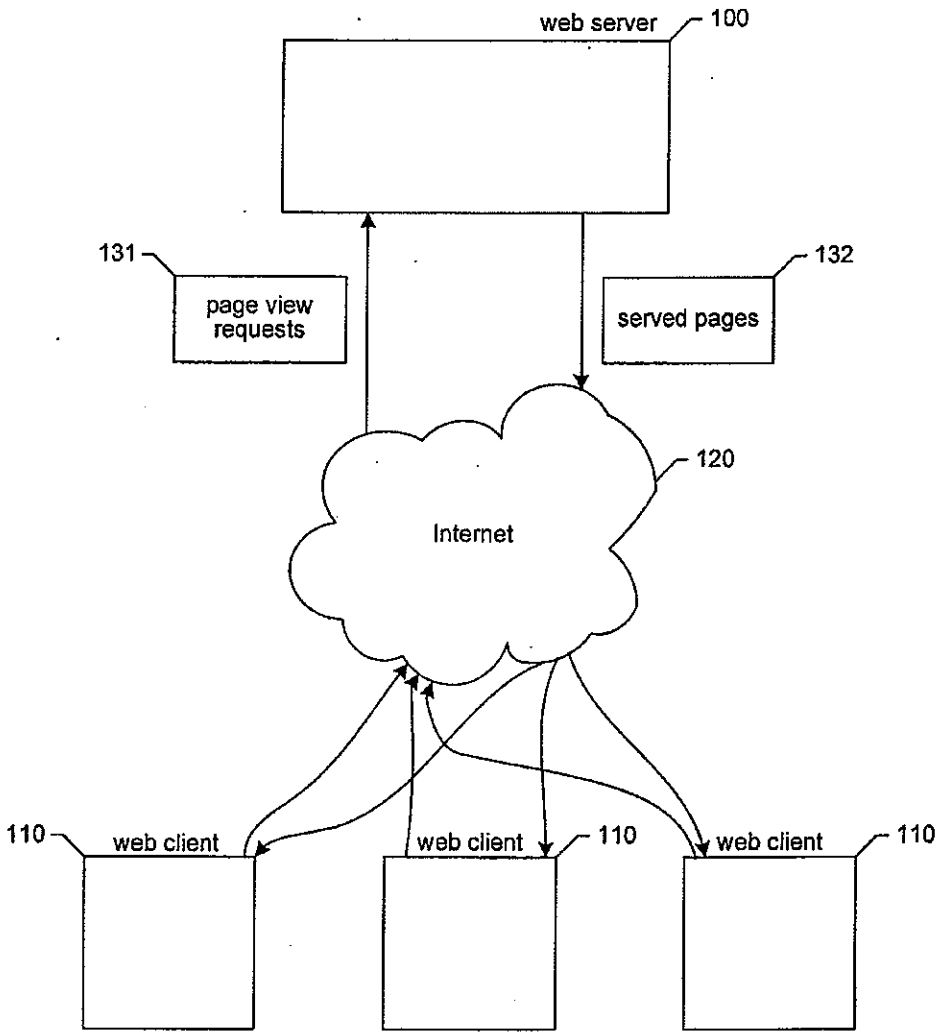

web server
100
131
page view requests
132
served pages
120
Internet
110
web client
web client
110
web client
110

FIG. 1

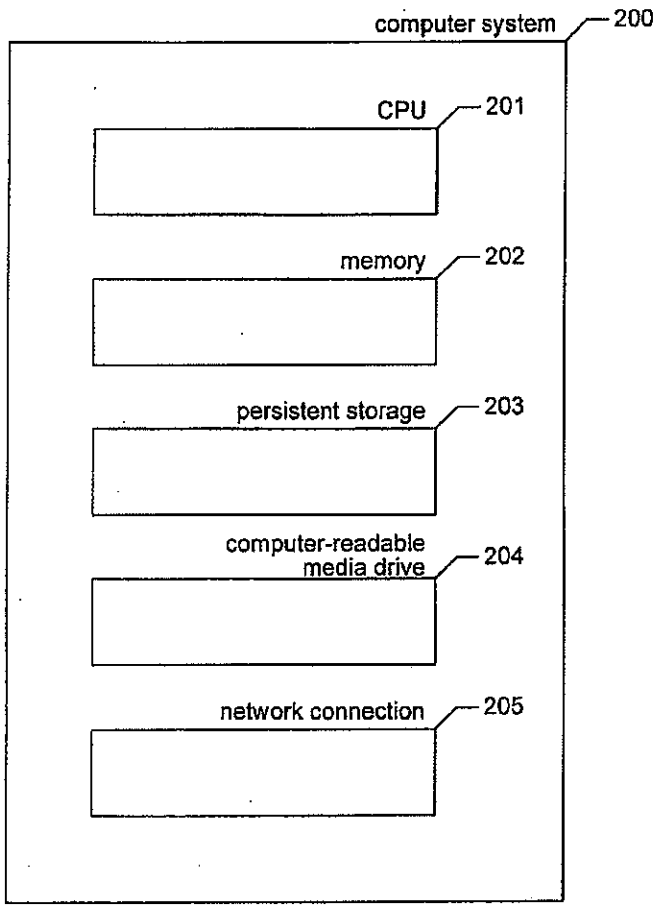

computer system
200
CPU
201
memory
202
persistent storage
203
computer-readable media drive
204
network connection
205

FIG. 2

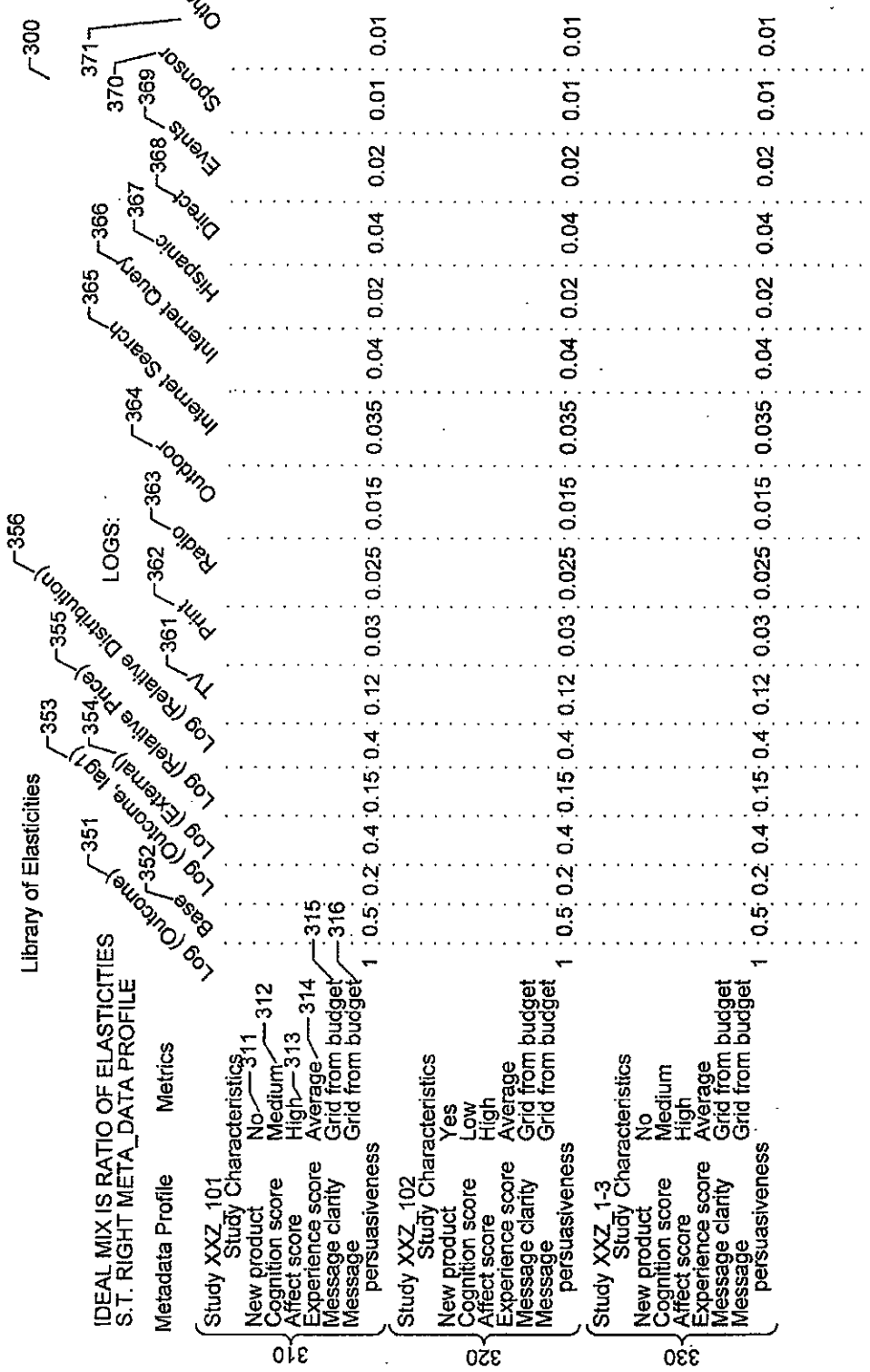

300
Library of Elasticities
356
IDEAL MIX IS RATIO OF ELASTICITIES
S.T. RIGHT META_DATA PROFILE
Metadata Profile
Metrics
LOGS:
Log (Outcome)
351
Base
352
Log (Outcome, lag1)
353
Log (External)
354
Log (Relative Price)
355
Log (Relative Distribution)
TV
361
Print
362
Radio
363
Outdoor
364
Internet Search
365
Internet Query
366
Hispanic
367
Direct
368
Events
369
Sponsor
370
Other
371
Study XXZ_101
Study Characteristics
311
New product
No
312
Cognition score
Medium
313
Affect score
High
314
Experience score
Average
315
Message clarity
Grid from budget
316
Message
Grid from budget
1 0.5 0.2 0.4 0.15 0.4 0.12 0.03 0.025 0.015 0.035 0.04 0.02 0.04 0.02 0.01 0.01
persuasiveness
310
Study XXZ_102
Study Characteristics
New product
Yes
Cognition score
Low
Affect score
High
Experience score
Average
Message clarity
Grid from budget
Message
Grid from budget
1 0.5 0.2 0.4 0.15 0.4 0.12 0.03 0.025 0.015 0.035 0.04 0.02 0.04 0.02 0.01 0.01
persuasiveness
320
Study XXZ_1-3
Study Characteristics
New product
No
Cognition score
Medium
Affect score
High
Experience score
Average
Message clarity
Grid from budget
Message
Grid from budget
1 0.5 0.2 0.4 0.15 0.4 0.12 0.03 0.025 0.015 0.035 0.04 0.02 0.04 0.02 0.01 0.01
persuasiveness
330

FIG. 3

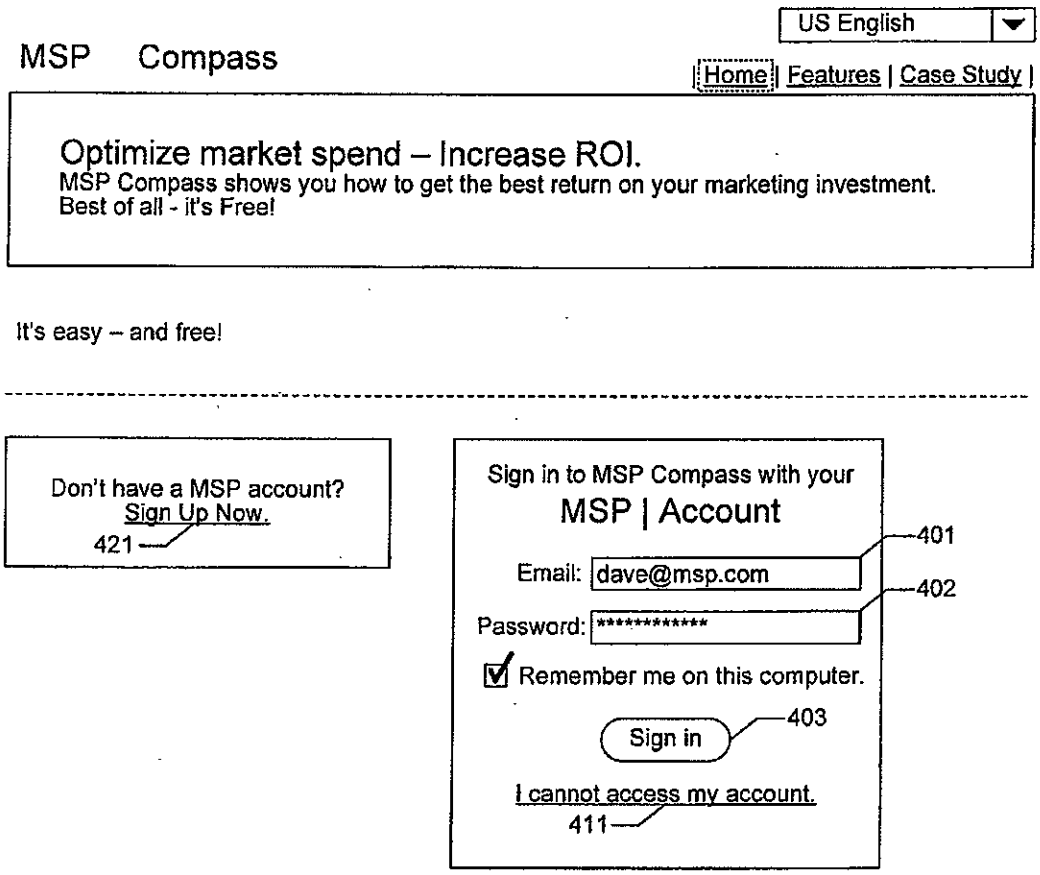

US English
MSP Compass
Home | Features | Case Study |
Optimize market spend – Increase ROI.
MSP Compass shows you how to get the best return on your marketing investment.
Best of all - it's Free!
It's easy – and free!
Don't have a MSP account?
Sign Up Now.
421
Sign in to MSP Compass with your
MSP | Account
401
Email: dave@msp.com
402
Password: **********
Remember me on this computer.
403
Sign in
I cannot access my account.
411
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FIG. 4

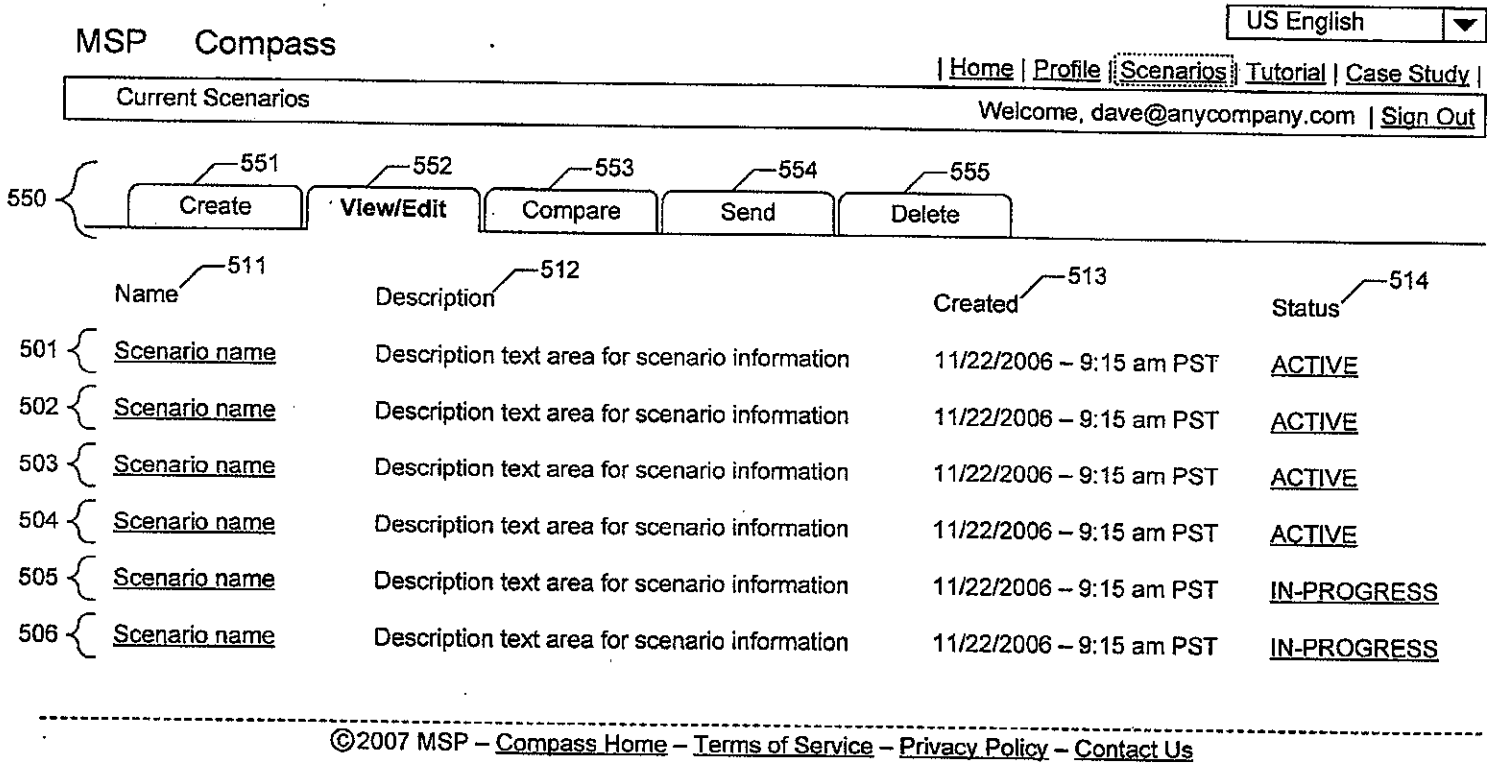

MSP Compass
US English
| Home | Profile | Scenarios | Tutorial | Case Study |
Current Scenarios
Welcome, dave@anycompany.com | Sign Out
550
551 Create
552 View/Edit
553 Compare
554 Send
555 Delete
Name 511
Description 512
Created 513
Status 514
501 Scenario name Description text area for scenario information 11/22/2006 – 9:15 am PST ACTIVE
502 Scenario name Description text area for scenario information 11/22/2006 – 9:15 am PST ACTIVE
503 Scenario name Description text area for scenario information 11/22/2006 – 9:15 am PST ACTIVE
504 Scenario name Description text area for scenario information 11/22/2006 – 9:15 am PST ACTIVE
505 Scenario name Description text area for scenario information 11/22/2006 – 9:15 am PST IN-PROGRESS
506 Scenario name Description text area for scenario information 11/22/2006 – 9:15 am PST IN-PROGRESS
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FIG. 5

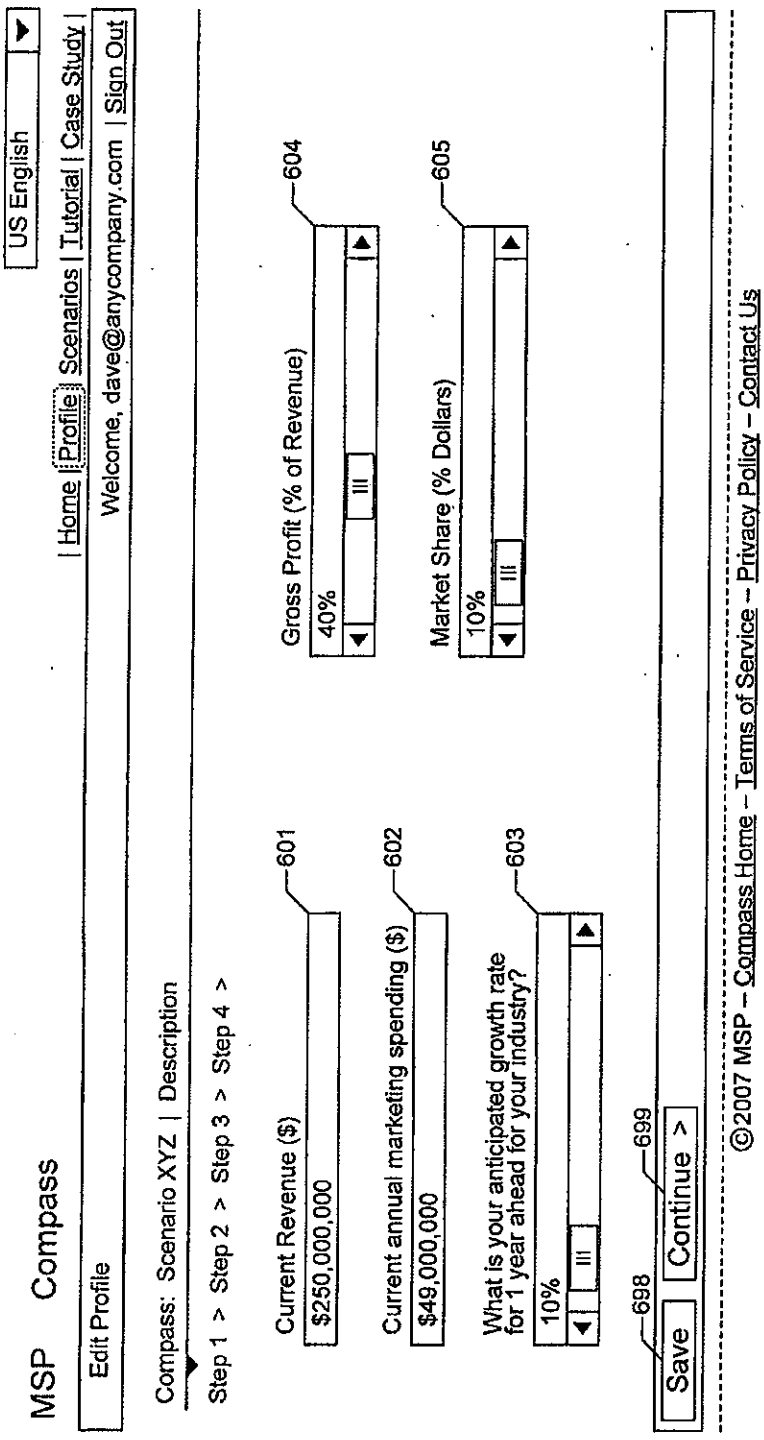

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
Current Revenue ($)
$250,000,000
601
Current annual marketing spending ($)
$49,000,000
602
What is your anticipated growth rate for 1 year ahead for your industry?
10%
603
Gross Profit (% of Revenue)
40%
604
Market Share (% Dollars)
10%
605
Save
698
Continue >
699
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FIG. 6

