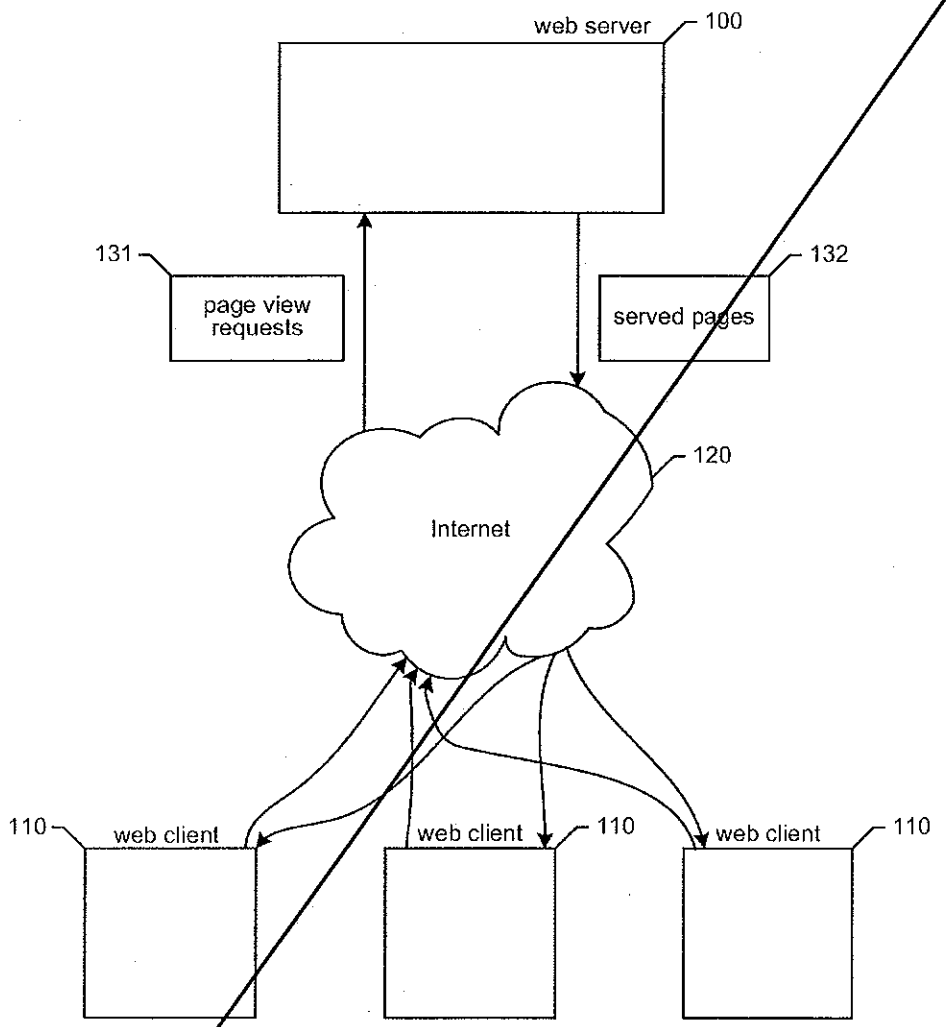

web server
100
131
page view requests
132
served pages
120
Internet
110
web client
web client
110
web client
110

