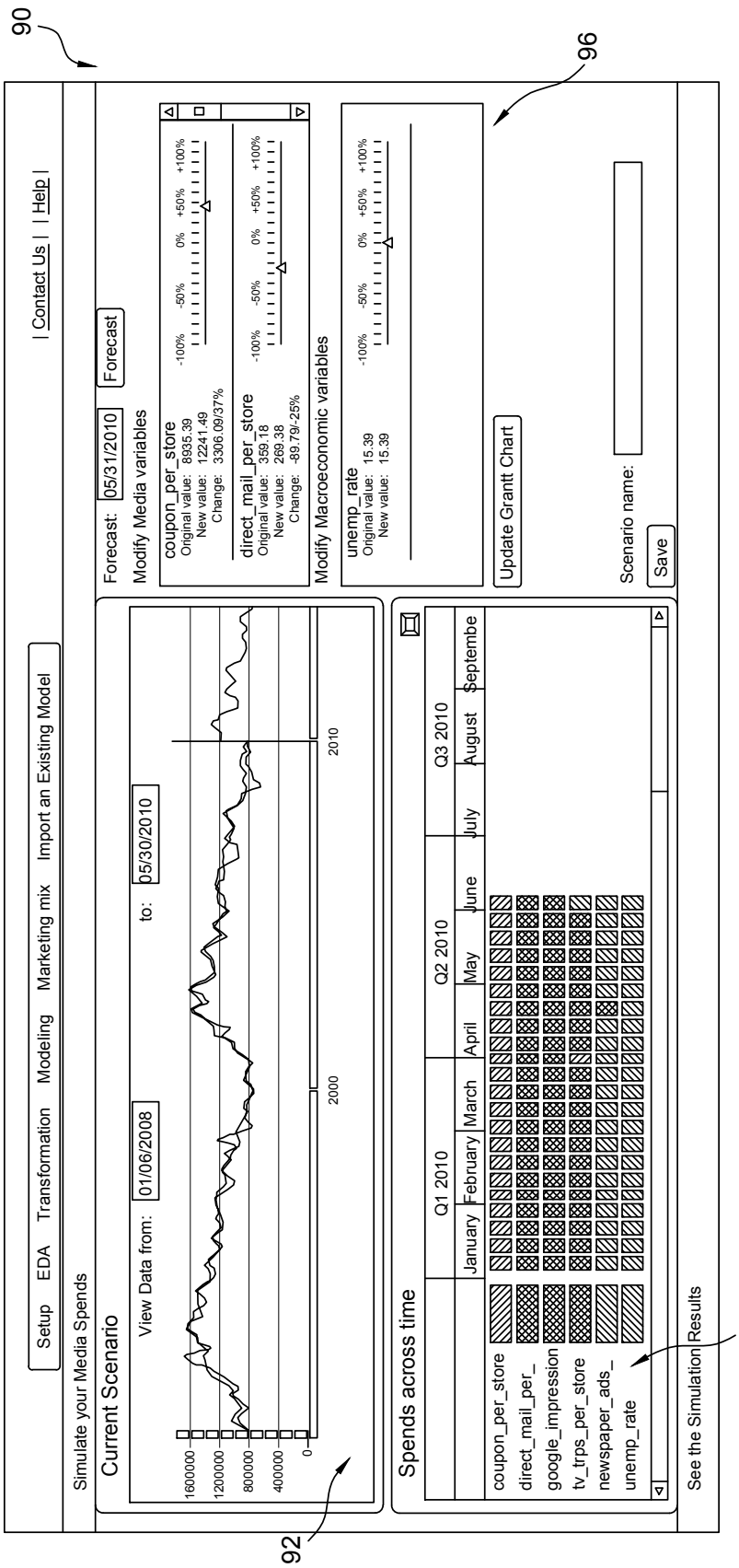

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Setup
EDA
Transformation
Modeling
Marketing mix
Import an Existing Model
| Contact Us | | Help |
Simulate your Media Spends
Current Scenario
View Data from: 01/06/2008
to: 05/30/2010
1600000
1200000
800000
400000
0
2000
2010
92
Forecast: 05/31/2010
Forecast
Modify Media variables
coupon_per_store
Original value: 8935.39
New value: 12241.49
Change: 3306.09/37%
direct_mail_per_store
Original value: 359.18
New value: 269.38
Change: -89.79/-25%
-100% -50% 0% +50% +100%
Modify Macroeconomic variables
unemp_rate
Original value: 15.39
New value: 15.39
96
Update Grantt Chart
Scenario name:
Save
Spends across time
Q1 2010
Q2 2010
Q3 2010
January
February
March
April
May
June
July
August
Septembe
coupon_per_store
direct_mail_per_
google_impression
tv_trps_per_store
newspaper_ads_
unemp_rate
94
See the Simulation Results