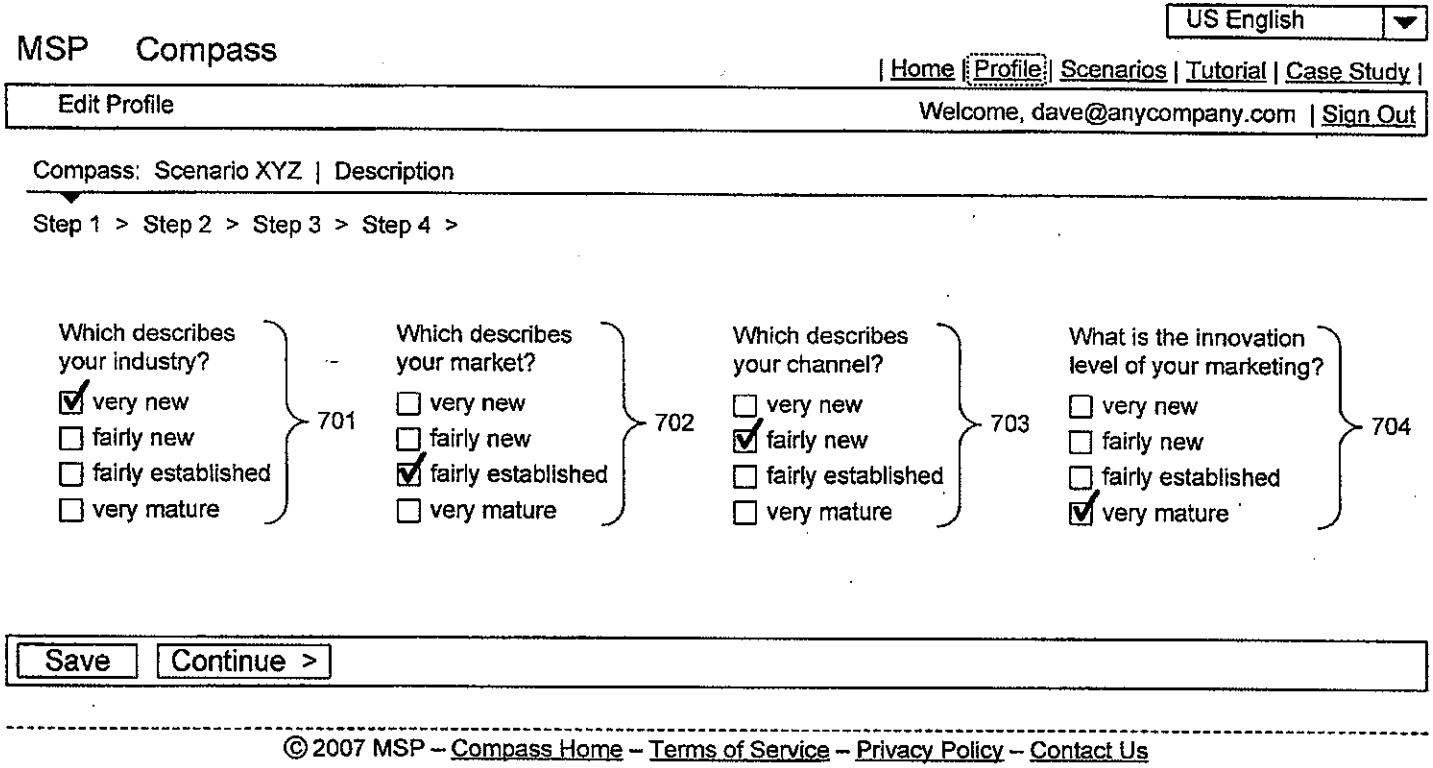

MSP Compass
US English
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
Which describes your industry?
very new
fairly new
fairly established
very mature
701
Which describes your market?
very new
fairly new
fairly established
very mature
702
Which describes your channel?
very new
fairly new
fairly established
very mature
703
What is the innovation level of your marketing?
very new
fairly new
fairly established
very mature
704
Save
Continue >
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FIG. 7

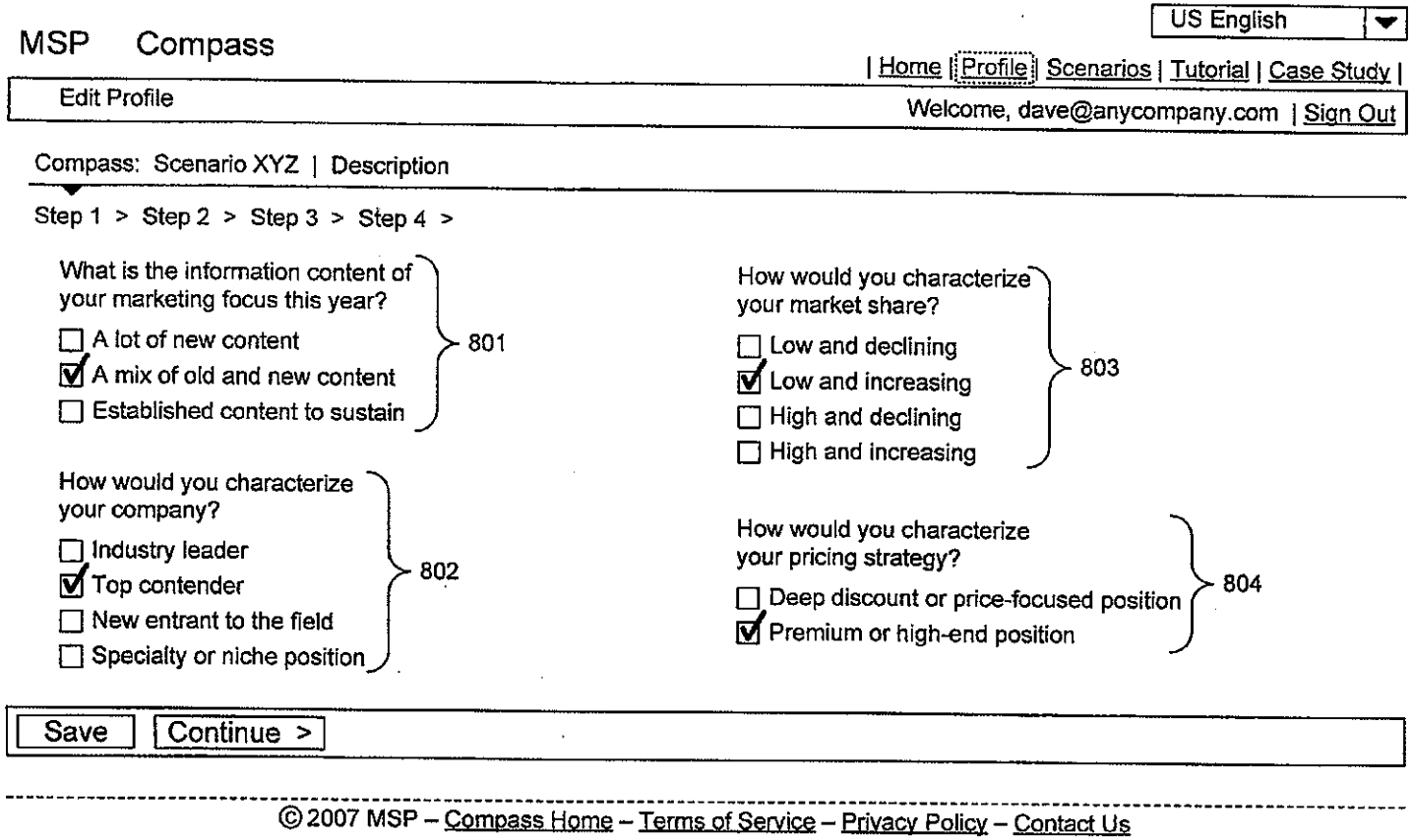

MSP Compass
US English
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
What is the information content of your marketing focus this year?
A lot of new content
A mix of old and new content
Established content to sustain
801
How would you characterize your market share?
Low and declining
Low and increasing
High and declining
High and increasing
803
How would you characterize your company?
Industry leader
Top contender
New entrant to the field
Specialty or niche position
802
How would you characterize your pricing strategy?
Deep discount or price-focused position
Premium or high-end position
804
Save
Continue >
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FIG. 8

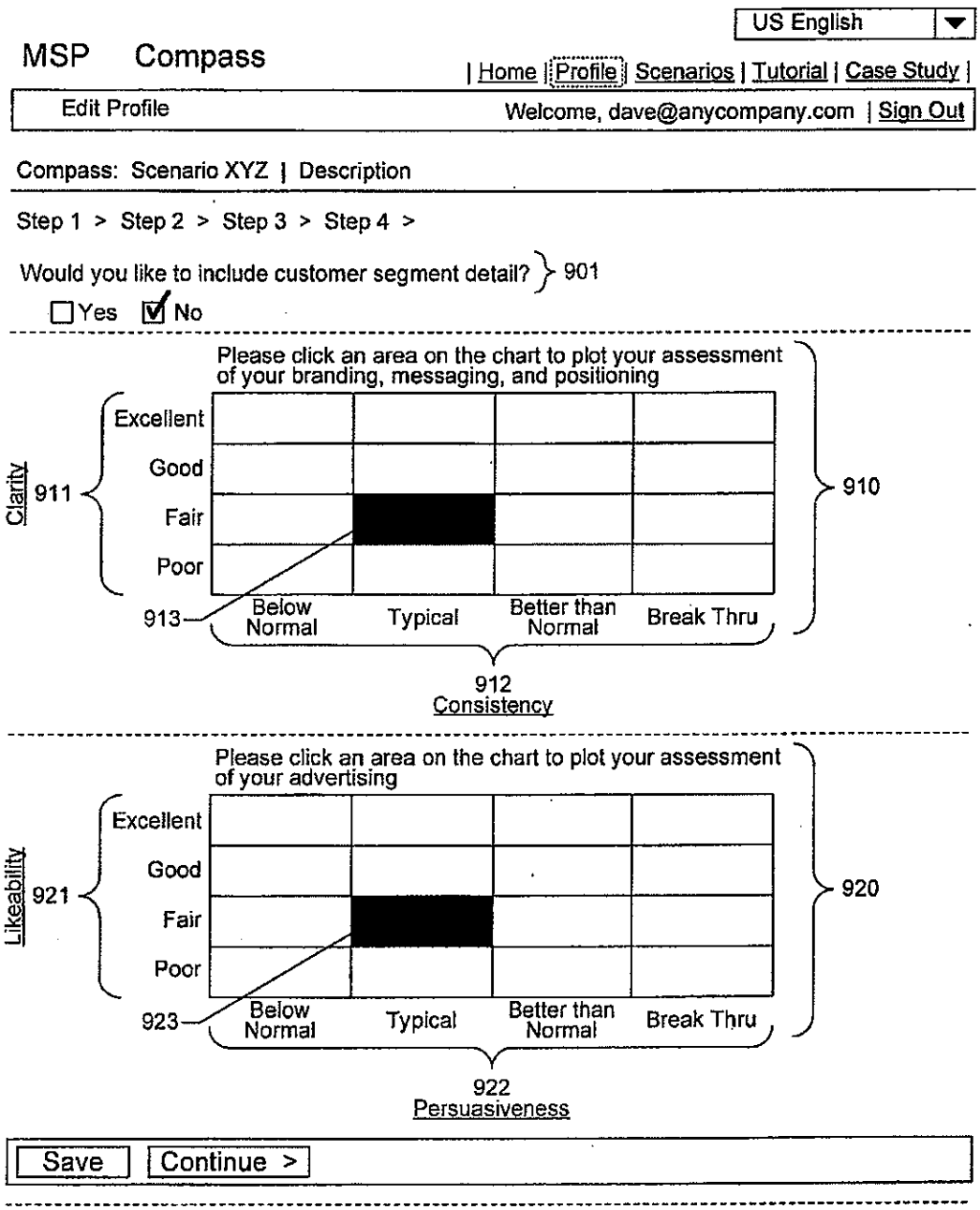

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
Would you like to include customer segment detail?
901
Yes
No
Please click an area on the chart to plot your assessment of your branding, messaging, and positioning
Clarity
911
Excellent
Good
Fair
Poor
910
913
Below Normal
Typical
Better than Normal
Break Thru
912
Consistency
Please click an area on the chart to plot your assessment of your advertising
Likeability
921
Excellent
Good
Fair
Poor
920
923
Below Normal
Typical
Better than Normal
Break Thru
922
Persuasiveness
Save
Continue >
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FIG. 9

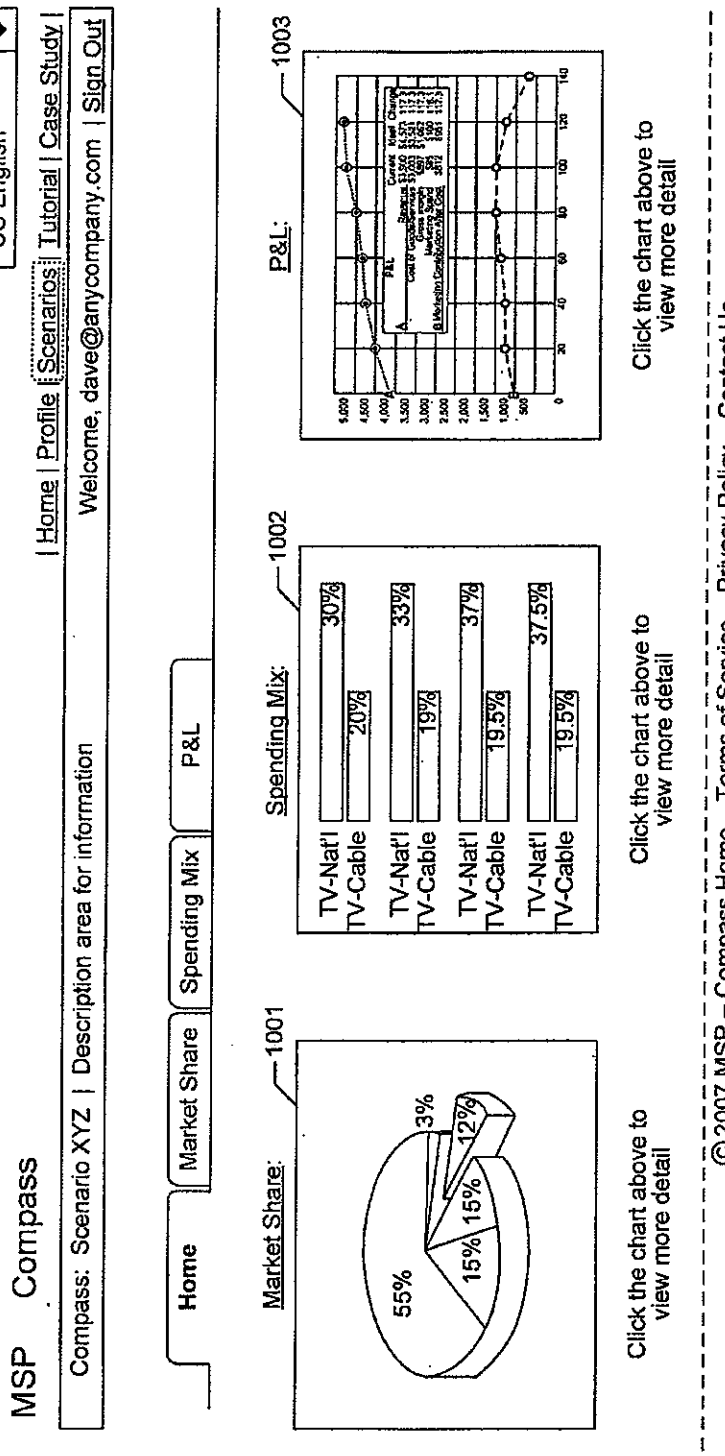

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Compass: Scenario XYZ | Description area for information
Welcome, dave@anycompany.com | Sign Out
Home
Market Share
Spending Mix
P&L
Market Share:
1001
55%
15%
15%
12%
3%
Click the chart above to view more detail
Spending Mix:
1002
TV-Nat'l 30%
TV-Cable 20%
TV-Nat'l 33%
TV-Cable 19%
TV-Nat'l 37%
TV-Cable 19.5%
TV-Nat'l 37.5%
TV-Cable 19.5%
Click the chart above to view more detail
P&L:
1003
Click the chart above to view more detail
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FIG. 10

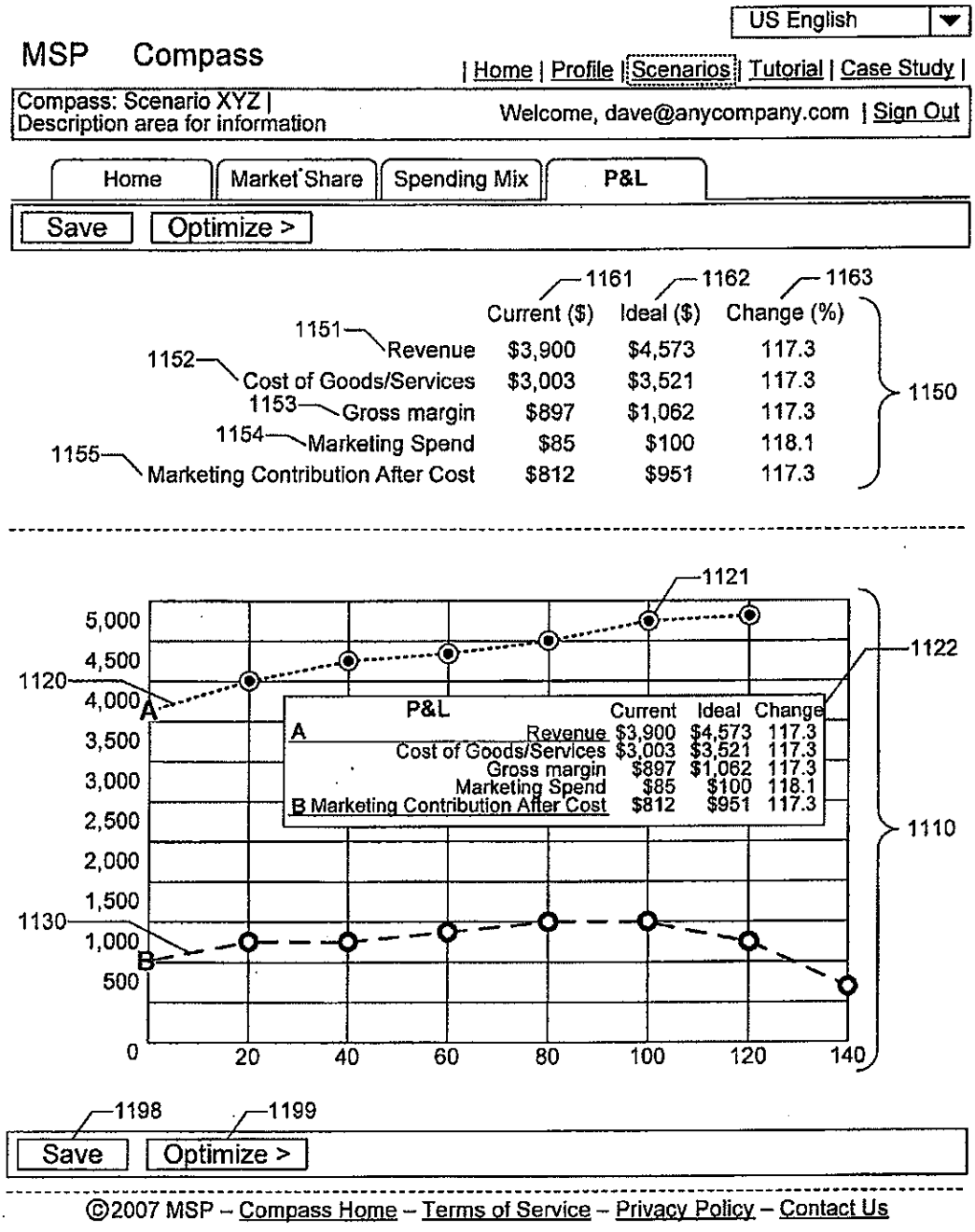

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Compass: Scenario XYZ |
Description area for information
Welcome, dave@anycompany.com | Sign Out
Home
Market Share
Spending Mix
P&L
Save
Optimize >
1161
1162
1163
Current ($)
Ideal ($)
Change (%)
1151 Revenue $3,900 $4,573 117.3
1152 Cost of Goods/Services $3,003 $3,521 117.3
1153 Gross margin $897 $1,062 117.3
1154 Marketing Spend $85 $100 118.1
1155 Marketing Contribution After Cost $812 $951 117.3
1150
1121
1122
1120
1130
1110
5,000
4,500
4,000
3,500
3,000
2,500
2,000
1,500
1,000
500
0
20
40
60
80
100
120
140
A
B
P&L Current Ideal Change
A Revenue $3,900 $4,573 117.3
Cost of Goods/Services $3,003 $3,521 117.3
Gross margin $897 $1,062 117.3
Marketing Spend $85 $100 118.1
B Marketing Contribution After Cost $812 $951 117.3
1198
1199
Save
Optimize >
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FIG. 11

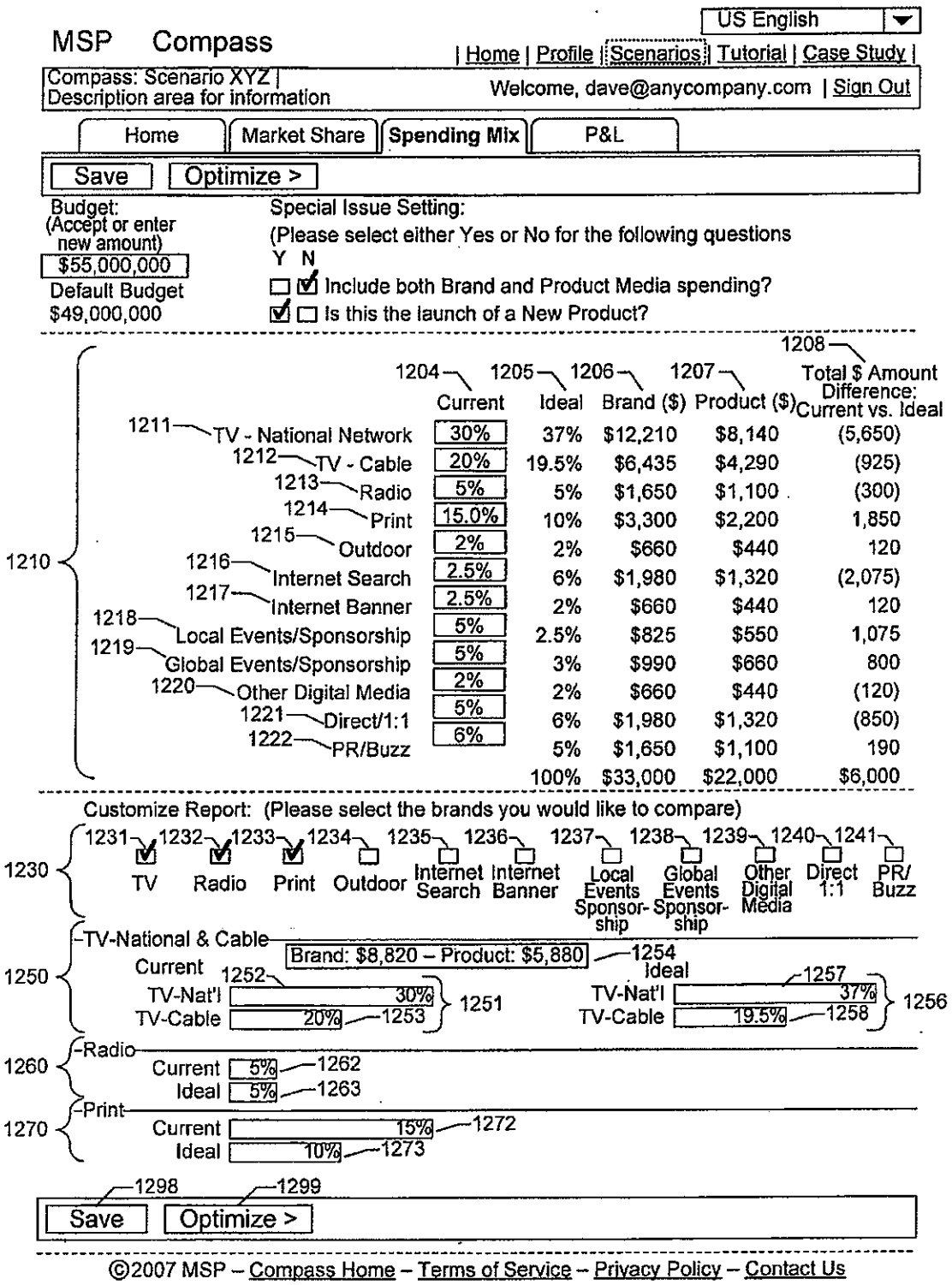

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Compass: Scenario XYZ
Description area for information
Welcome, dave@anycompany.com | Sign Out
Home
Market Share
Spending Mix
P&L
Save
Optimize >
Budget:
(Accept or enter new amount)
$55,000,000
Default Budget
$49,000,000
Special Issue Setting:
(Please select either Yes or No for the following questions
Y N
Include both Brand and Product Media spending?
Is this the launch of a New Product?
1204 Current
1205 Ideal
1206 Brand ($)
1207 Product ($)
1208 Total $ Amount Difference: Current vs. Ideal
1210
1211 TV - National Network 30% 37% $12,210 $8,140 (5,650)
1212 TV - Cable 20% 19.5% $6,435 $4,290 (925)
1213 Radio 5% 5% $1,650 $1,100 (300)
1214 Print 15.0% 10% $3,300 $2,200 1,850
1215 Outdoor 2% 2% $660 $440 120
1216 Internet Search 2.5% 6% $1,980 $1,320 (2,075)
1217 Internet Banner 2.5% 2% $660 $440 120
1218 Local Events/Sponsorship 5% 2.5% $825 $550 1,075
1219 Global Events/Sponsorship 5% 3% $990 $660 800
1220 Other Digital Media 2% 2% $660 $440 (120)
1221 Direct/1:1 5% 6% $1,980 $1,320 (850)
1222 PR/Buzz 6% 5% $1,650 $1,100 190
100% $33,000 $22,000 $6,000
Customize Report: (Please select the brands you would like to compare)
1230
1231 TV
1232 Radio
1233 Print
1234 Outdoor
1235 Internet Search
1236 Internet Banner
1237 Local Events Sponsor-ship
1238 Global Events Sponsor-ship
1239 Other Digital Media
1240 Direct 1:1
1241 PR/ Buzz
1250
TV-National & Cable
Brand: $8,820 – Product: $5,880
1254
Current
1252
TV-Nat'l 30%
TV-Cable 20%
1253
1251
Ideal
1257
TV-Nat'l 37%
TV-Cable 19.5%
1258
1256
1260
Radio
Current 5%
1262
Ideal 5%
1263
1270
Print
Current 15%
1272
Ideal 10%
1273
1298
1299
Save
Optimize >
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FIG. 12