FIG. 1

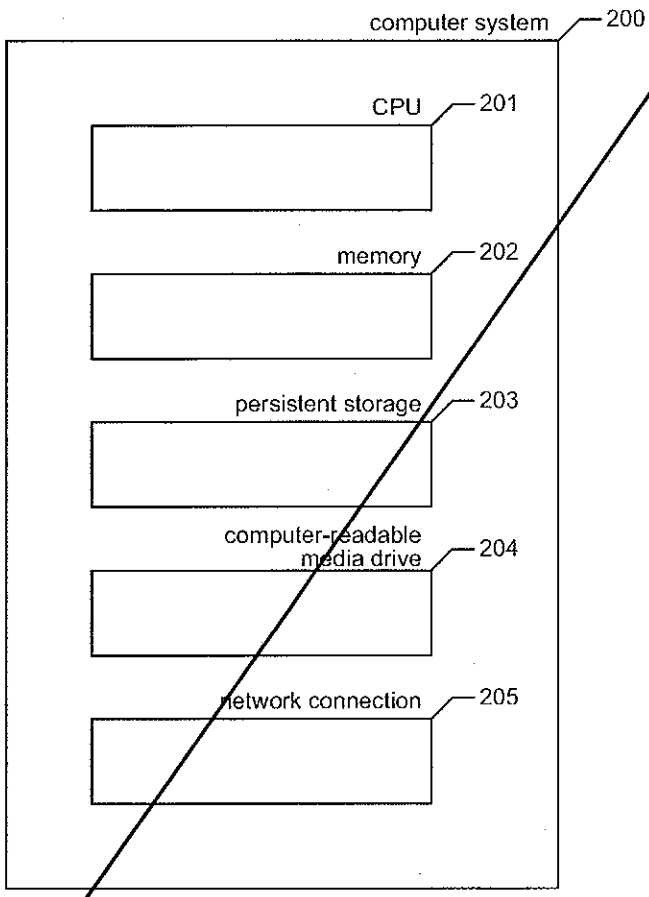

computer system
200
CPU
201
memory
202
persistent storage
203
computer-readable media drive
204
network connection
205

FIG. 2

Library of Elasticities
IDEAL MIX IS RATIO OF ELASTICITIES
S.T. RIGHT META_DATA PROFILE
Metadata_Profile
Metrics
Log (Outcome)
Base
Log (Outcome, lag1)
Log (External)
Log (Relative Price)
Log (Relative Distribution)
LOGS:
TV
Print
Radio
Outdoor
Internet Search
Internet Query
Hispanic
Direct
Events
Sponsor
Other
300
310
320
330
Study XXZ_101
Study Characteristics
New product
Cognition score
Affect score
Experience score
Message clarity
Message persuasiveness
Study XXZ_102
Study Characteristics
New product
Cognition score
Affect score
Experience score
Message clarity
Message persuasiveness
Study XXZ_1-3
Study Characteristics
New product
Cognition score
Affect score
Experience score
Message clarity
Message persuasiveness
No
Medium
High
Average
Grid from budget
Yes
Low
Grid from budget
No
Medium
High
Average
Grid from budget