FIG. 8

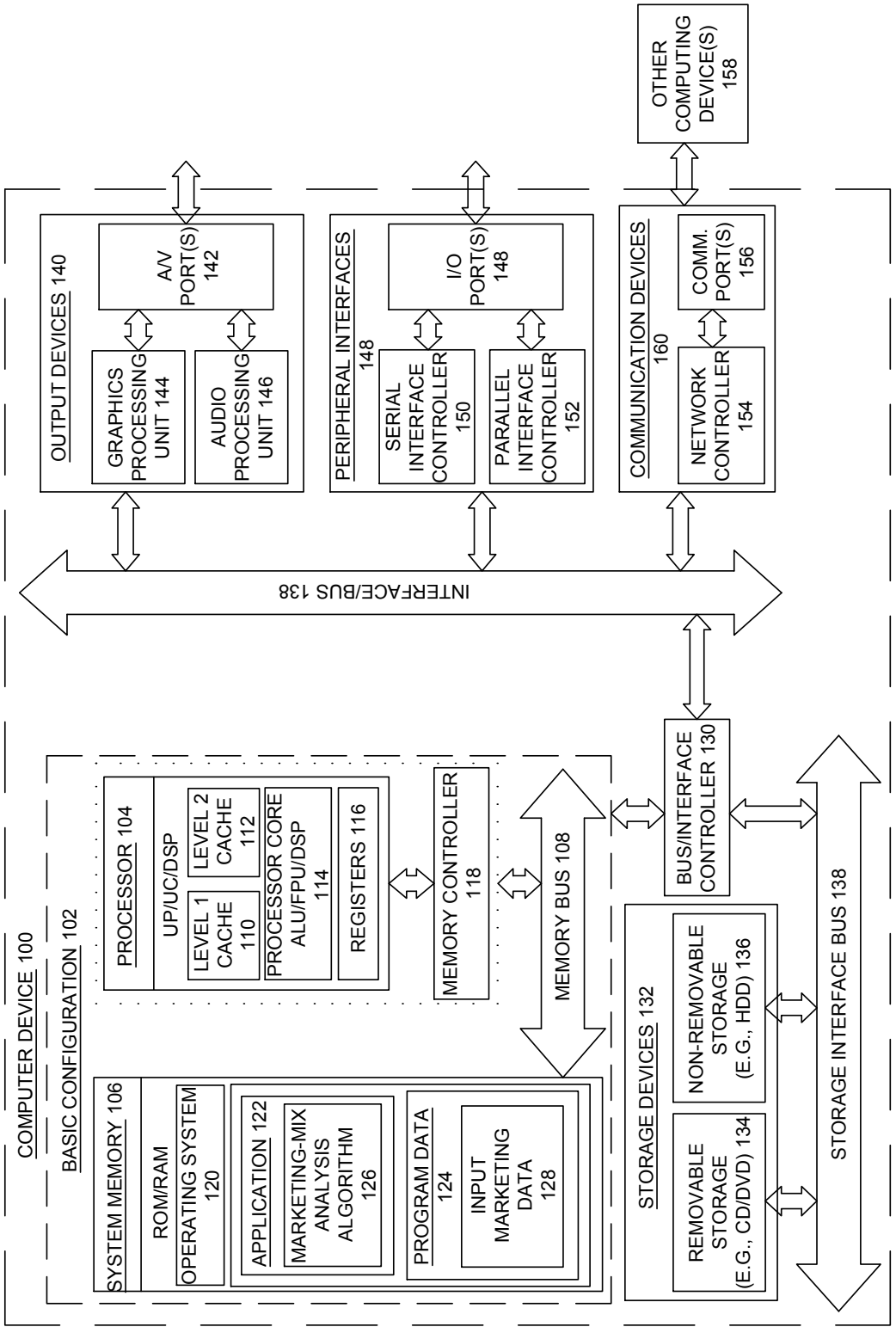

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BASIC CONFIGURATION 102
PROCESSOR 104
UP/UC/DSP
LEVEL 1 CACHE 110
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FIG. 9