COMPASS KEY STEPS (1-6 BELOW) OUTLINE COMPASS MEDIA

DETERMINE CONTEXT

1. Who is the target market for the brand or business?
   - 1.1 ☐ Adults, 18-49, both Male and Female
   - 1.2 ☐ Adults, 18-49, primarily Male
   - 1.3 ☐ Adults, 18-49, primarily Female
   - 1.4 ☐ Youth, Ages 15-22
   - 1.5 ☐ Children, Under Age 15
   - 1.6 ☐ Adults, 50+
2. Please describe the business or product category
   - 2.1 Consumer involvement
     ☐low ☐medium ☐high
   - 2.2 What level of information is needed by the customer
     ☐low ☐medium ☐high
   - 2.3 Type of product or service
     ☐durables ☐non-durables
     ☐consumer product ☐industrial product
   - 2.4 Is the product or service
     ☐a luxury or premium positioned brand
     ☐high priced relative to norms
     ☐superior in quality
3. Please describe the business, product's or service's share of voice
   - 3.1 ☐ typical/average
   - 3.2 ☐ above average
   - 3.3 ☐ below average
4. What is the primary goal of the communications
   - 4.1 ☐ convey information
   - 4.2 ☐ develop liking and emotional value
   - 4.3 ☐ reinforce habits
5. What is the stage of life of the business, product or service
   - 5.1 ☐ New
   - 5.2 ☐ Established
   - 5.3 ☐ Mature
   - 5.4 ☐ Other
6. What is the Reach objective over 12 months for the communications
   ☐ Percent of Target
7. What is the duration of the customer's usage or buying cycle
   - 7.1 ☐ Frequently, daily or weekly
   - 7.2 ☐ Seasonal
   - 7.3 ☐ Once a year/annually
   - 7.4 ☐ Once every 2-3 years
   - 7.5 ☐ Once in 10 years/
   - 7.6 ☐ Special
8. Please describe the customer's prior experience, if any, with the business, product or service
   ☐None ☐Positive Word of Mouth
   ☐Average ☐Below Average
9. Is brand "personality" considered a differentiator in the cateogry
   ☐Yes ☐No
10. To what extent is the business, product or service required to be supported
    ☐Nationally ☐Locally

1300

FIG. 13

Determine right communications mix (and constraints) (using rules)		SCORE	
	Cognition	3 High	If 2.25 is high
		2 Medium	If 2.2 is durables or industrial product, service
		1 Low	If 2.1 or 2.2 is low and 4.2 or 4.3 is yes
	Affect	3 High	If 4.2 is yes
		2 Medium	If 9 is yes
		1 Low	If 9 is no, or 4.2 is no
	Experience	3 High	If any 2.3 are yes
		2 Medium	If 8 is average or below average
		1 Low	If 5 is new or 8 is none

1400

FIG. 14

Preliminary
initial mix of resources
(if consumer product)

Compass Budget Deal $10,000,000	Starting Allocations Weights for Freq Calcs	Cognition score Affect score	Percentages High High	1 High Low	2 Low High	3 Medium Medium	4 High Medium	5 Medium High	6 Low Low if national	7 Low Medium	8 Medium Low	9
				Rec'd Media Mix (starting, pre-adjustments)								
$5,000,000	50	TV		44	20	60	50	100	50	65	55	50
$0	10	Print - magazines		12	25	5	10	100	10	0	5	10
$0	5	Print – newspapers		0	5	0	5	100	0	5	0	5
$500,000	10	Radio		5	5	5	10	100	5	10	15	10
$0	0	Outdoor		0	0	5	0	100	0	0	5	0
$0	5	Internet – search		10	20	5	5	100	10	10	5	10
$25,000	5	Internet – ad words		5	10	5	5	100	5	10	5	10
$0	5	Direct marketing		12	15	0	5	100	5	0	0	5
$0	5	Sponsorships/events		7	0	5	5	100	10	0	5	0
$1,250	5	PR/other		5	0	10	5	100	5	0	5	0
$0	0	Street		0	0	5	5	100	0	0	0	0
		Sub-total		100	100	100	100	100	100	100	100	100

1500

FIG. 15

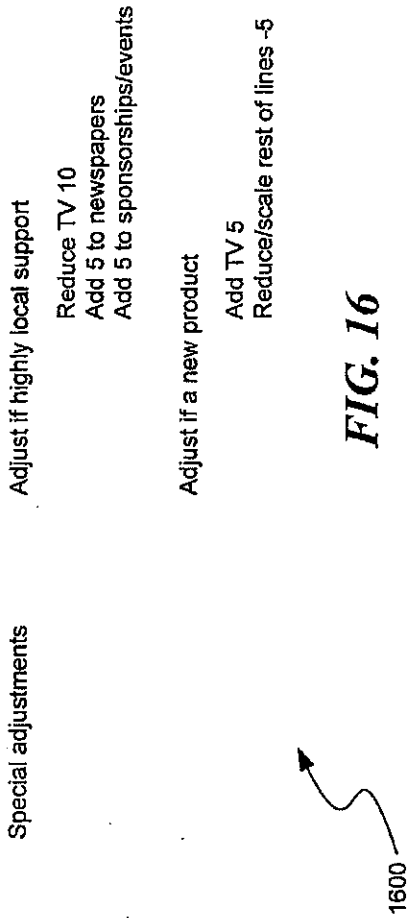

Special adjustments
Adjust if highly local support
Reduce TV 10
Add 5 to newspapers
Add 5 to sponsorships/events
Adjust if a new product
Add TV 5
Reduce/scale rest of lines -5
1600

FIG. 16

Determine reach and frequency factors for min persuasion and minimum impressions by type	Purchased Reach	Type	Effective % of target (reach)	FREQ WTS cf to C1112	Frequency per Cust. Minimum No. Exposures/ Impressions per Purchase Cycle	No. Purchase cycles per year	Total Annual calc total no. impressions	CPI Ballpark 2007 Cost per impression $$ per	Total Est. Min Spending by Type
TARGET REACH SIZE OF TARGET AUDIENCE 5000000	6,260,000	TV	80	0.516	1.6	26	260,000,000	0.03	$7,800,000
		Print - magazines		0.032	0.1	26	16,250,000	0.01	$162,500
		Print – newspapers		0.032	0.1	26	16,250,000	0.005	$81,250
		Radio		0.032	0.1	26	16,250,000	0.0025	$40,625
		Outdoor		0.032	0.1	26	16,250,000	0.01	$162,500
		Internet – search		0.065	0.2	26	32,500,000	0.01	$325,000
		Internet – ad words		0.161	0.5	26	81,250,000	0.01	$812,500
		Direct marketing		0.032	0.1	26	16,250,000	0.03	$487,500
		Sponsorships/events		0.032	0.1	26	16,250,000	0.001	$16,250
		PR/other		0.032	0.1	26	16,250,000	0.005	$81,250
		Street		0.032	0.1	26	16,250,000	0.01	$162,500
					3.1		503,750,000	Sub-total	$10,131,875
				WTD sum					

1700

FIG. 17

Scale size of media results to match total budget dollars
IE scale size of target audience Up or down
Scale size of media results to match Total budget dollars
Scale up or down target audience to match total marketing budget
1800

FIG. 18

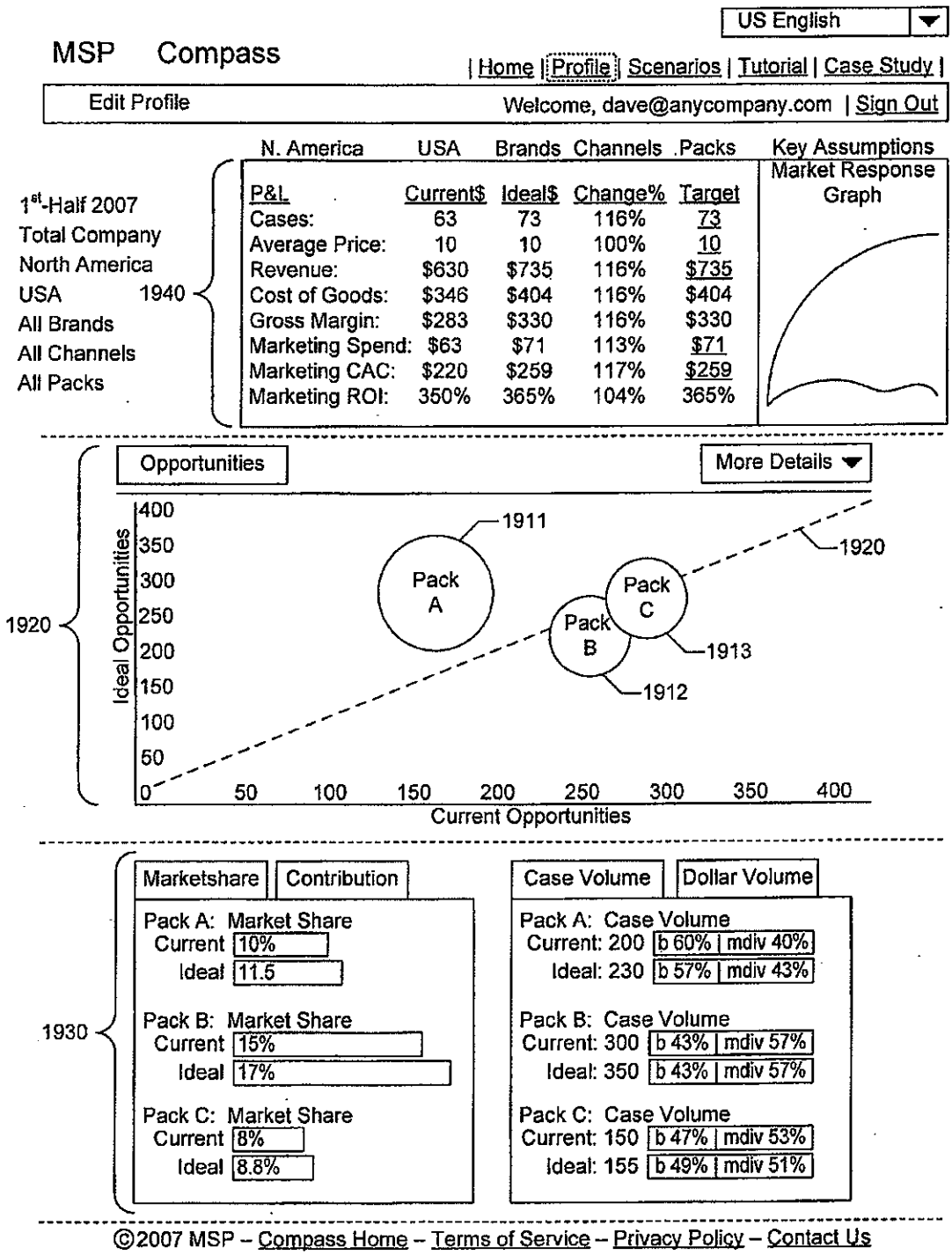

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
N. America USA Brands Channels Packs
Key Assumptions
Market Response Graph
1st-Half 2007
Total Company
North America
USA
All Brands
All Channels
All Packs
1940
P&L Current$ Ideal$ Change% Target
Cases: 63 73 116% 73
Average Price: 10 10 100% 10
Revenue: $630 $735 116% $735
Cost of Goods: $346 $404 116% $404
Gross Margin: $283 $330 116% $330
Marketing Spend: $63 $71 113% $71
Marketing CAC: $220 $259 117% $259
Marketing ROI: 350% 365% 104% 365%
1920
Opportunities
More Details
Ideal Opportunities
400
350
300
250
200
150
100
50
0
50 100 150 200 250 300 350 400
Current Opportunities
Pack A
Pack B
Pack C
1911
1912
1913
1920
1930
Marketshare
Contribution
Pack A: Market Share
Current 10%
Ideal 11.5
Pack B: Market Share
Current 15%
Ideal 17%
Pack C: Market Share
Current 8%
Ideal 8.8%
Case Volume
Dollar Volume
Pack A: Case Volume
Current: 200 b 60% | mdiv 40%
Ideal: 230 b 57% | mdiv 43%
Pack B: Case Volume
Current: 300 b 43% | mdiv 57%
Ideal: 350 b 43% | mdiv 57%
Pack C: Case Volume
Current: 150 b 47% | mdiv 53%
Ideal: 155 b 49% | mdiv 51%
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FIG. 19

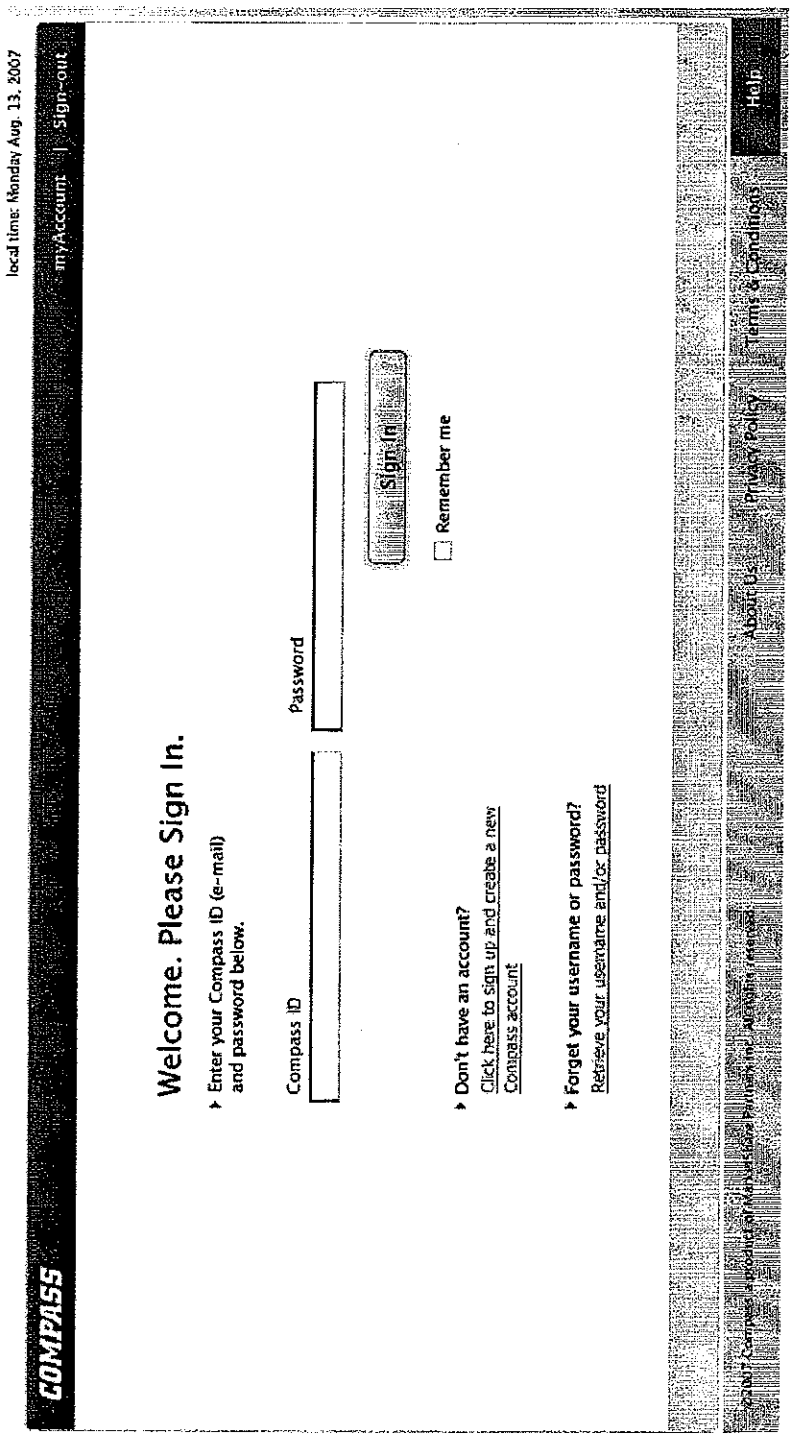

COMPASS
local time: Monday Aug. 13, 2007
myAccount | Sign-out
Welcome. Please Sign In.
Enter your Compass ID (e-mail) and password below.
Compass ID
Password
Sign In
Remember me
Don't have an account?
Click here to sign up and create a new Compass account
Forget your username or password?
Retrieve your username and/or password
About Us
Privacy Policy
Terms & Conditions
Help

Figure 20

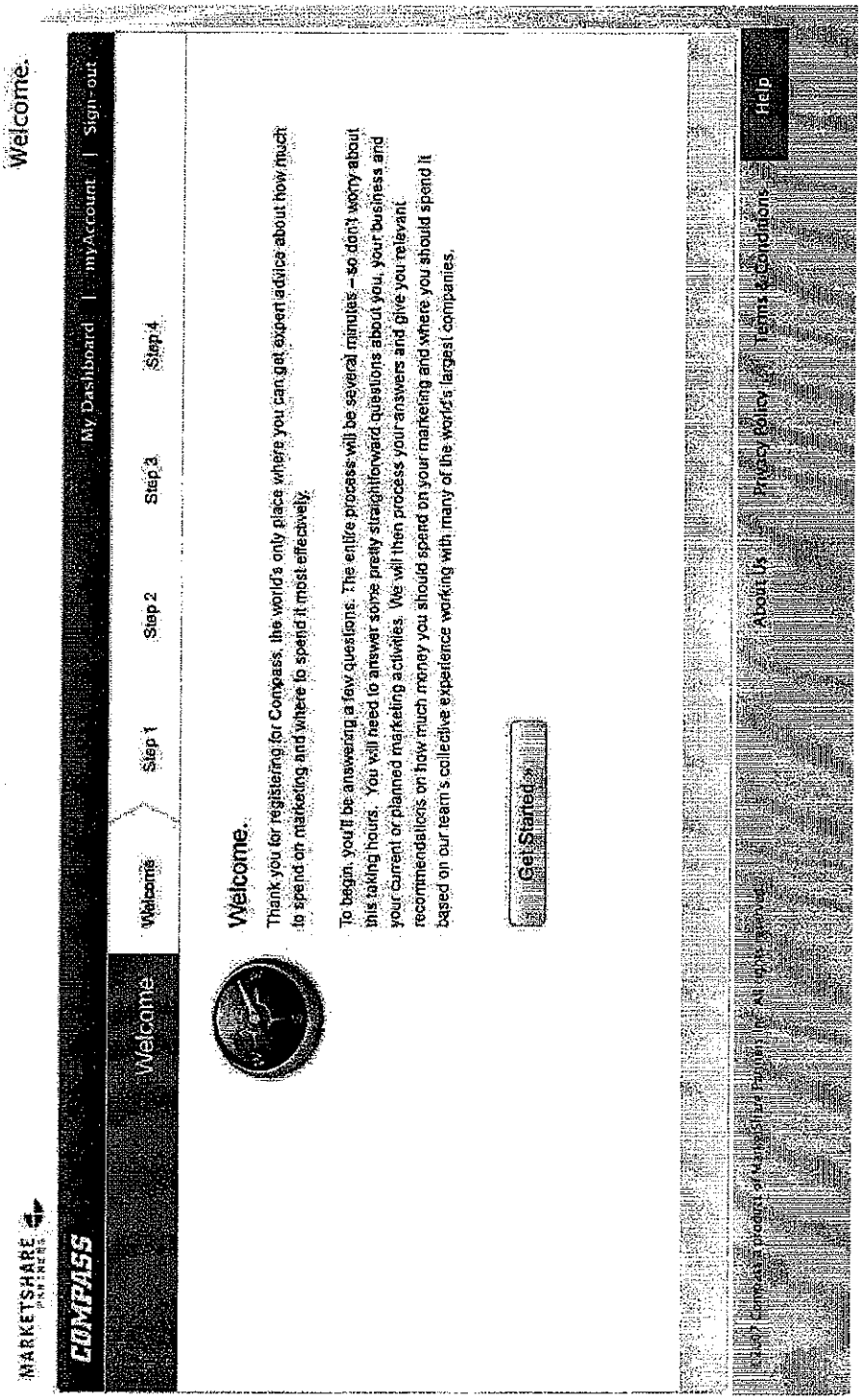

Welcome.
MARKETSHARE PARTNERS
COMPASS
My Dashboard | myAccount | Sign-out
Welcome
Welcome
Step 1
Step 2
Step 3
Step 4
Welcome.
Thank you for registering for Compass, the world's only place where you can get expert advice about how much to spend on marketing and where to spend it most effectively.
To begin, you'll be answering a few questions. The entire process will be several minutes – so don't worry about this taking hours. You will need to answer some pretty straightforward questions about you, your business and your current or planned marketing activities. We will then process your answers and give you relevant recommendations on how much money you should spend on your marketing and where you should spend it based on our team's collective experience working with many of the world's largest companies.
Get Started
About Us
Privacy Policy
Terms & Conditions
Help