FIG. 3

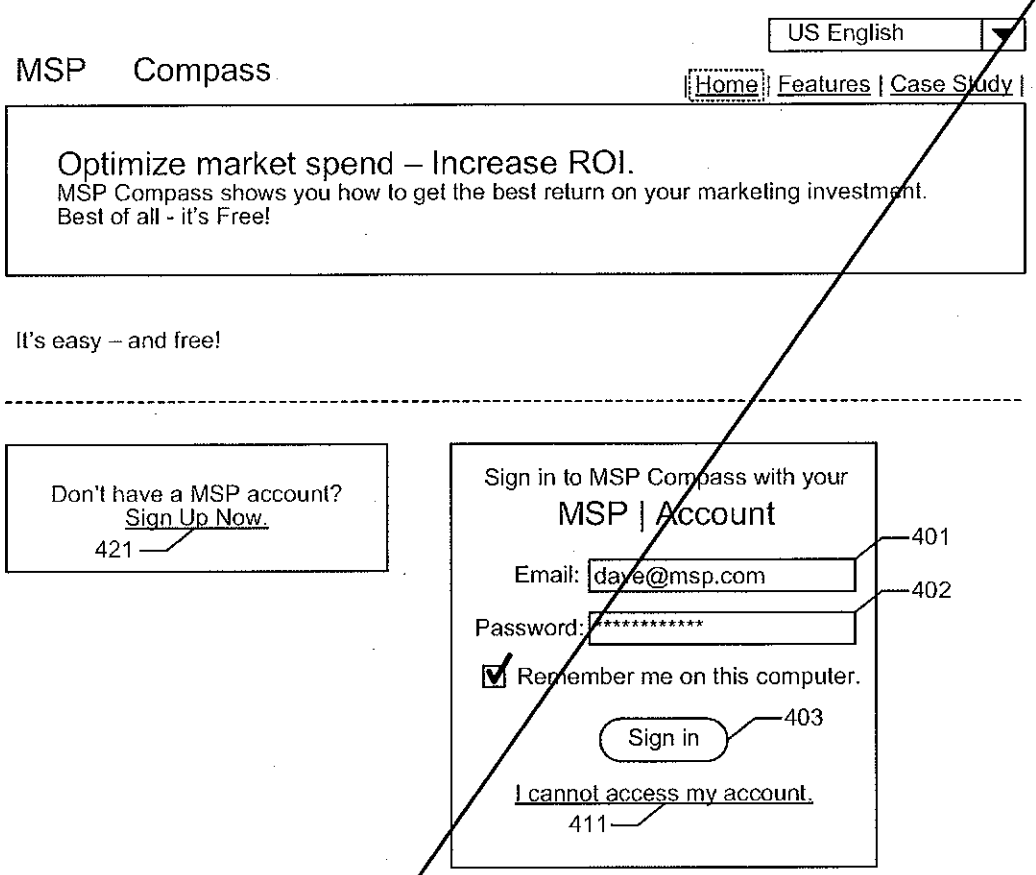

US English
MSP Compass
Home | Features | Case Study |
Optimize market spend – Increase ROI.
MSP Compass shows you how to get the best return on your marketing investment.
Best of all - it's Free!
It's easy – and free!
Don't have a MSP account?
Sign Up Now.
421
Sign in to MSP Compass with your
MSP | Account
401
Email: dave@msp.com
402
Password: **********
Remember me on this computer.
403
Sign in
I cannot access my account.
411
©2007 MSP – Compass Home – Terms of Service – Privacy Policy – Contact Us