Figure 21

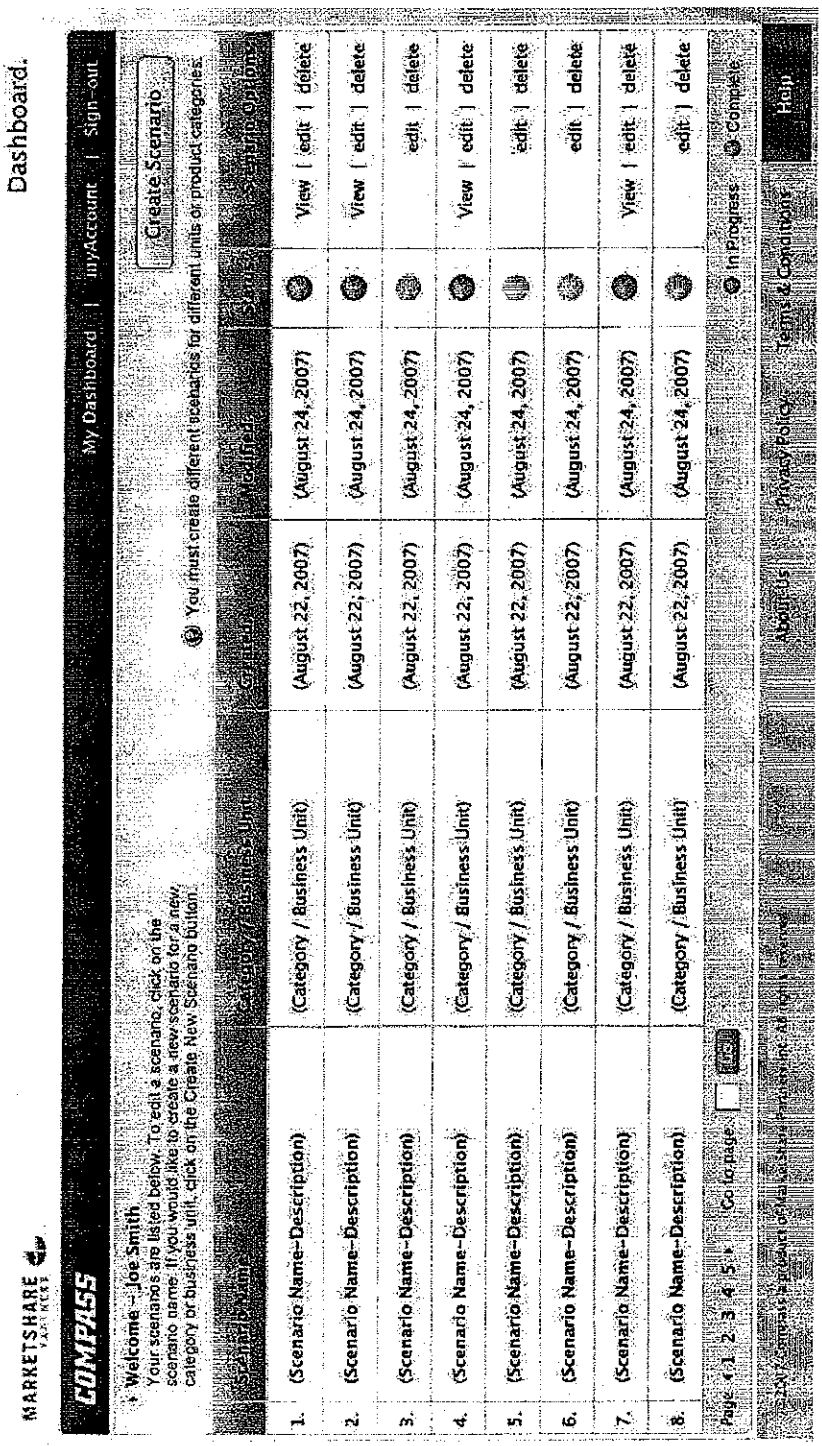

Dashboard.
MARKETSHARE
COMPASS
My Dashboard | myAccount | Sign-out
Welcome - Joe Smith
Your scenarios are listed below. To edit a scenario, click on the scenario name. If you would like to create a new scenario for a new category or business unit, click on the Create New Scenario button.
Create Scenario
You must create different scenarios for different units or product categories.
Scenario Name
Category / Business Unit
Created
Status
Scenario Options
1. (Scenario Name-Description) (Category / Business Unit) (August 22, 2007) (August 24, 2007) View | edit | delete
2. (Scenario Name-Description) (Category / Business Unit) (August 22, 2007) (August 24, 2007) View | edit | delete
3. (Scenario Name-Description) (Category / Business Unit) (August 22, 2007) (August 24, 2007) edit | delete
4. (Scenario Name-Description) (Category / Business Unit) (August 22, 2007) (August 24, 2007) View | edit | delete
5. (Scenario Name-Description) (Category / Business Unit) (August 22, 2007) (August 24, 2007) edit | delete
6. (Scenario Name-Description) (Category / Business Unit) (August 22, 2007) (August 24, 2007) edit | delete
7. (Scenario Name-Description) (Category / Business Unit) (August 22, 2007) (August 24, 2007) View | edit | delete
8. (Scenario Name-Description) (Category / Business Unit) (August 22, 2007) (August 24, 2007) edit | delete
Page 1 2 3 4 5 Go to Page Go
In Progress Complete
Export Compass scenario data to Excel (.xls) format containing all of the scenarios listed above.
About Us Privacy Policy Terms & Conditions Help

Figure 22

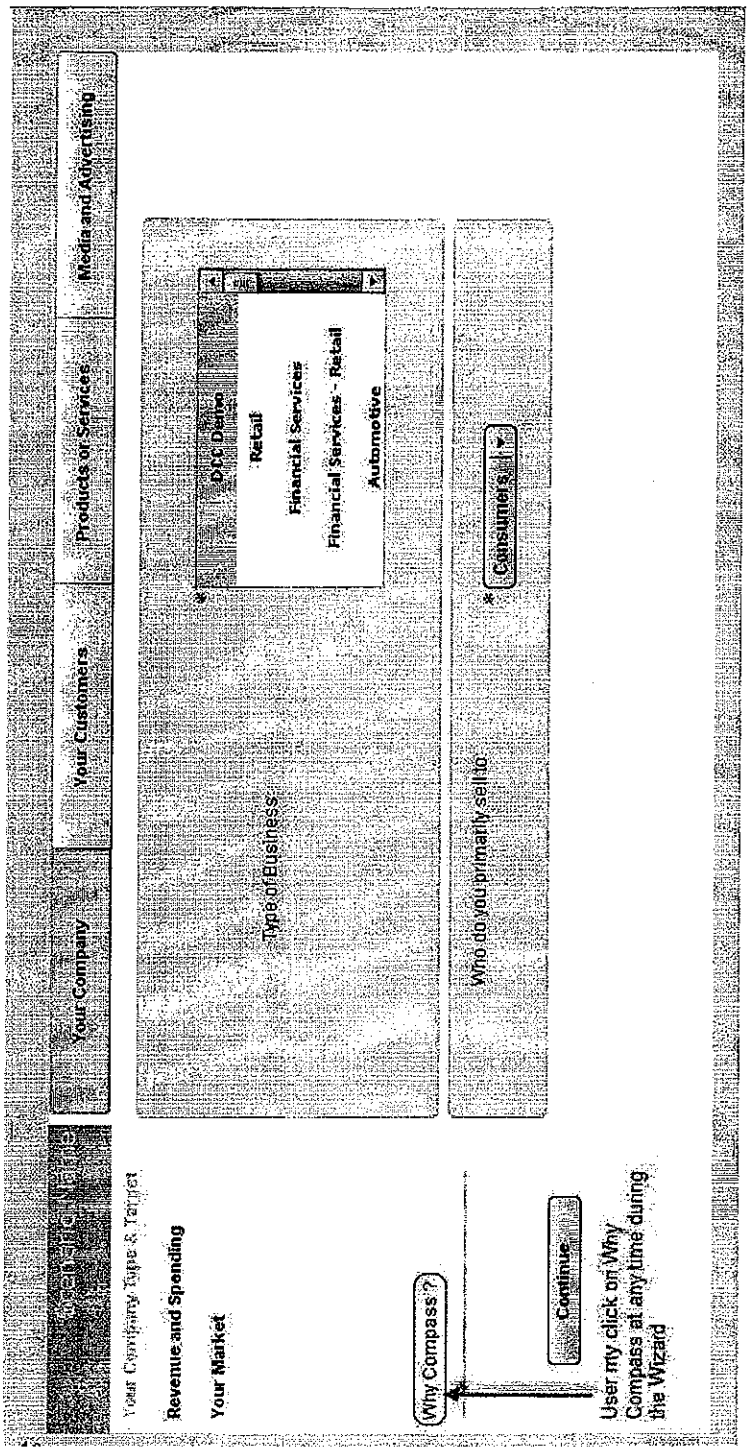

Your Company
Your Customers
Products or Services
Media and Advertising
Your Company Type & Target
Revenue and Spending
Your Market
Type of Business:
DCC Demo
Retail
Financial Services
Financial Services - Retail
Automotive
Who do you primarily sell to:
Consumers
Why Compass ?
Continue
User my click on Why Compass at any time during the Wizard

Figure 23

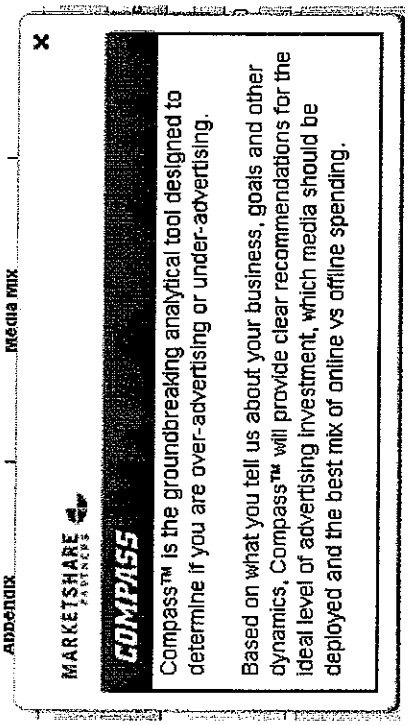

Appendix
Media mix
MARKETSHARE PARTNERS
COMPASS
Compass™ is the groundbreaking analytical tool designed to determine if you are over-advertising or under-advertising.
Based on what you tell us about your business, goals and other dynamics, Compass™ will provide clear recommendations for the ideal level of advertising investment, which media should be deployed and the best mix of online vs offline spending.

Figure 24

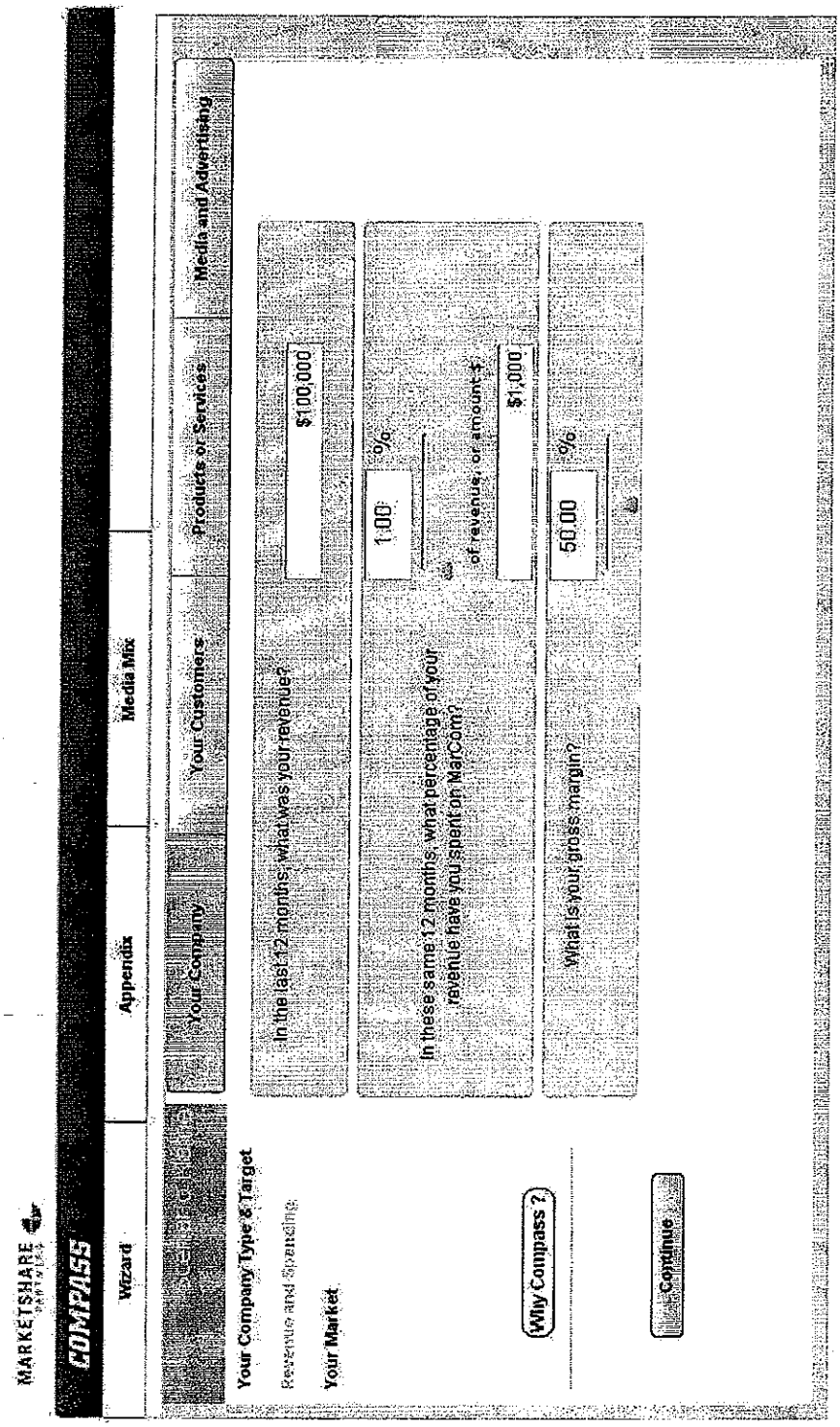

MARKETSHARE
COMPASS
Wizard
Appendix
Media Mix
Your Company
Your Customers
Products or Services
Media and Advertising
Your Company Type & Target
Revenue and Spending
Your Market
In the last 12 months, what was your revenue?
$100,000
In these same 12 months, what percentage of your revenue have you spent on MarCom?
1.00
%
of revenue, or amount $
$1,000
What is your gross margin?
50.00
%
Why Compass ?
Continue

Figure 25

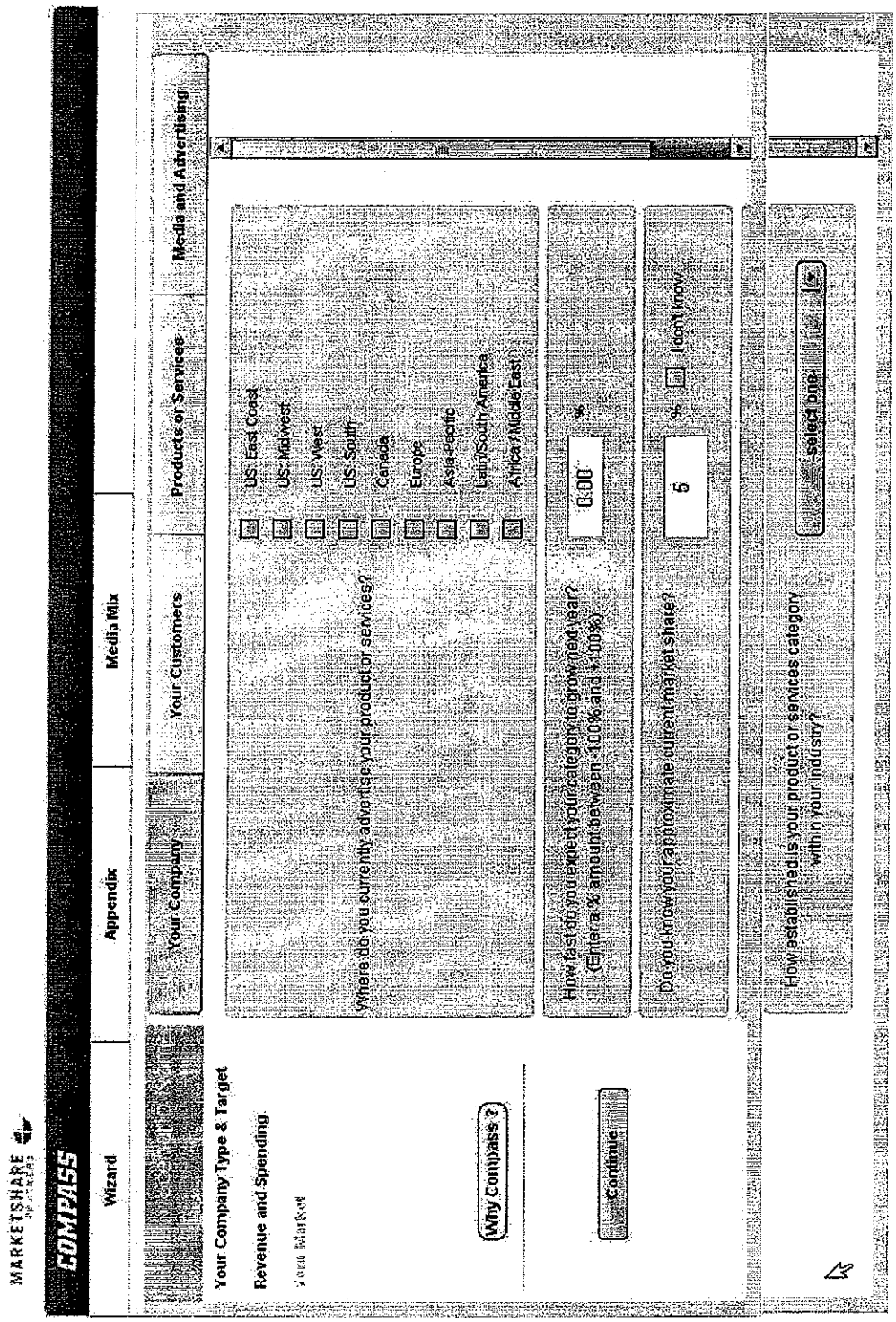

MARKETSHARE
COMPASS
Wizard
Appendix
Media Mix
Your Company
Your Customers
Products or Services
Media and Advertising
Your Company Type & Target
Revenue and Spending
Your Market
Where do you currently advertise your product or services?
US: East Coast
US: Midwest
US: West
US: South
Canada
Europe
Asia-Pacific
Latin/South America
Africa / Middle East
Why Compass ?
How fast do you expect your category to grow next year?
(Enter a % amount between -100% and +100%)
0.00
%
Continue
Do you know your approximate current market share?
%
I don't know
How established is your product or services category
within your industry?
select one

Figure 26

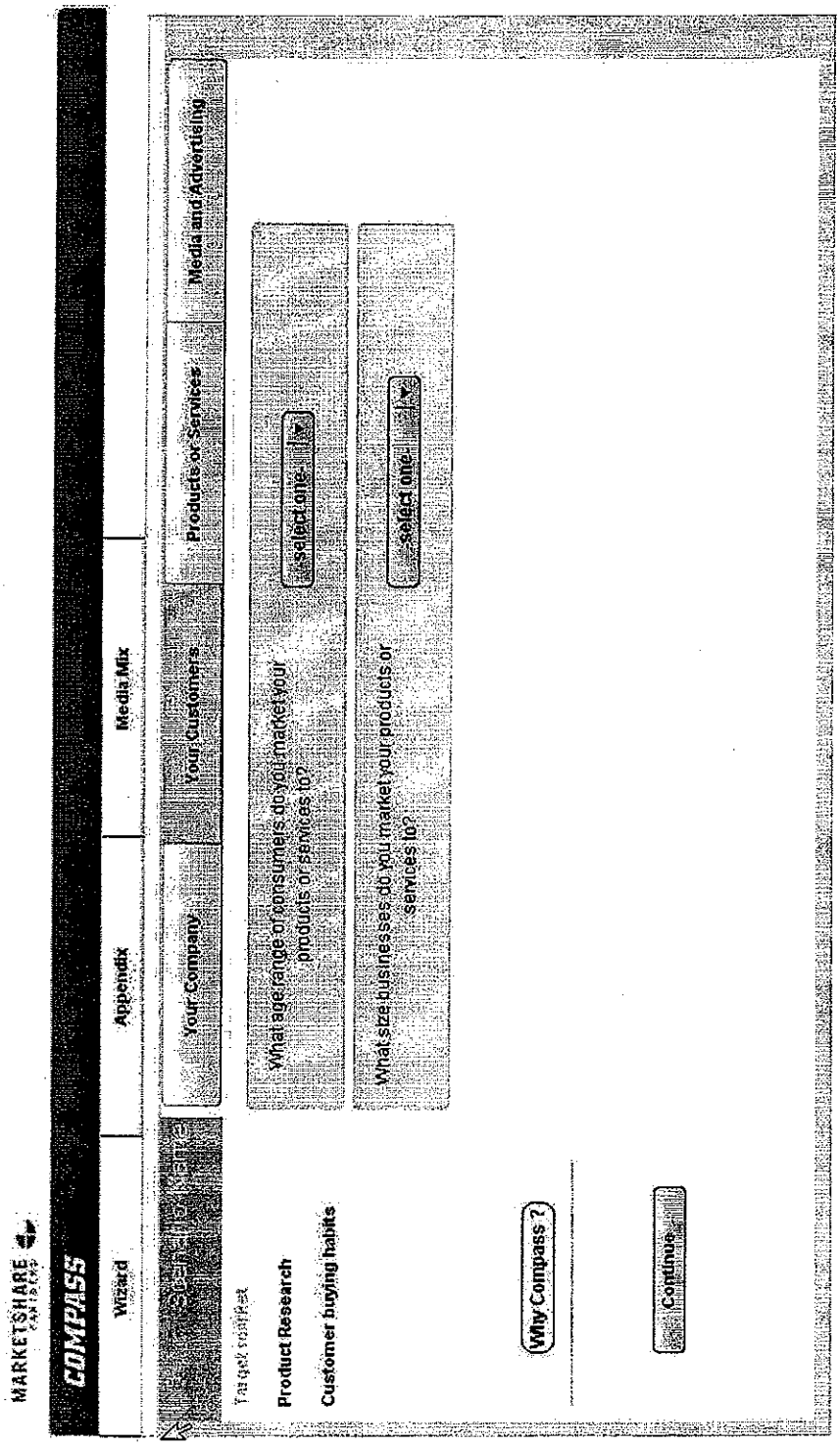

MARKETSHARE
COMPASS
Wizard
Appendix
Media Mix
Your Company
Your Customers
Products or Services
Media and Advertising
Product Research
Customer buying habits
What age range of consumers do you market your products or services to?
select one
What size businesses do you market your products or services to?
select one
Why Compass ?
Continue

Figure 27

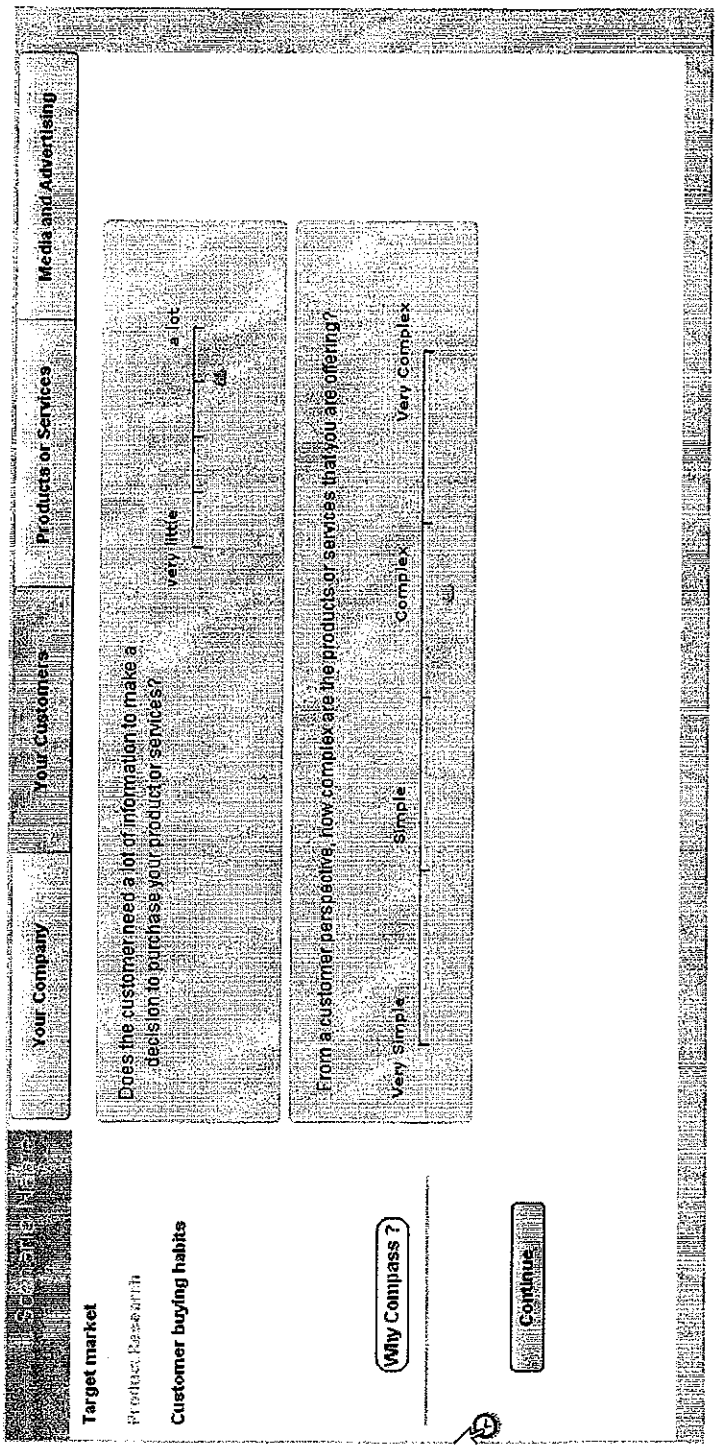

Your Company
Your Customers
Products or Services
Media and Advertising
Target market
Customer buying habits
Does the customer need a lot of information to make a decision to purchase your product or services?
very little
a lot
From a customer perspective, how complex are the products or services that you are offering?
Very Simple
Simple
Complex
Very Complex
Why Compass ?
Continue

Figure 28

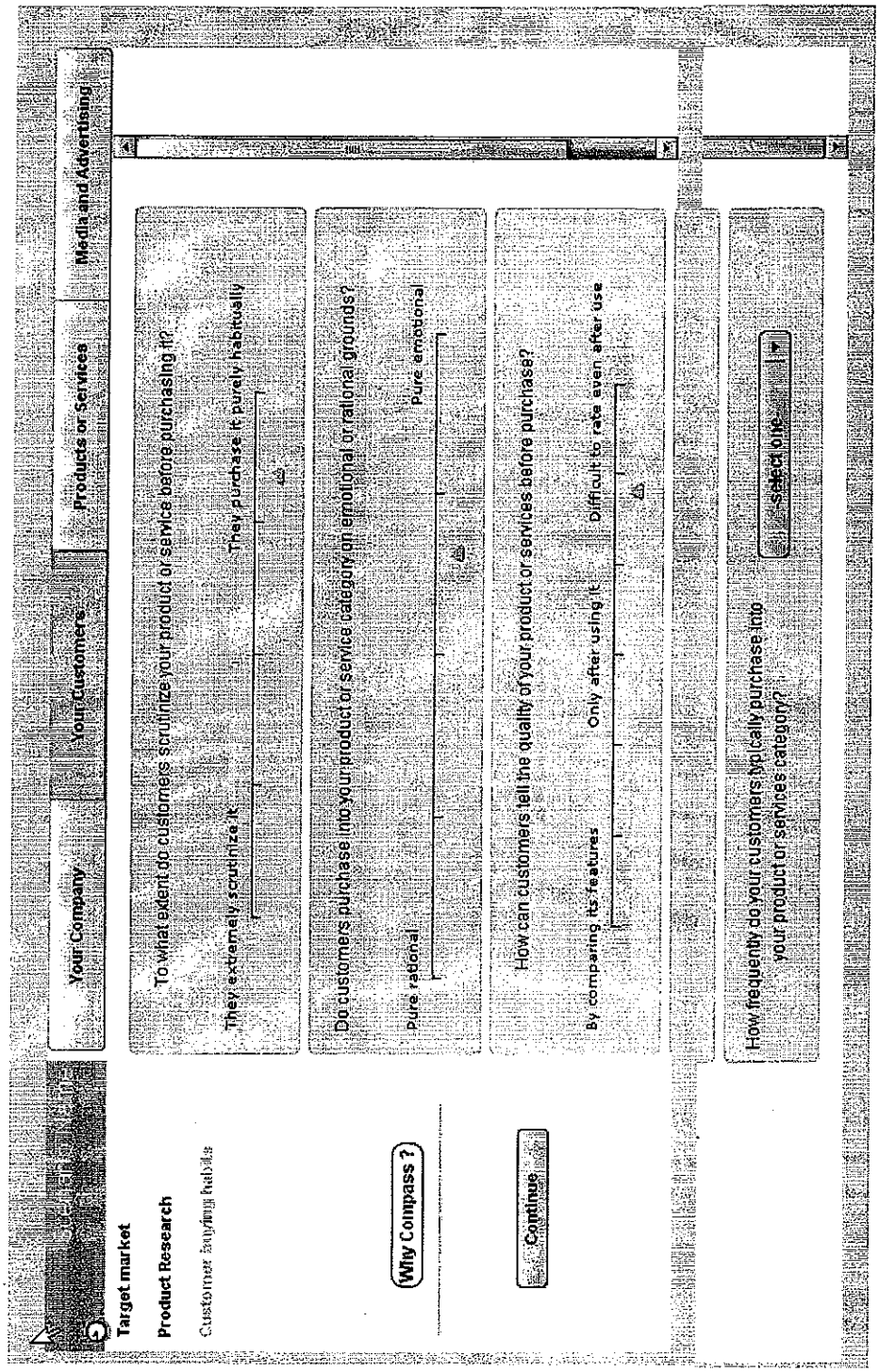

Your Company
Your customers
Products or Services
Media and Advertising
Target market
Product Research
Customer buying habits
To what extent do customers scrutinize your product or service before purchasing it?
They extremely scrutinize it
They purchase it purely habitually
Do customers purchase into your product or service category on emotional or rational grounds?
Pure rational
Pure emotional
How can customers tell the quality of your product or services before purchase?
By comparing its features
Only after using it
Difficult to rate even after use
How frequently do your customers typically purchase into your product or services category?
Select one
Why Compass ?
Continue

Figure 29

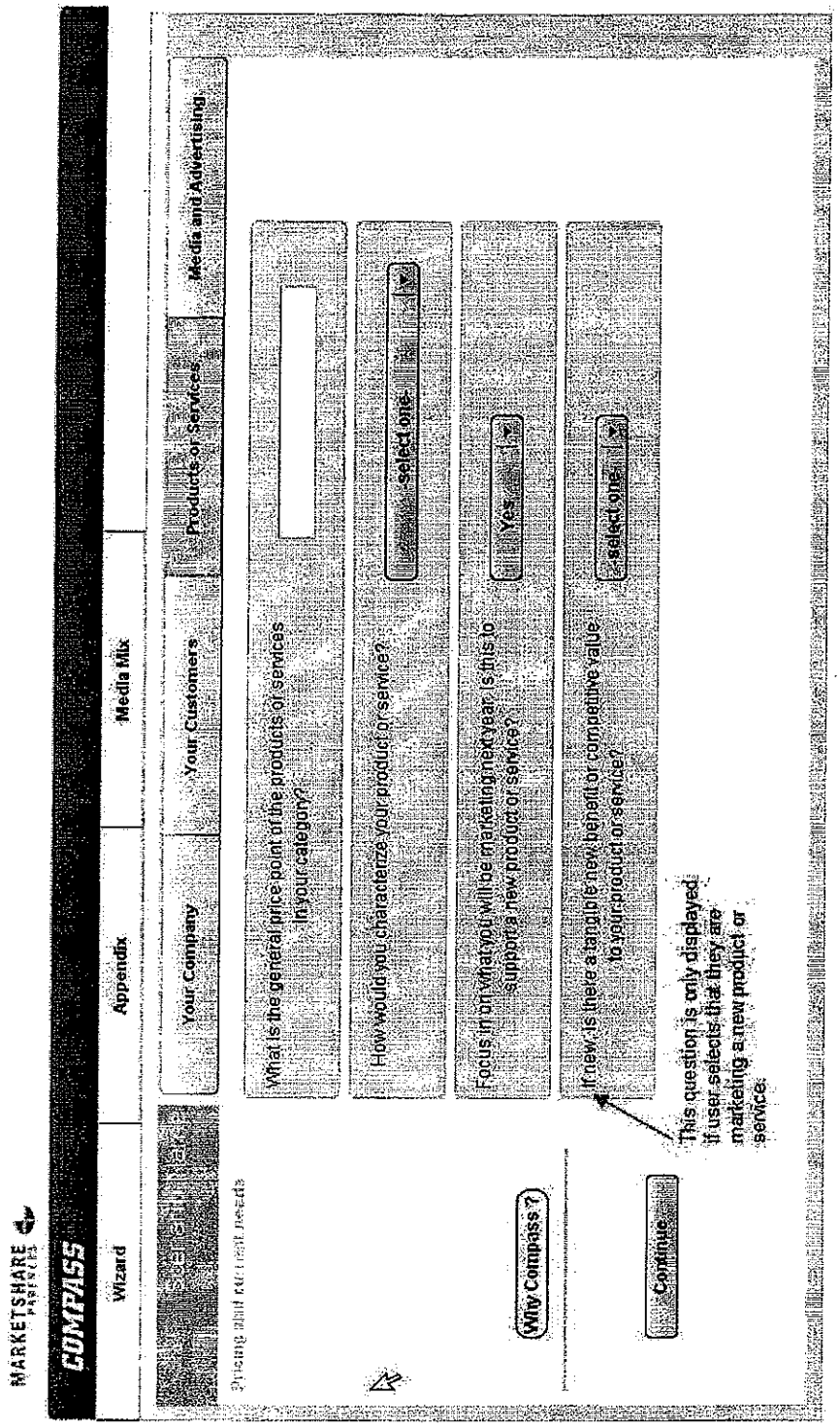

MARKETSHARE
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Wizard
Appendix
Media Mix
Your Company
Your Customers
Products or Services
Media and Advertising
What is the general price point of the products or services in your category?
How would you characterize your product or service?
select one
Focus in on what you will be marketing next year. Is this to support a new product or service?
Yes
If new, is there a tangible new benefit or competitive value to your product or service?
select one
Why Compass?
Continue
This question is only displayed if user selects that they are marketing a new product or service.

Figure 30

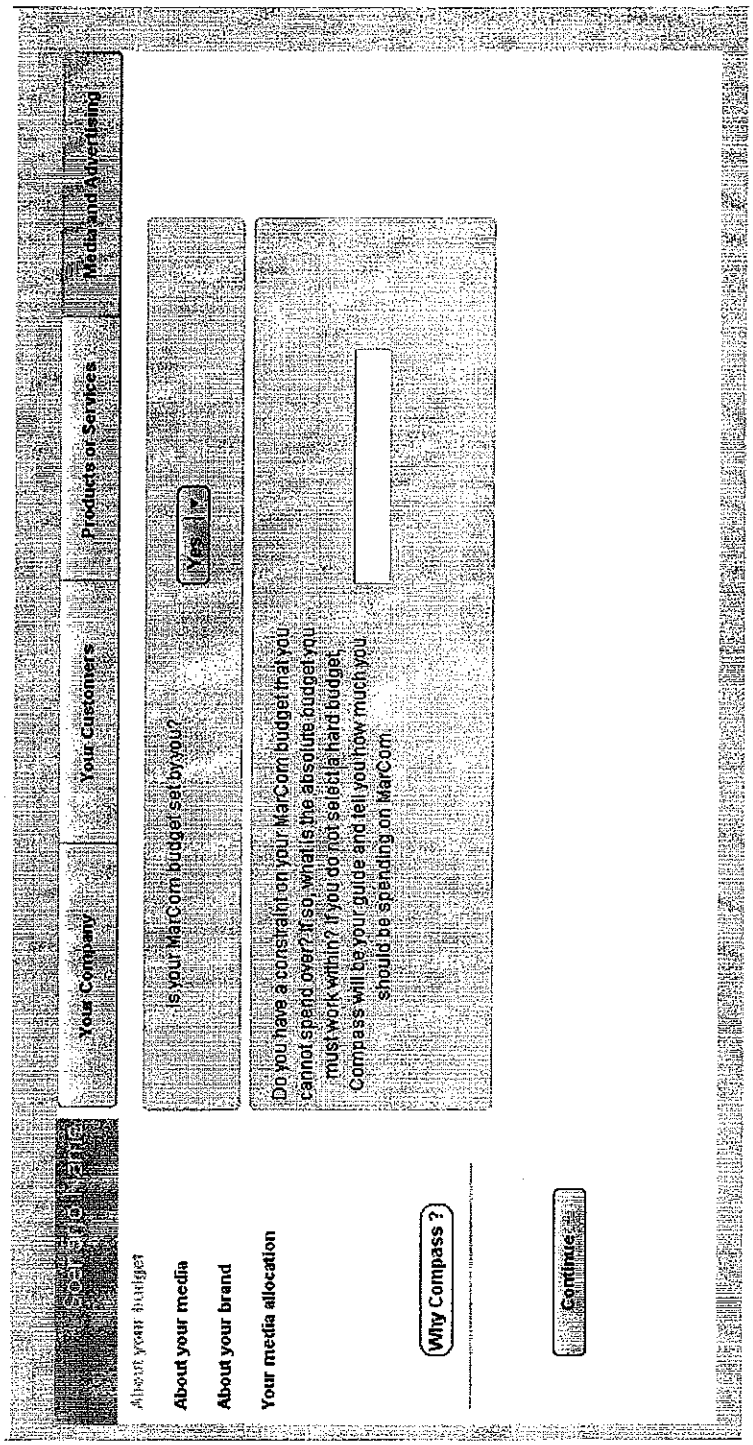

Your Company
Your Customers
Products or Services
Media and Advertising
About your budget
About your media
About your brand
Your media allocation
Is your MarCom budget set by you?
Yes
Do you have a constraint on your MarCom budget that you cannot spend over? If so, what is the absolute budget you must work within? If you do not select a hard budget, Compass will be your guide and tell you how much you should be spending on MarCom
Why Compass ?
Continue

Figure 31

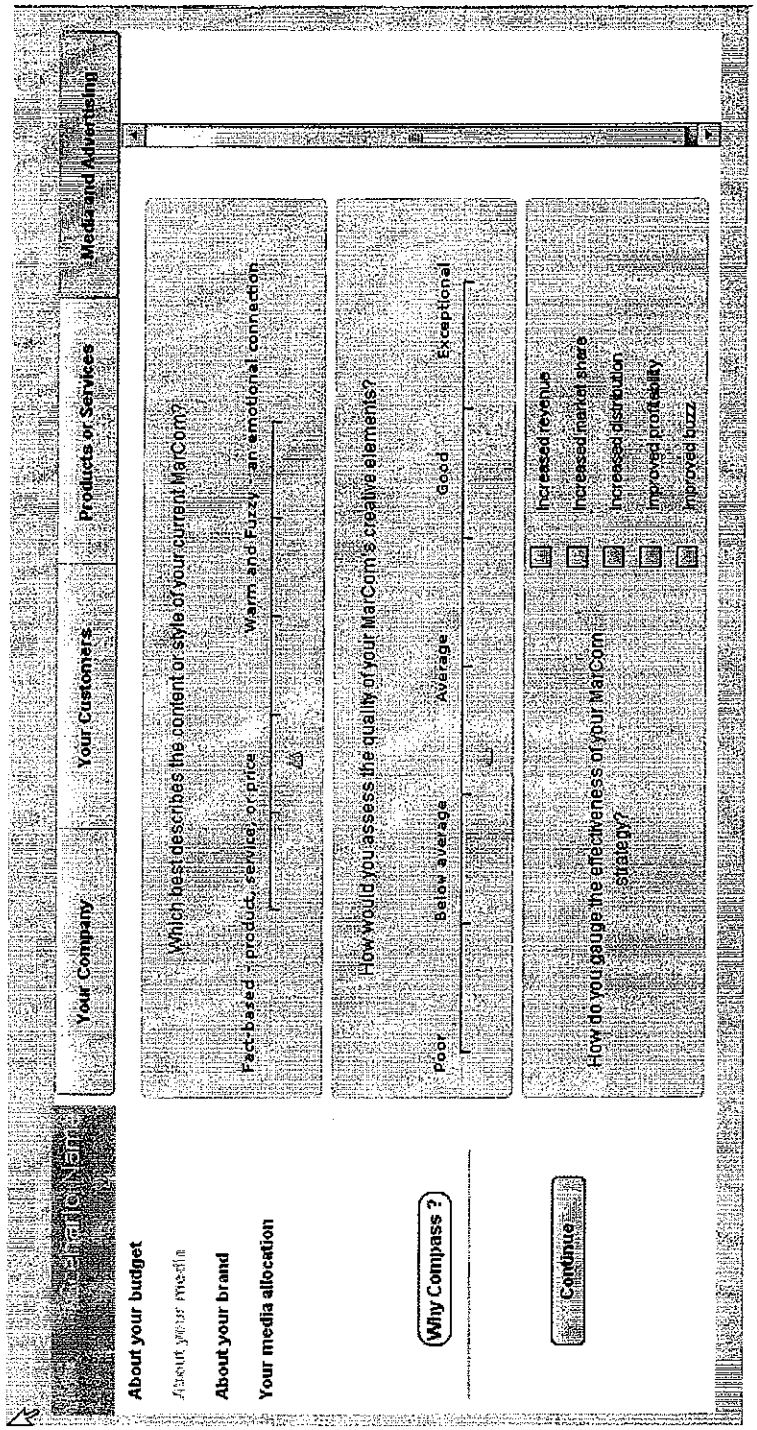

Your Company
Your Customers
Products or Services
Media and Advertising
About your budget
About your brand
Your media allocation
Which best describes the content or style of your current MarCom?
Fact-based - product, service, or price
Warm and Fuzzy - an emotional connection
How would you assess the quality of your MarCom's creative elements?
Poor
Below average
Average
Good
Exceptional
How do you gauge the effectiveness of your MarCom strategy?
Increased revenue
Increased market share
Increased distribution
Improved profitability
Improved buzz
Why Compass ?
Continue

Figure 32

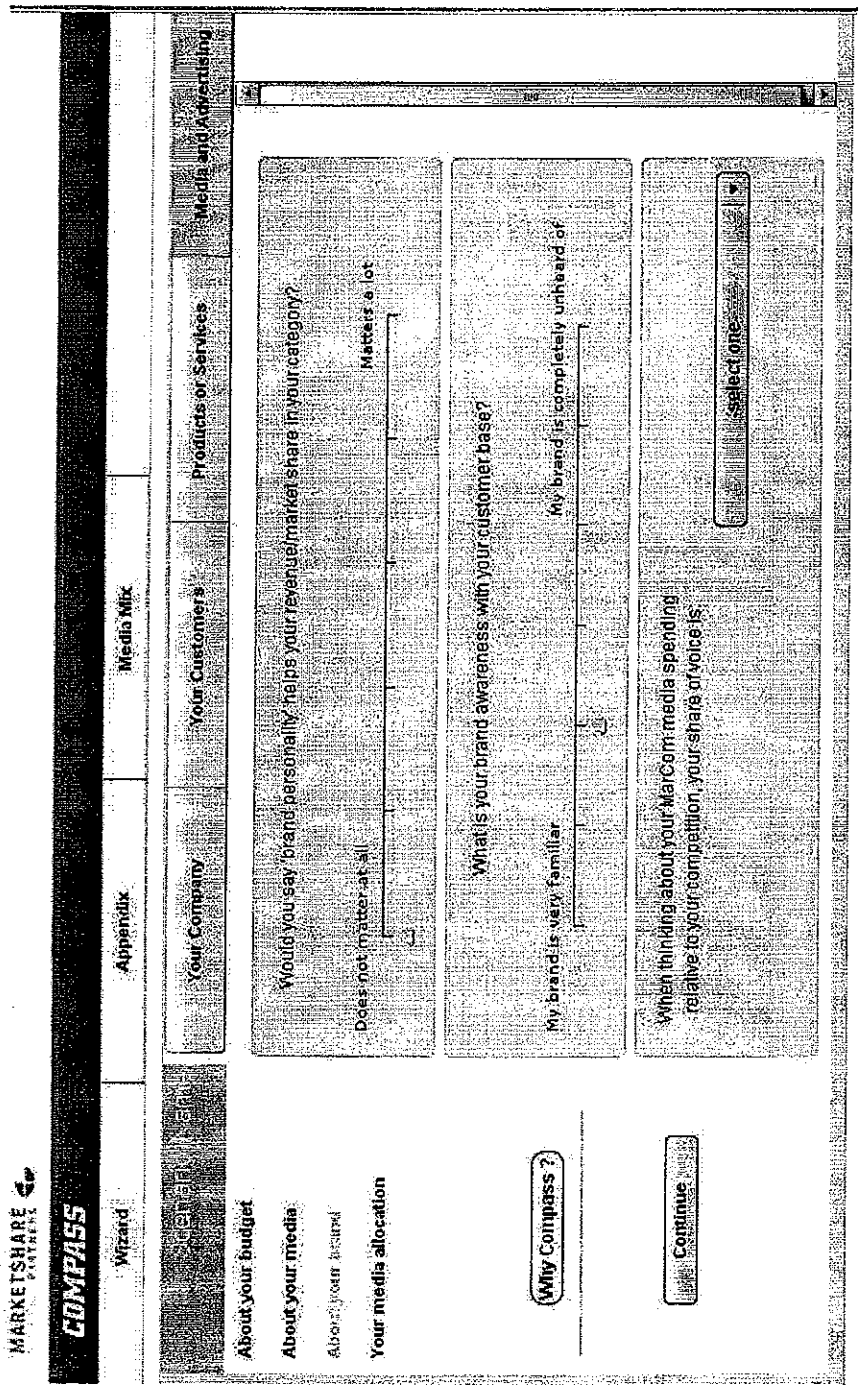

MARKETSHARE
COMPASS
Wizard
Appendix
Media Mix
Your Company
Your Customers
Products or Services
Media and Advertising
About your budget
About your media
Your media allocation
Would you say 'brand personality' helps your revenue/market share in your category?
Does not matter at all
Matters a lot
What is your brand awareness with your customer base?
My brand is very familiar
My brand is completely unheard of
When thinking about your MarCom media spending relative to your competition, your share of voice is:
Select one
Why Compass ?
Continue