FIG. 4

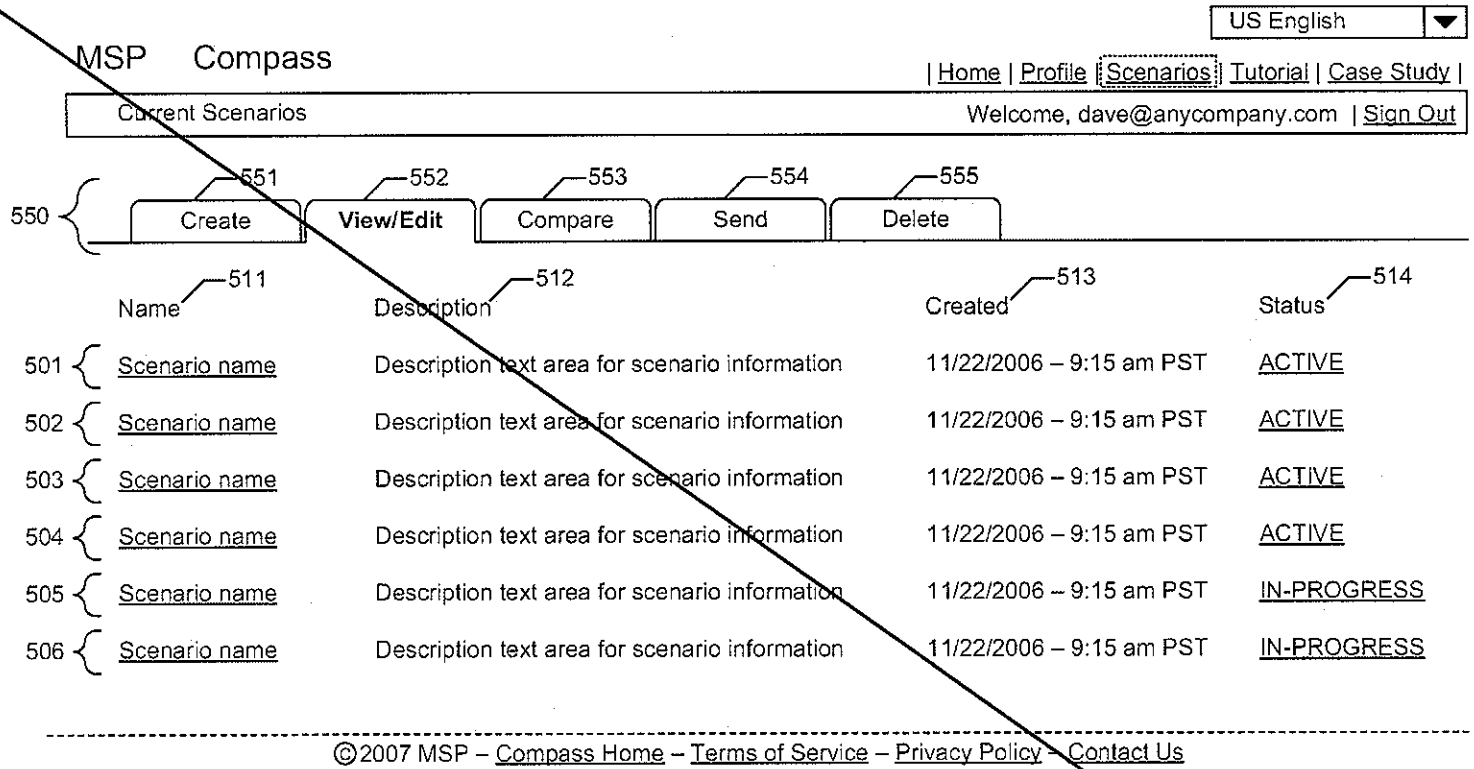

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Current Scenarios
Welcome, dave@anycompany.com | Sign Out
550
551
552
553
554
555
Create
View/Edit
Compare
Send
Delete
Name
511
Description
512
Created
513
Status
514
501
502
503
504
505
506
Scenario name
Description text area for scenario information
11/22/2006 – 9:15 am PST
ACTIVE
IN-PROGRESS
©2007 MSP – Compass Home – Terms of Service – Privacy Policy – Contact Us

FIG. 5

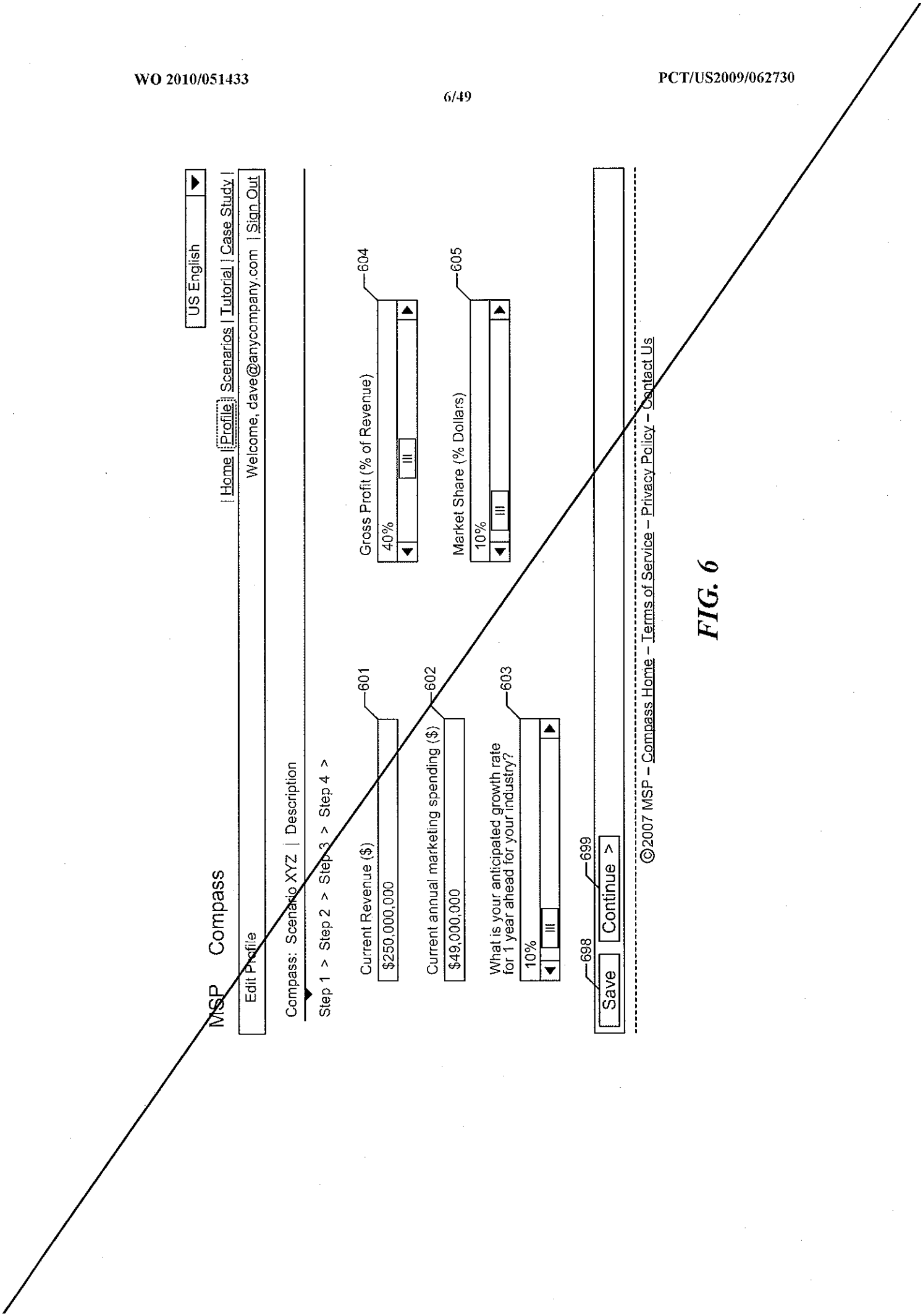

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
Current Revenue ($)
$250,000,000
601
Current annual marketing spending ($)
$49,000,000
602
What is 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

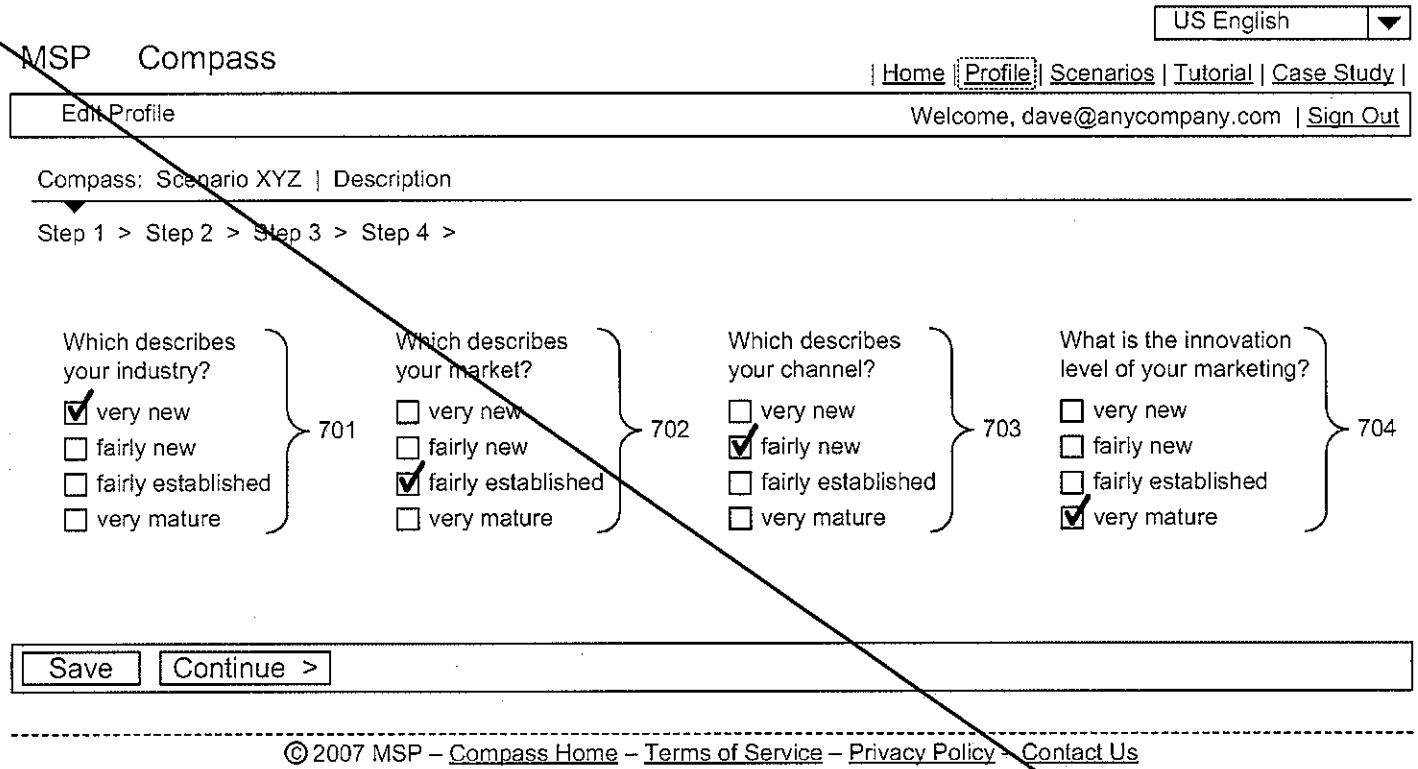

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
Which describes your industry?
very new
fairly new
fairly established
very mature
701
Which describes 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