Figure 33

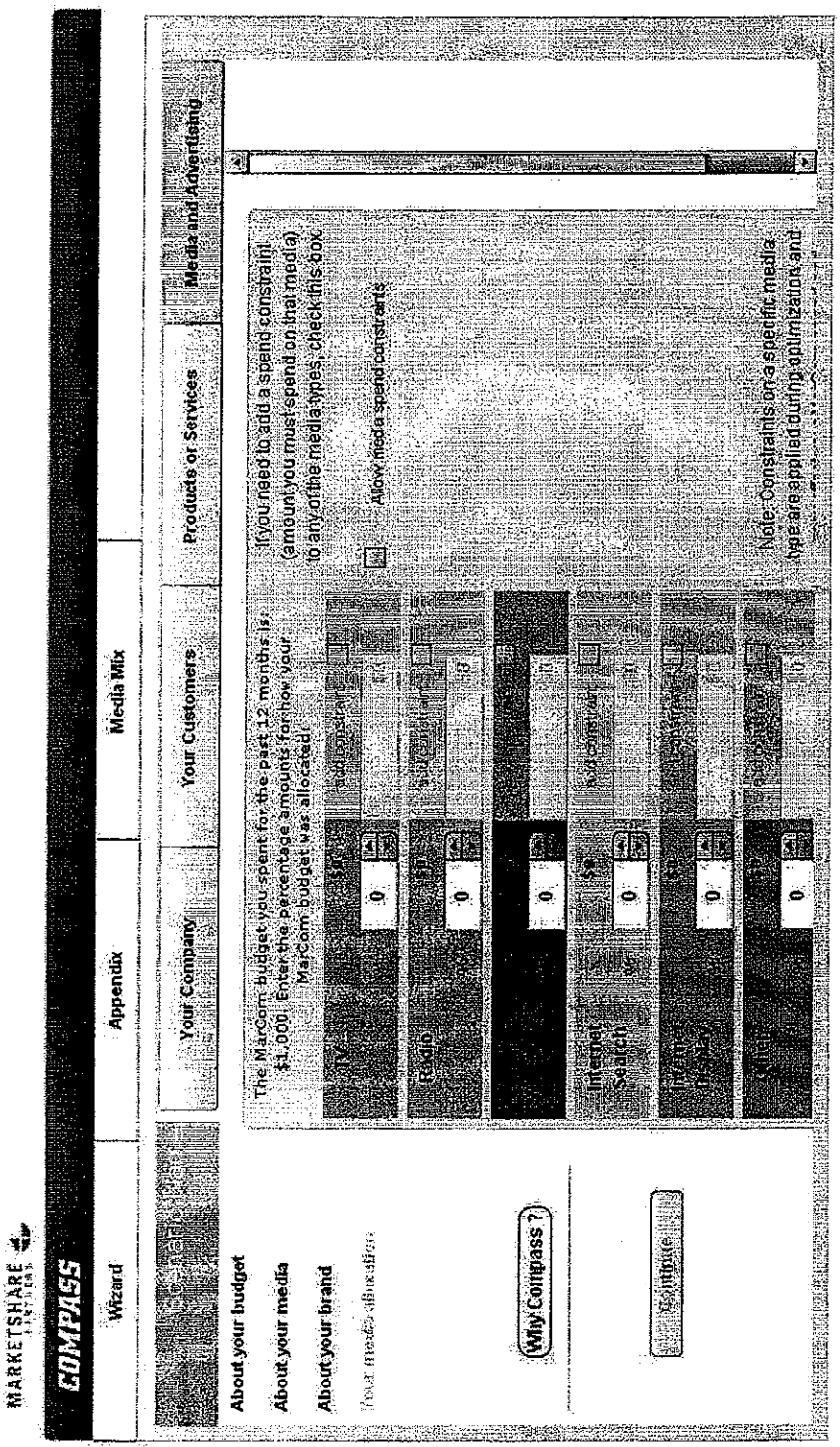

MARKETSHARE
COMPASS
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Appendix
Media Mix
Your Company
Your Customers
Products or Services
Media and Advertising
About your budget
About your media
About your brand
The MarCom budget you spent for the past 12 months is:
$1,000. Enter the percentage amounts for how your MarCom budget was allocated.
If you need to add a spend constraint (amount you must spend on that media) to any of the media types, check this box
Add constraint
Allow media spend constraints
TV
Radio
Internet
Search
Why Compass ?
Continue
Note: Constraints on a specific media type are applied during optimization and

Figure 34

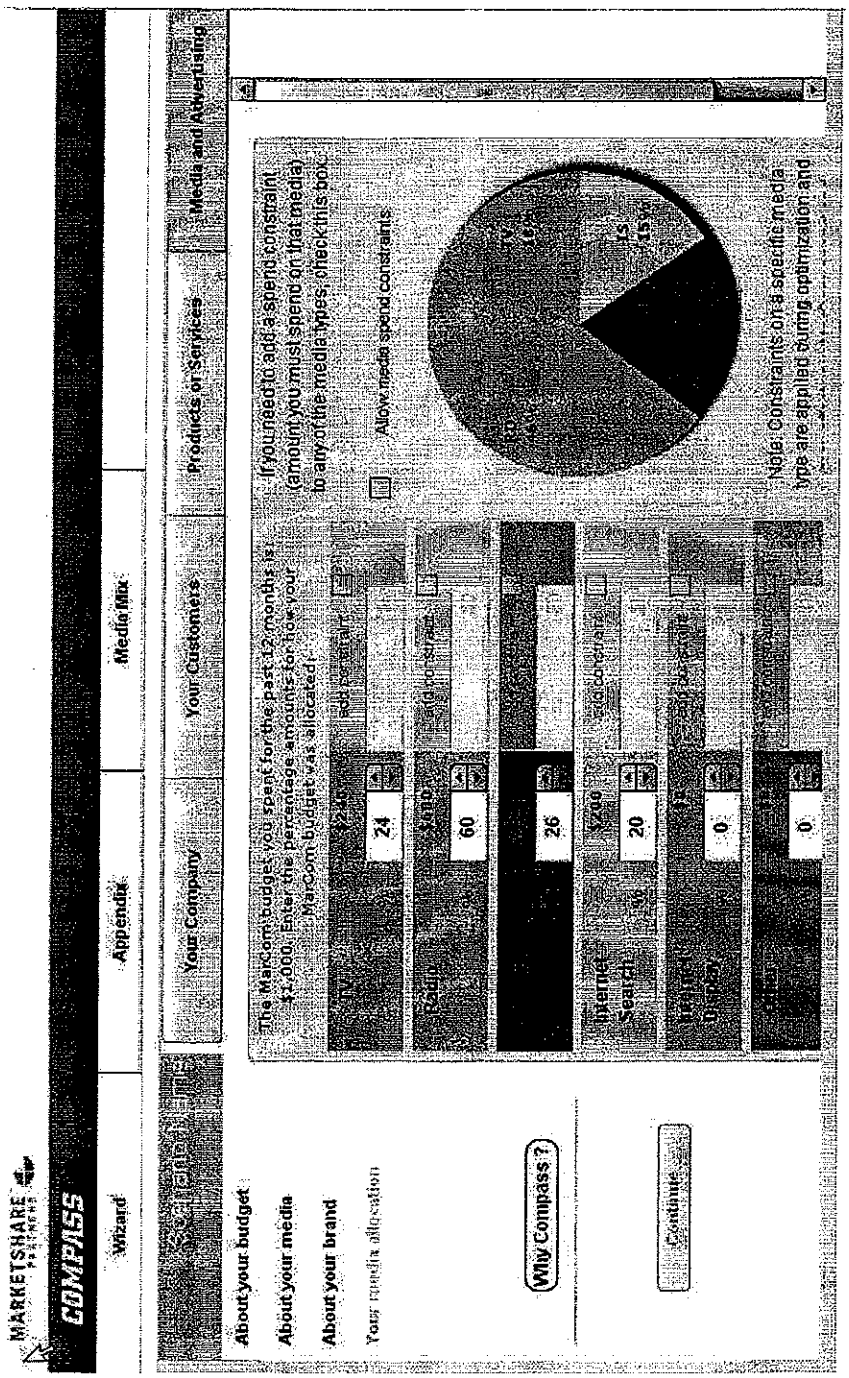

MARKETSHARE
COMPASS
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Appendix
Media Mix
Your Company
Your Customers
Products or Services
Media and Advertising
About your budget
About your media
About your brand
Your media allocation
Why Compass?
Continue
The Mad.com budget you spent for the past 12 months is:
$1,000. Enter the percentage amounts for how your
Mad.com budget was allocated:
TV
Radio
Internet
Search
Display
Add constraint
Allow media spend constraints
If you need to add a spend constraint
(amount you must spend on that media)
to any of the media types, check this box
Note: Constraints on a specific media
type are applied during optimization and

Figure 35

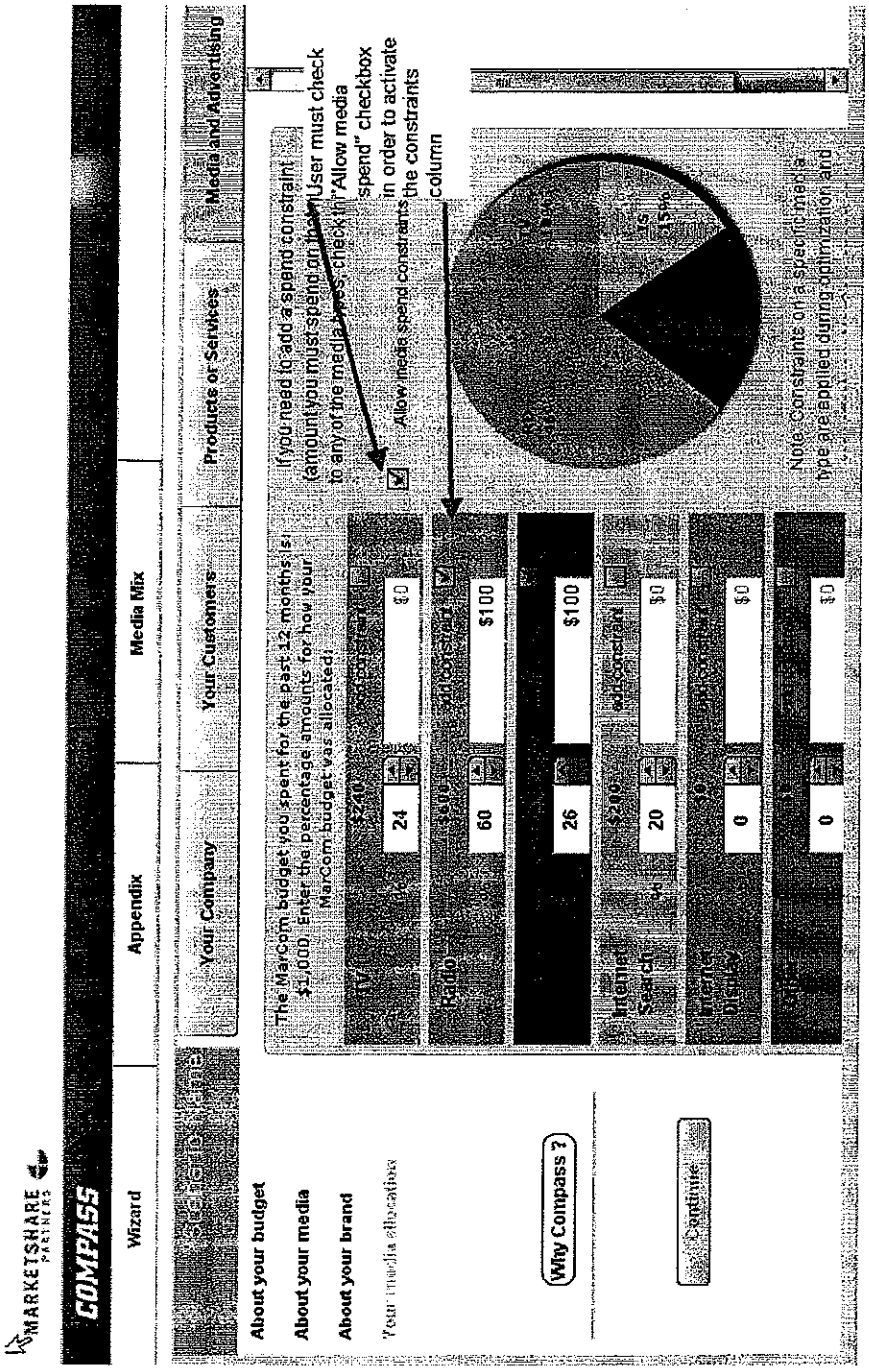

MARKETSHARE PARTNERS
COMPASS
Wizard
Appendix
Media Mix
Your Company
Your Customers
Products or Services
Media and Advertising
About your budget
About your media
About your brand
Your media allocation
Why Compass ?
Continue
The MarCom budget you spent for the past 12 months is:
$1,000. Enter the percentage amounts for how your MarCom budget was allocated:
If you need to add a spend constraint (amount) you must check to any of the media boxes, check in "Allow media spend" checkbox in order to activate the constraints column
Allow media spend constraints
TV
Radio
Internet
Search
Display
Other
$240
$600
$200
$0
24
60
26
20
0
0
$100
$100
$0
$0
$0
$0
Note: constraints on a specific media type are applied during optimization and

Figure 36

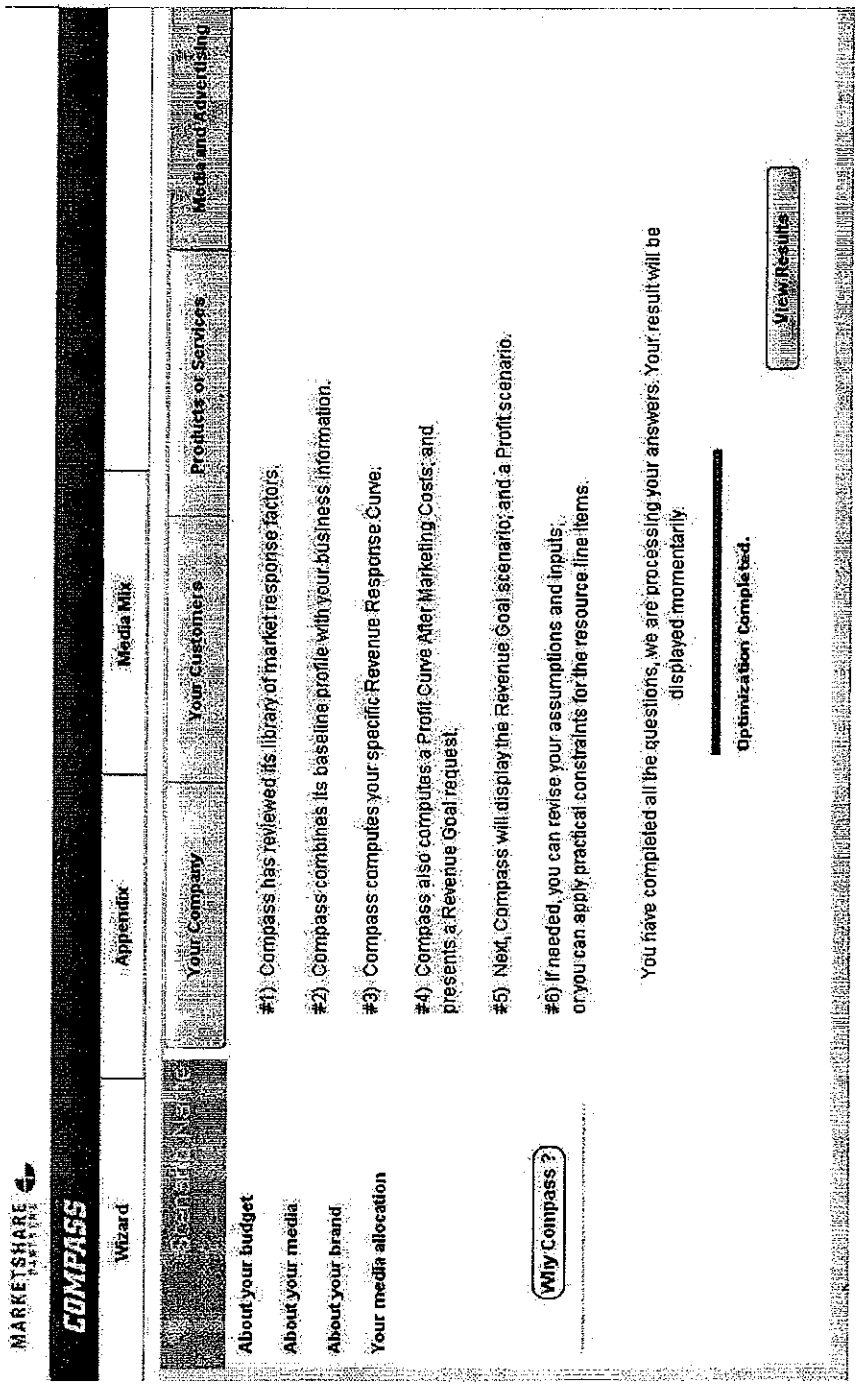

MARKETSHARE
COMPASS
Wizard
Appendix
Media Mix
Your Company
Your Customers
Products or Services
Media and Advertising
About your budget
About your media
About your brand
Your media allocation
#1) Compass has reviewed its library of market response factors.
#2) Compass combines its baseline profile with your business information.
#3) Compass computes your specific Revenue Response Curve.
#4) Compass also computes a Profit Curve After Marketing Costs; and presents a Revenue Goal request.
#5) Next, Compass will display the Revenue Goal scenario; and a Profit scenario.
#6) If needed, you can revise your assumptions and inputs; or you can apply practical constraints for the resource line items.
Why Compass ?
You have completed all the questions, we are processing your answers. Your result will be displayed momentarily.
Optimization Completed.
View Results

Figure 37

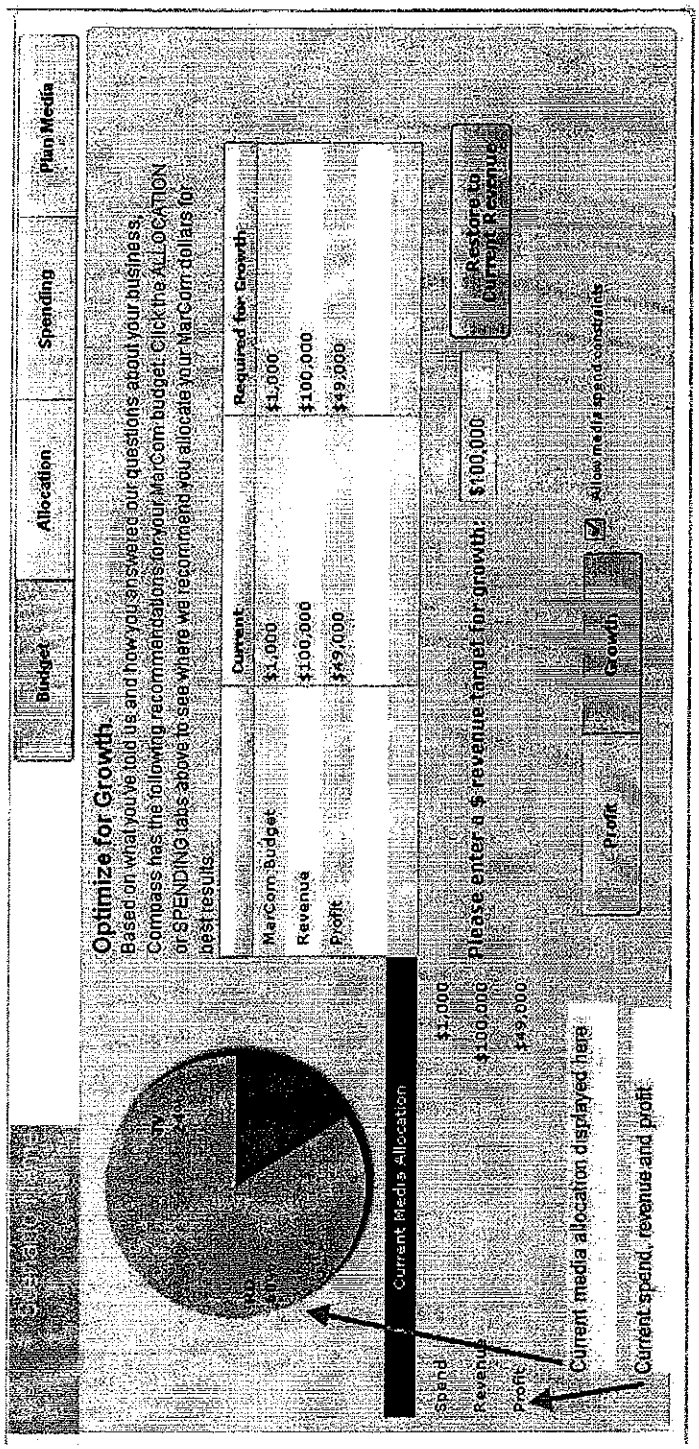

Budget
Allocation
Spending
Plan Media
Optimize for Growth
Based on what you've told us and how you answered our questions about your business,
Compass has the following recommendations for your MarCom budget. Click the ALLOCATION
or SPENDING tabs above to see where we recommend you allocate your MarCom dollars for
best results.
Current
Required for Growth
MarCom Budget
$1,000
$1,000
Revenue
$100,000
$100,000
Profit
$49,000
$49,000
Restore to Current Reality
Current Media Allocation
Spend
$1,000
Revenue
$100,000
Profit
$49,000
Please enter a $ revenue target for growth:
$100,000
Allow media spend constraints
Profit
Growth
Current media allocation displayed here
Current spend, revenue and profit

Figure 38

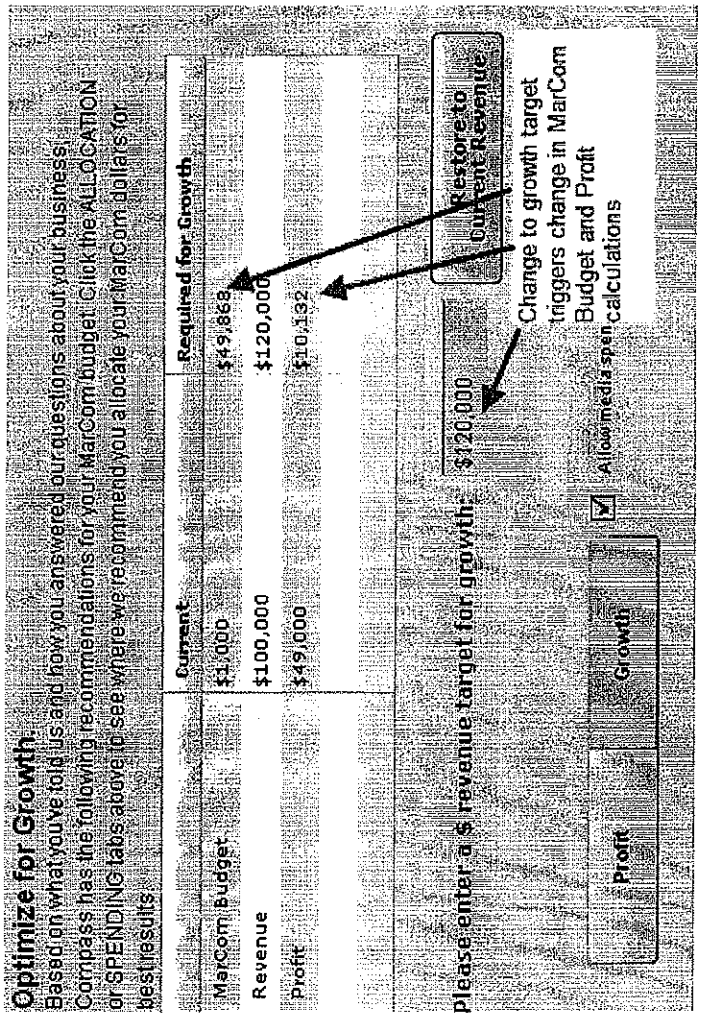

Optimize for Growth
Based on what you've told us and how you answered our questions about your business,
Compass has the following recommendations for your MarCom budget. Click the ALLOCATION
or SPENDING tabs above to see where we recommend you allocate your MarCom dollars for
best results.
Current
Required for Growth
MarCom Budget
$1,000
$49,868
Revenue
$100,000
$120,000
Profit
$49,000
$10,132
Please enter a $ revenue target for growth:
$120,000
Restore to Current Revenue
Change to growth target triggers change in MarCom Budget and Profit calculations
Allocate
Spend
Profit
Growth

Figure 39

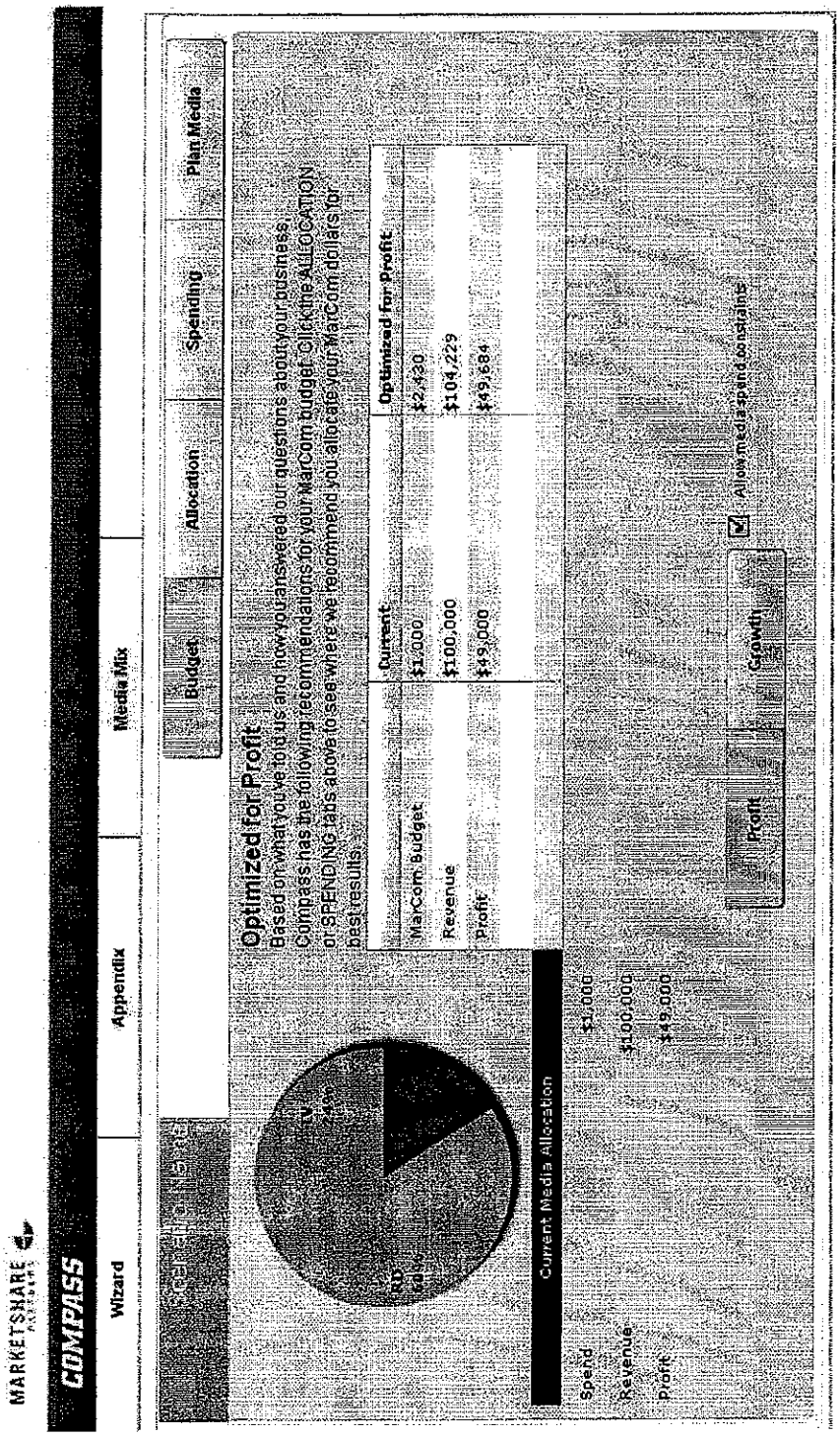

MARKETSHARE
COMPASS
Wizard
Appendix
Media Mix
Budget
Allocation
Spending
Plan Media
Optimized for Profit
Based on what you've told us and how you answered our questions about your business,
Compass has the following recommendations for your MarCom budget. Click the ALLOCATION
or SPENDING tabs above to see where we recommend you allocate your MarCom dollars for
best results.
Current
Optimized for Profit
MarCom Budget
$1,000
$2,430
Revenue
$100,000
$104,229
Profit
$49,000
$49,684
Current Media Allocation
Spend
$1,000
Revenue
$100,000
Profit
$49,000
Profit
Growth
Allow media spend constains

Figure 40

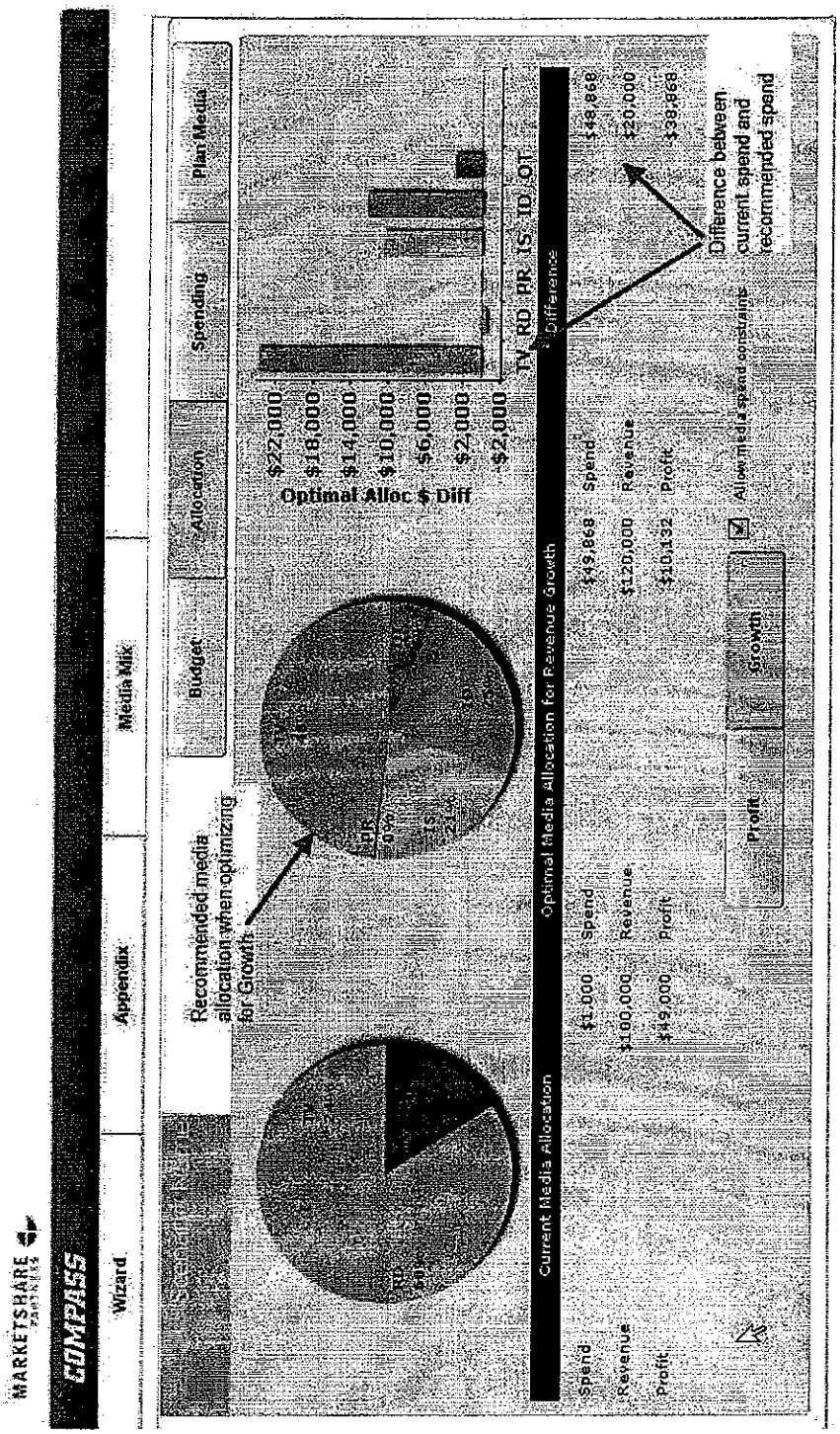

MARKETSHARE PARTNERS
COMPASS
Wizard
Appendix
Media Mix
Budget
Allocation
Spending
Plan Media
Recommended media allocation when optimizing for Growth
Optimal Alloc $ Diff
$22,000
$18,000
$14,000
$10,000
$6,000
$2,000
-$2,000
TV RD PR IS ID OT
Current Media Allocation
Optimal Media Allocation for Revenue Growth
Difference
Spend $1,000 $49,868 $48,868
Revenue $100,000 $120,000 $20,000
Profit $19,000 $10,132 -$38,868
Difference between current spend and recommended spend
Allow media spend constraints
Profit
Growth

Figure 41

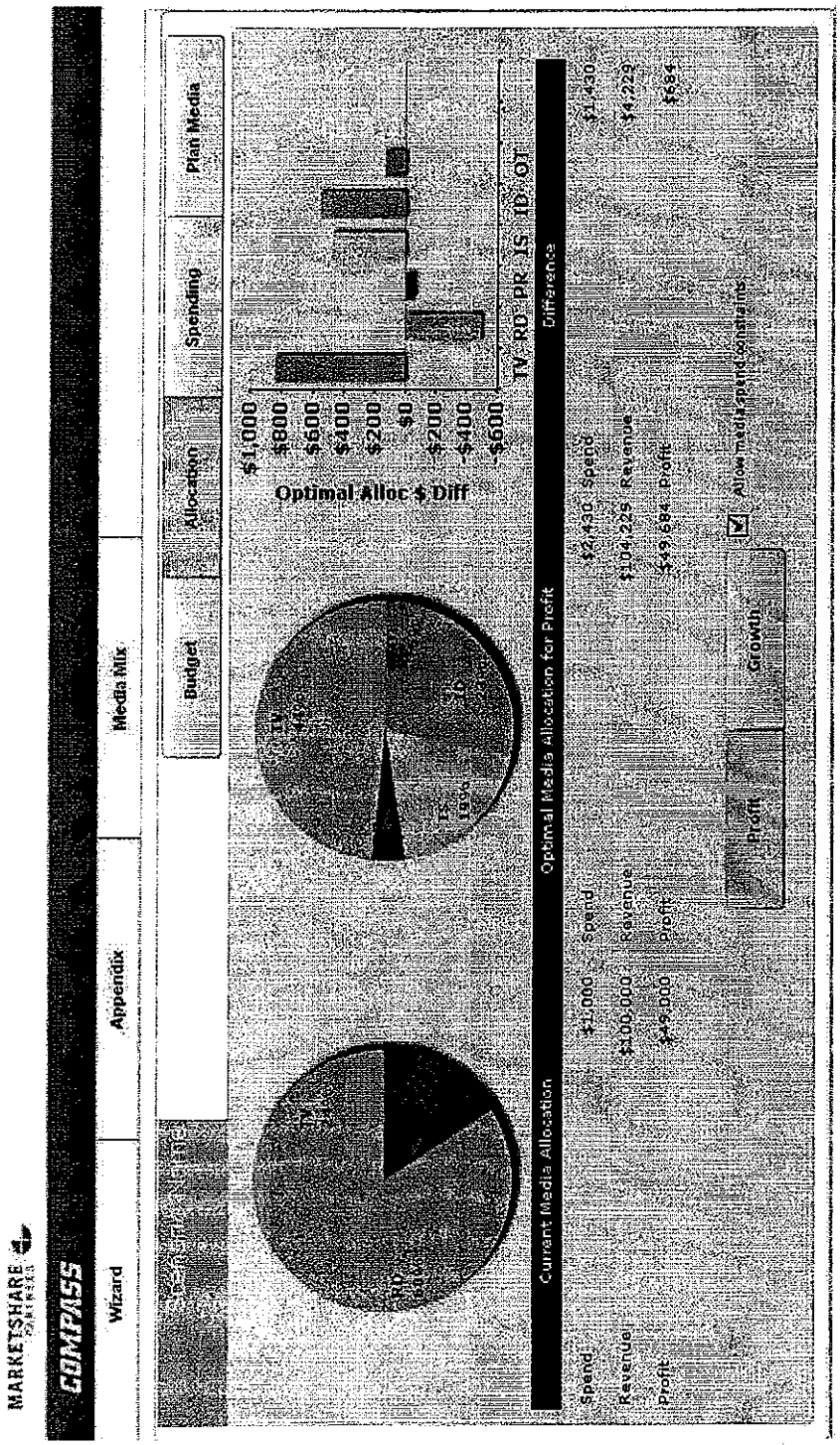

MARKETSHARE PARTNERS
COMPASS
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Appendix
Media Mix
Budget
Allocation
Spending
Plan Media
Optimal Alloc $ Diff
$1,000
$800
$600
$400
$200
$0
-$200
-$400
-$600
TV RD PR IS ID OT
Current Media Allocation
Optimal Media Allocation for Profit
Difference
Spend
Revenue
Profit
$1,000
$100,000
$49,000
$4,430
$104,229
$49,684
$1,430
$4,229
$684
Profit
Growth
Allow Media Spend Constraints

Figure 42

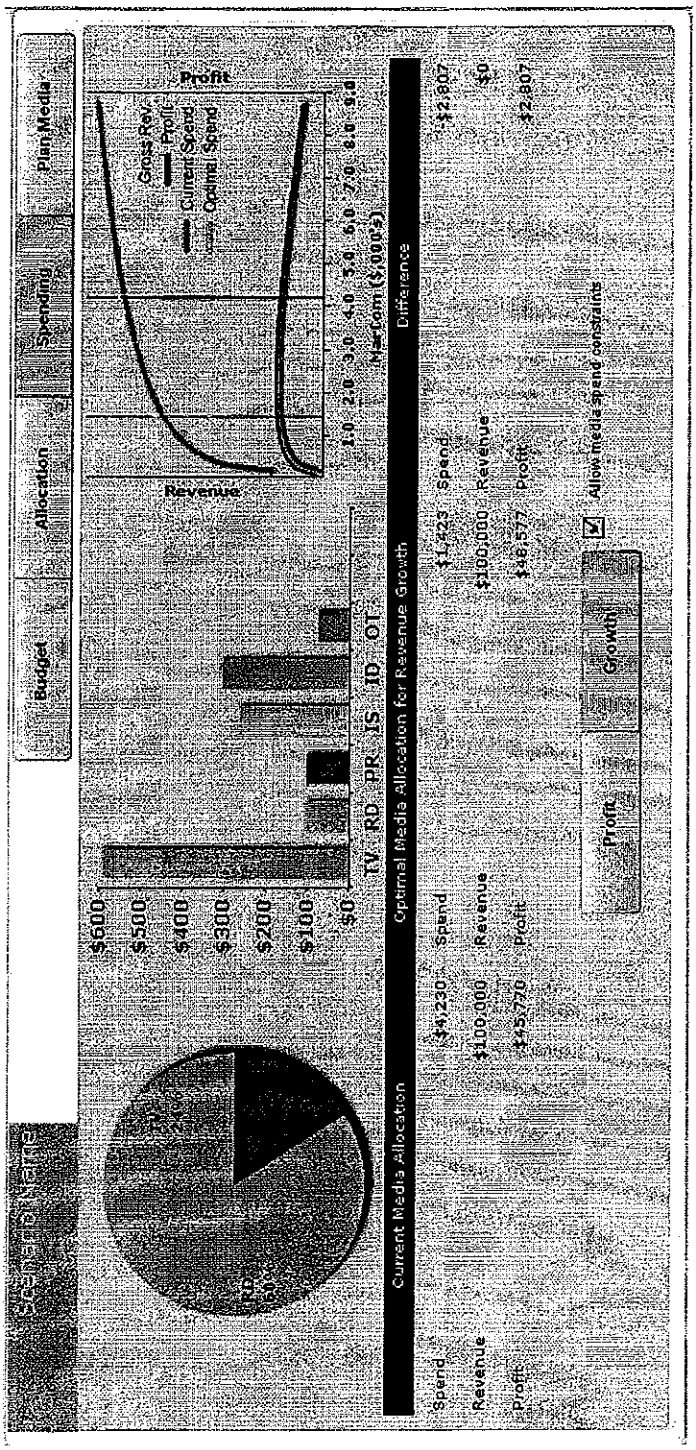

Plan Media
Spending
Allocation
Budget
Profit
Gross Rev.
Profit
Current Spend
Optimal Spend
Revenue
Marginal ($,000's)
Current Media Allocation
Optimal Media Allocation for Revenue Growth
Difference
Spend
Revenue
Profit
$34,230
$100,000
$45,770
$1,423
$100,000
$46,577
$2,807
$0
$2,807
Allow media spend constraints
Profit
Growth
TV
RD
PR
IS
ID
OT
$600
$500
$400
$300
$200
$100
$0

Figure 43

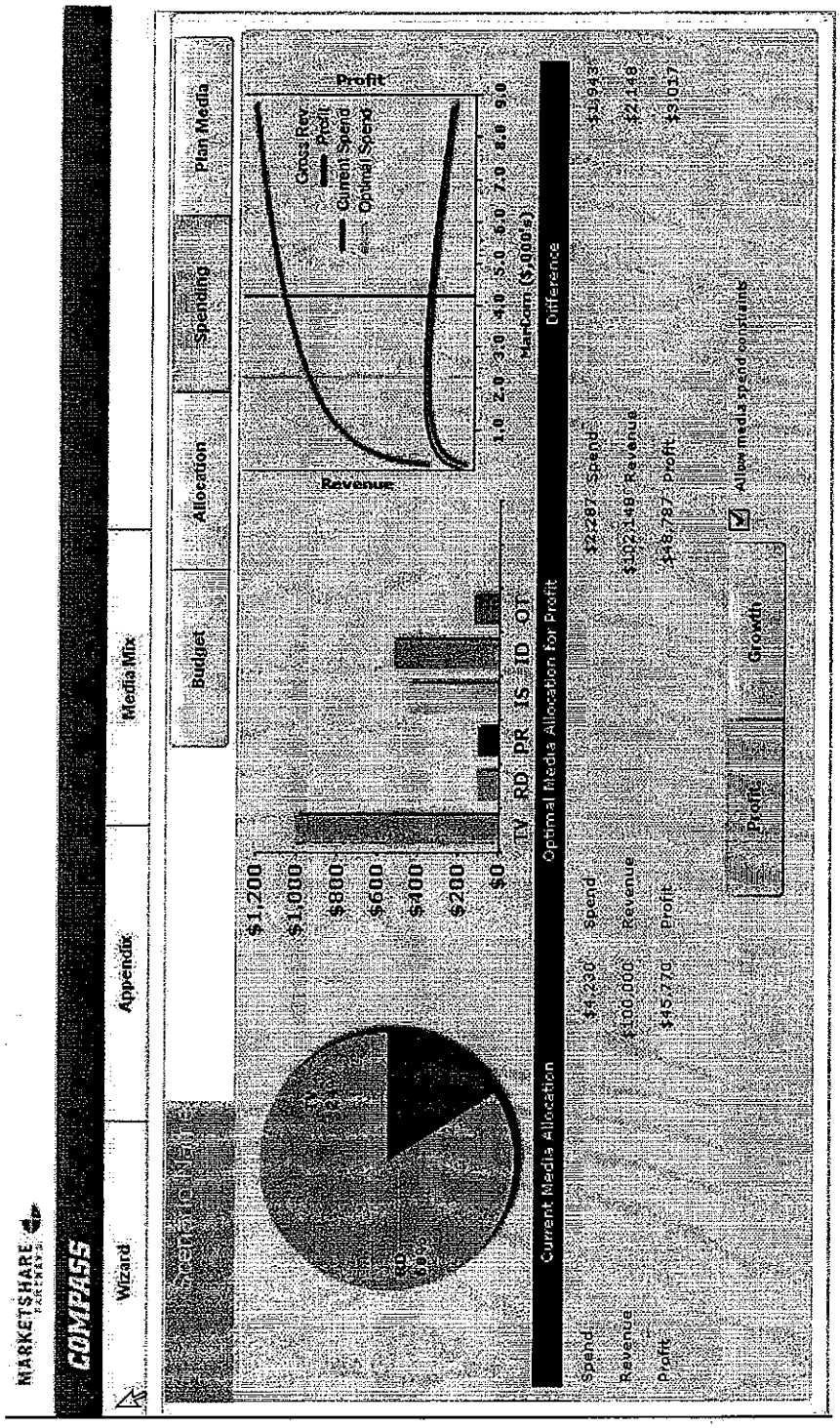

MARKETSHARE
COMPASS
Wizard
Appendix
Media Mix
Budget
Allocation
Spending
Plan Media
Scenario NEW
$1,200
$1000
$800
$600
$400
$200
$0
TV RD PR IS ID OT
Revenue
Profit
Gross Rev
Profit
Given Spend
Optimal Spend
Marginal ($ 000's)
Current Media Allocation
Optimal Media Allocation for Profit
Difference
Spend
Revenue
Profit
Profit
Growth
Allow media spend constraints

Figure 44

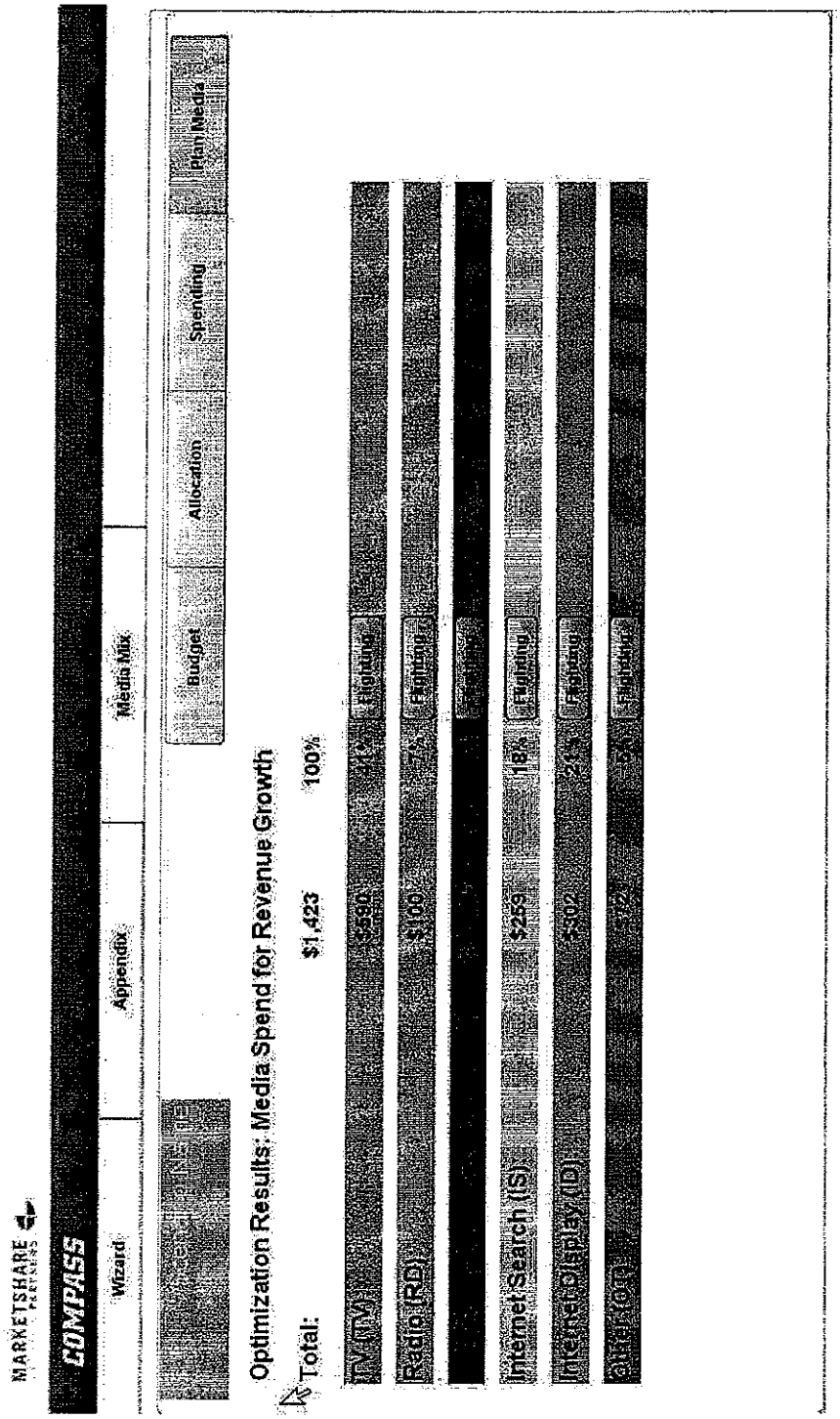

MARKETSHARE PARTNERS
COMPASS
Wizard
Appendix
Media Mix
Budget
Allocation
Spending
Plan Media
Optimization Results: Media Spend for Revenue Growth
Total:
$1,423
100%
TV (TM)
$580
41%
Radio (RD)
$100
7%
Internet Search (IS)
$259
18%
Internet Display (ID)
$302
21%

Figure 45

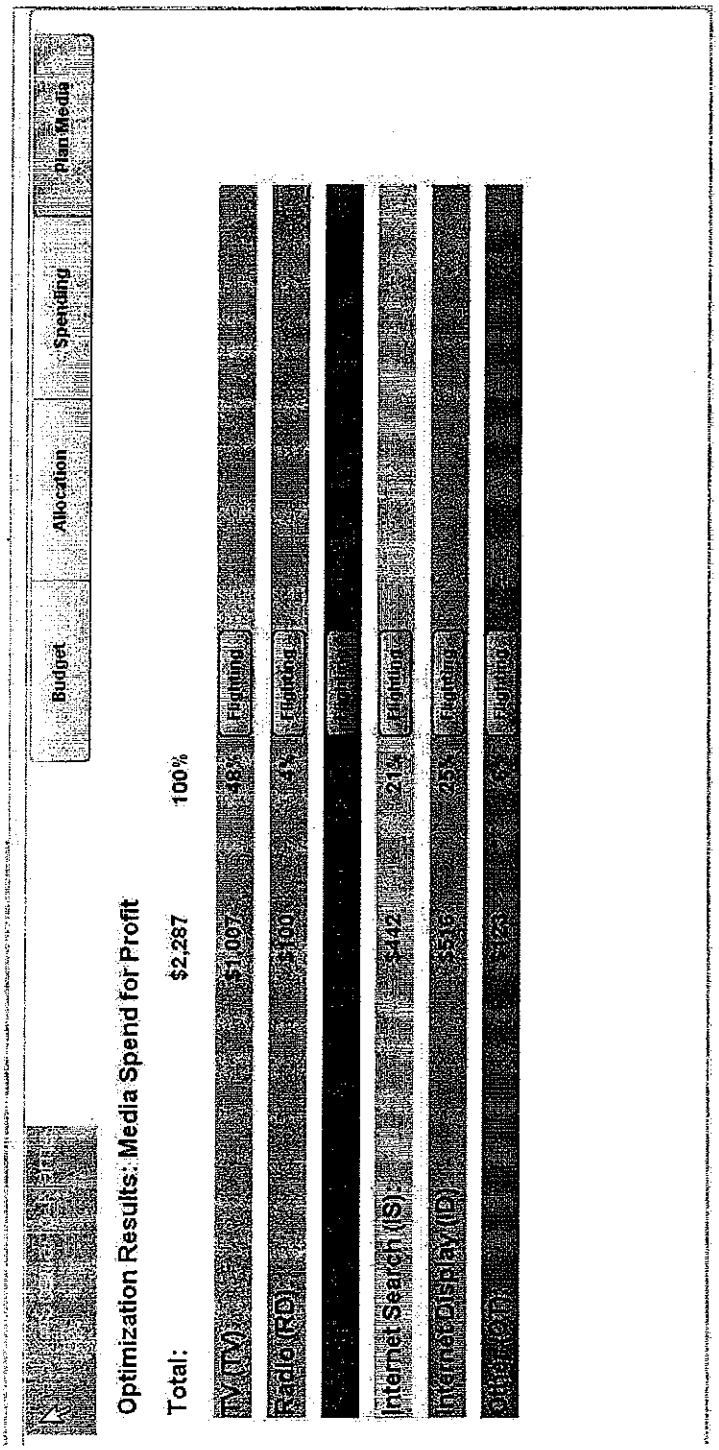

Budget
Allocation
Spending
Plan Media
Optimization Results: Media Spend for Profit
Total:
$2,287
100%
TV (TV)
$1,007
Fighting
Radio (RD)
$100
Fighting
Internet Search (IS)
$442
Fighting
Internet Display (ID)
$516
Fighting
Other (OT)
$222
Fighting

Figure 46

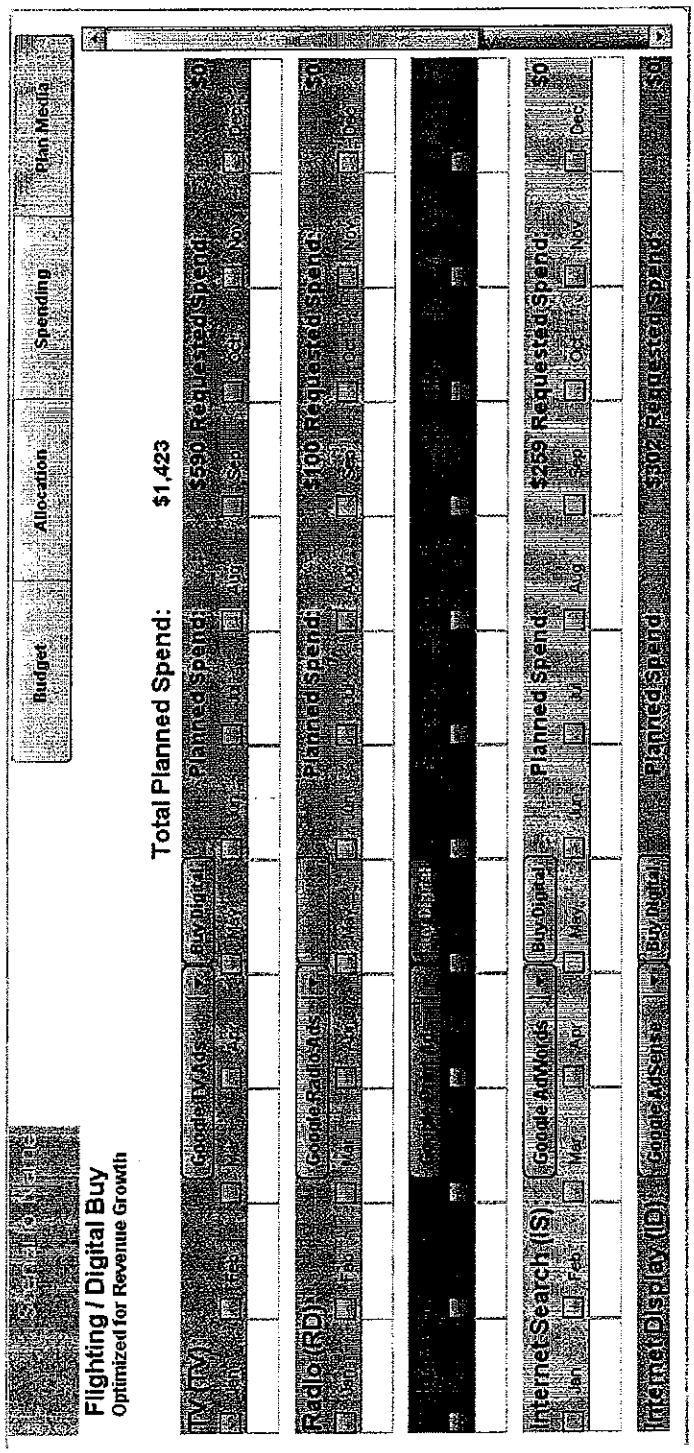

Budget
Allocation
Spending
Plan Media
Flighting / Digital Buy
Optimized for Revenue Growth
Total Planned Spend: $1,423
TV (TV)
Google TV Ads
Buy Digital
Planned Spend:
$590 Requested Spend:
Radio (RD)
Google Radio Ads
$100 Requested Spend:
Internet Search (IS)
Google AdWords
$269 Requested Spend:
Internet Display (ID)
Google AdSense
$302 Requested Spend:
$0
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

Figure 47

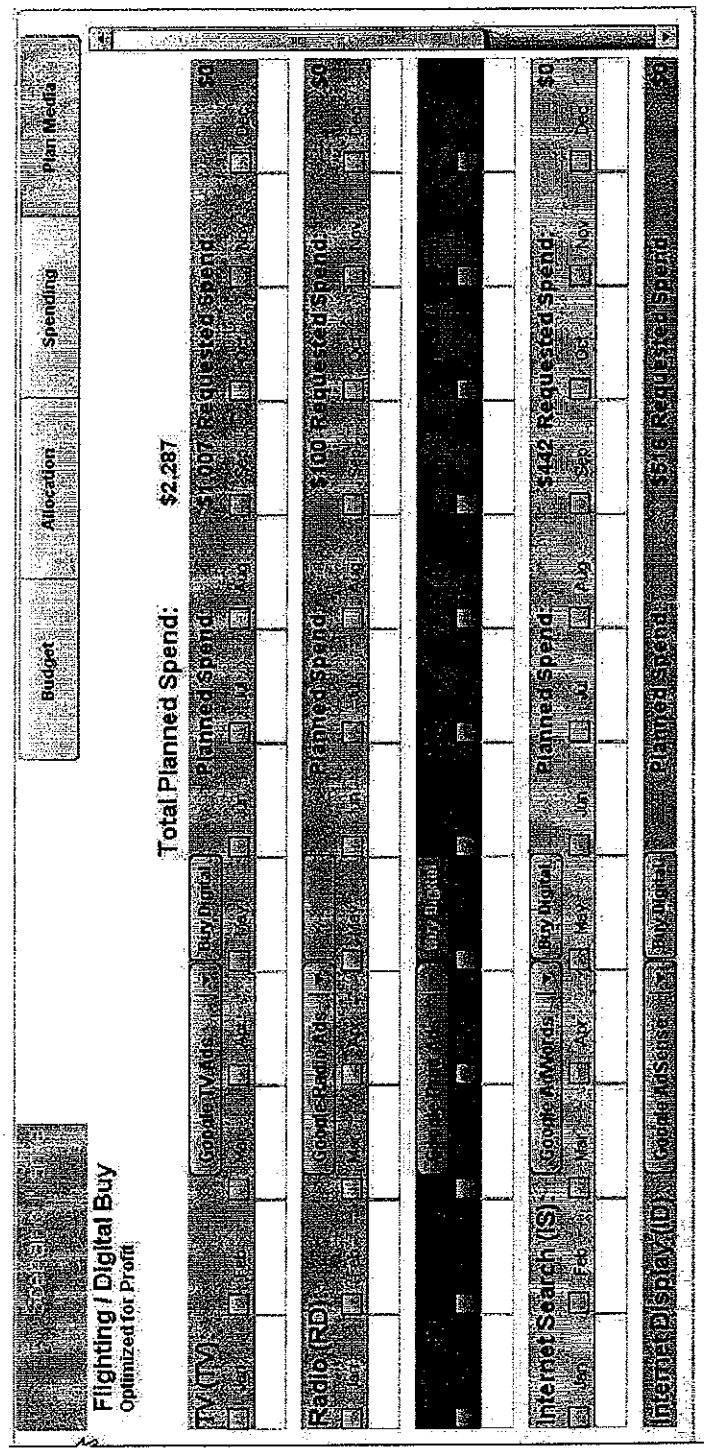

Budget
Allocation
Spending
Plan Media
Flighting / Digital Buy
Optimized for Profit
Total Planned Spend: $2,287
TV (TV)
Planned Spend: $1,007 Requested Spend: $0
Radio (RD)
Planned Spend: $100 Requested Spend: $0
Internet Search (IS)
Planned Spend: $442 Requested Spend: $0
Internet Display (ID)
Planned Spend: $618 Requested Spend: $0

Figure 48

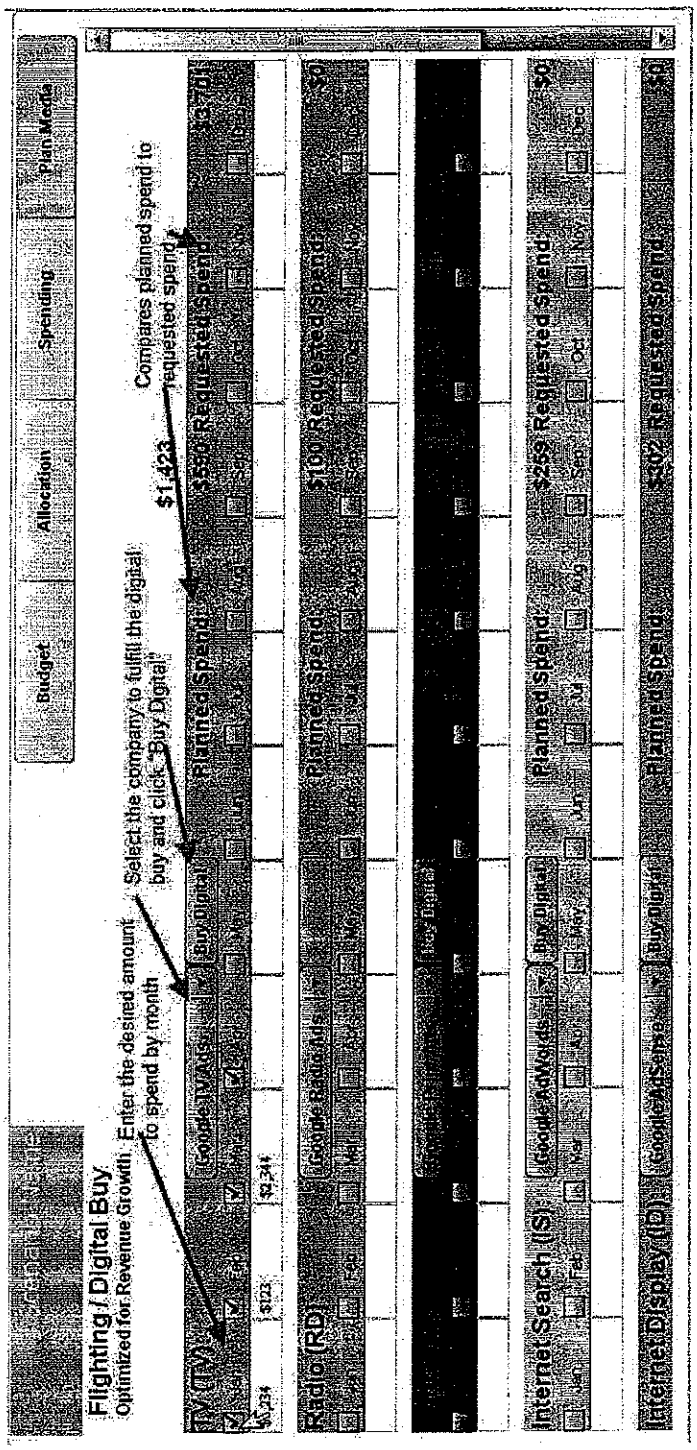

Budget
Allocation
Spending
Plan Media
Flighting / Digital Buy
Optimized for: Revenue Growth
Enter the desired amount to spend by month
Select the company to fulfill the digital buy and click "Buy Digital"
Compares planned spend to requested spend
$1,423
TV (TV)
Radio (RD)
Internet Search (IS)
Internet Display (ID)
Planned Spend
Requested Spend
Buy Digital

Figure 49

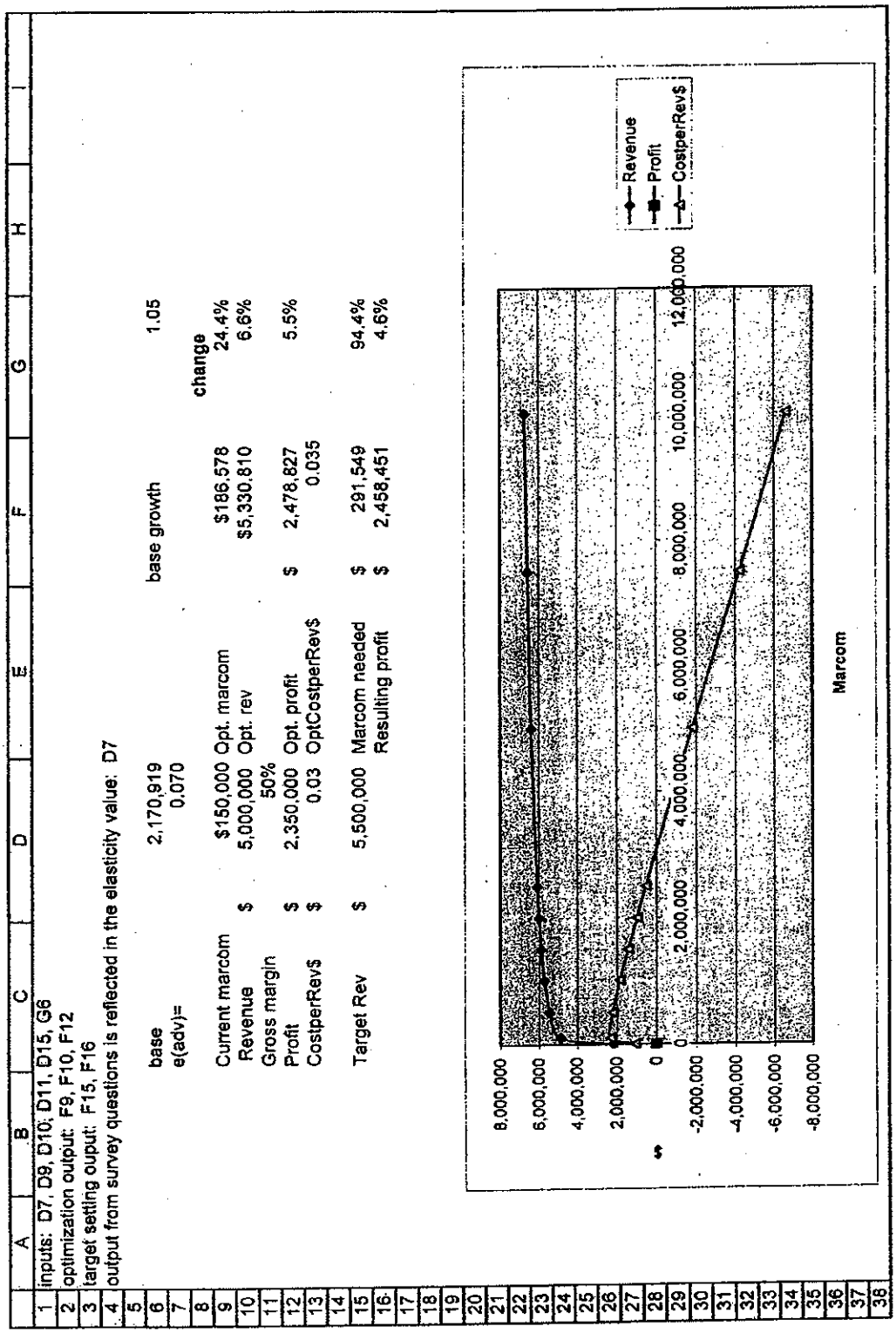
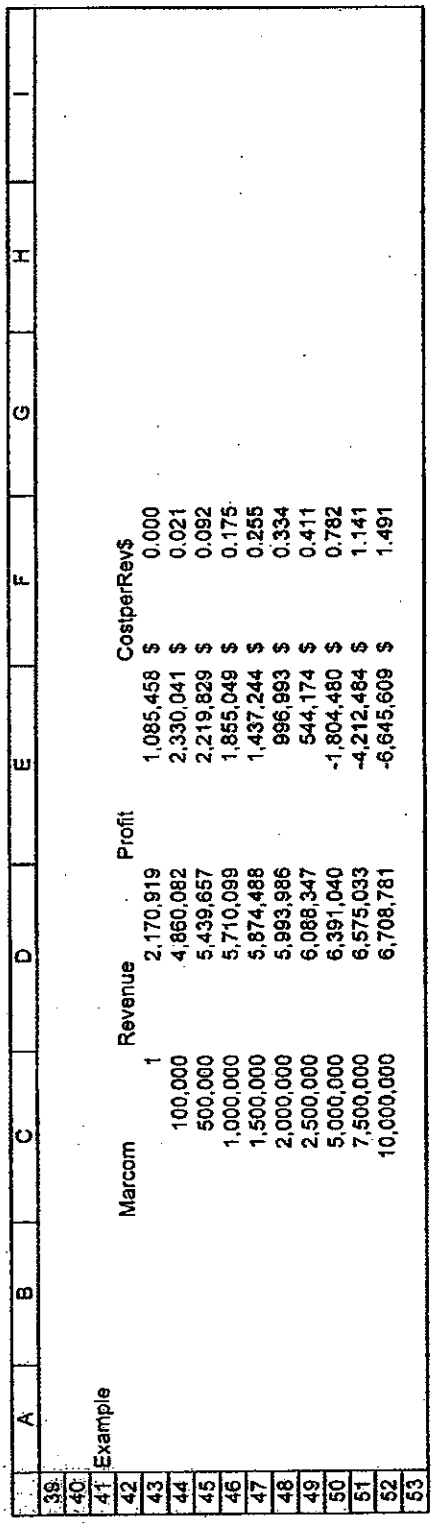

inputs: D7, D9, D10, D11, D15, G6
optimization output: F9, F10, F12
target setting ouput: F15, F16
output from survey questions is reflected in the elasticity value: D7
base 2,170,919 base growth 1.05
e(adv)= 0.070
change
Current marcom $150,000 Opt. marcom $186,578 24.4%
Revenue $ 5,000,000 Opt. rev $5,330,810 6.6%
Gross margin 50%
Profit $ 2,350,000 Opt. profit $ 2,478,827 5.5%
CostperRev$ $ 0.03 OptCostperRev$ 0.035
Target Rev $ 5,500,000 Marcom needed $ 291,549 94.4%
Resulting profit $ 2,458,451 4.6%
8,000,000
6,000,000
4,000,000
2,000,000
$ 0
-2,000,000
-4,000,000
-6,000,000
-8,000,000
2,000,000
4,000,000
6,000,000
8,000,000
10,000,000
12,000,000
Marcom
Revenue
Profit
CostperRev$

Figure 50



	A	B	C	D	E	F	G	H	I
38									
40									
41	Example								
42			Marcom	Revenue	Profit	CostperRev$			
43			1	2,170,919	1,085,458	$ 0.000			
44			100,000	4,860,082	2,330,041	$ 0.021			
45			500,000	5,439,657	2,219,829	$ 0.092			
46			1,000,000	5,710,099	1,855,049	$ 0.175			
47			1,500,000	5,874,488	1,437,244	$ 0.255			
48			2,000,000	5,993,986	996,993	$ 0.334			
49			2,500,000	6,088,347	544,174	$ 0.411			
50			5,000,000	6,391,040	-1,804,480	$ 0.782			
51			7,500,000	6,575,033	-4,212,484	$ 1.141			
52			10,000,000	6,708,781	-6,645,609	$ 1.491			
53									

Figure 51