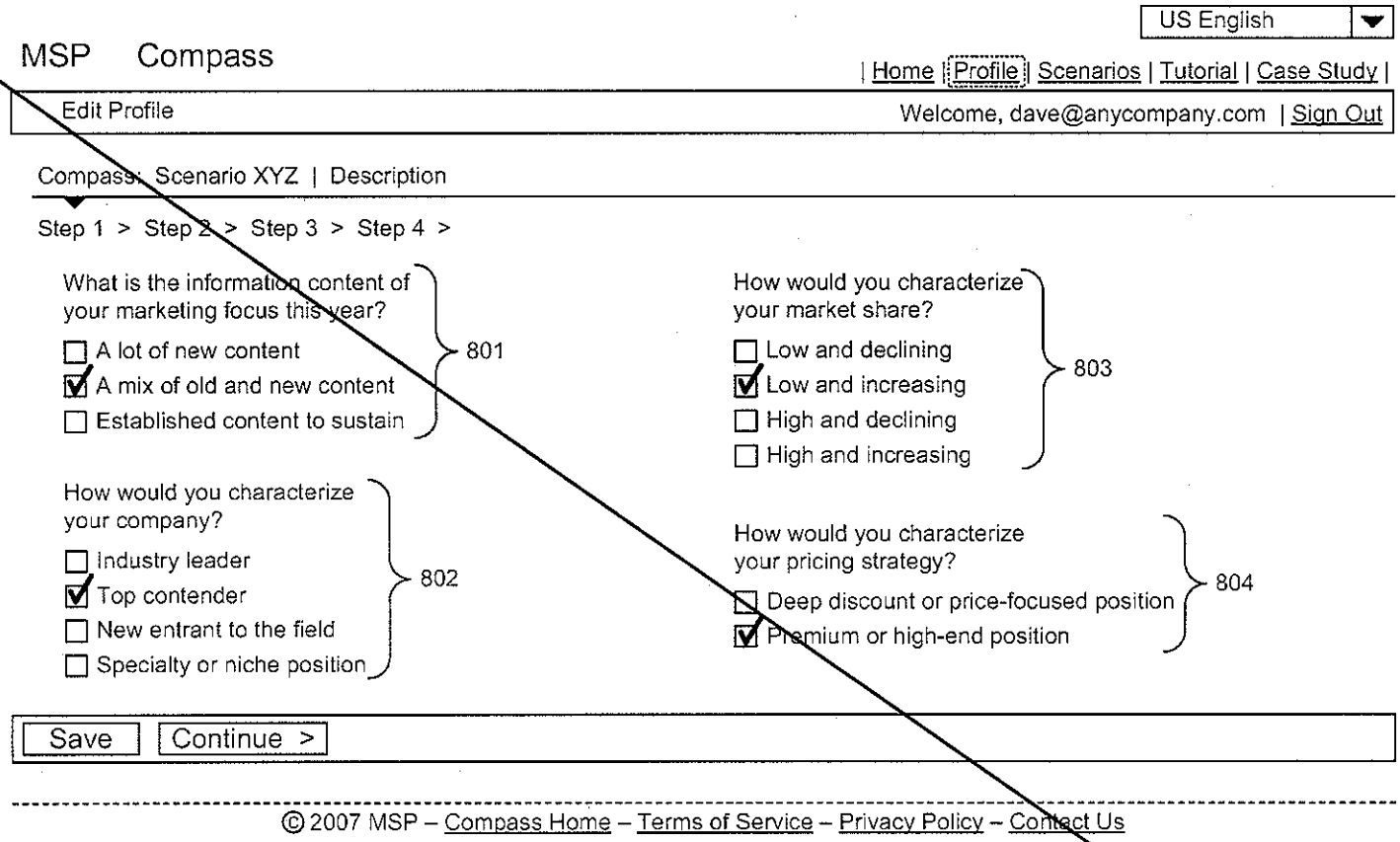

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
What is the information content of your marketing focus this year?
A lot of new content
A mix of old 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

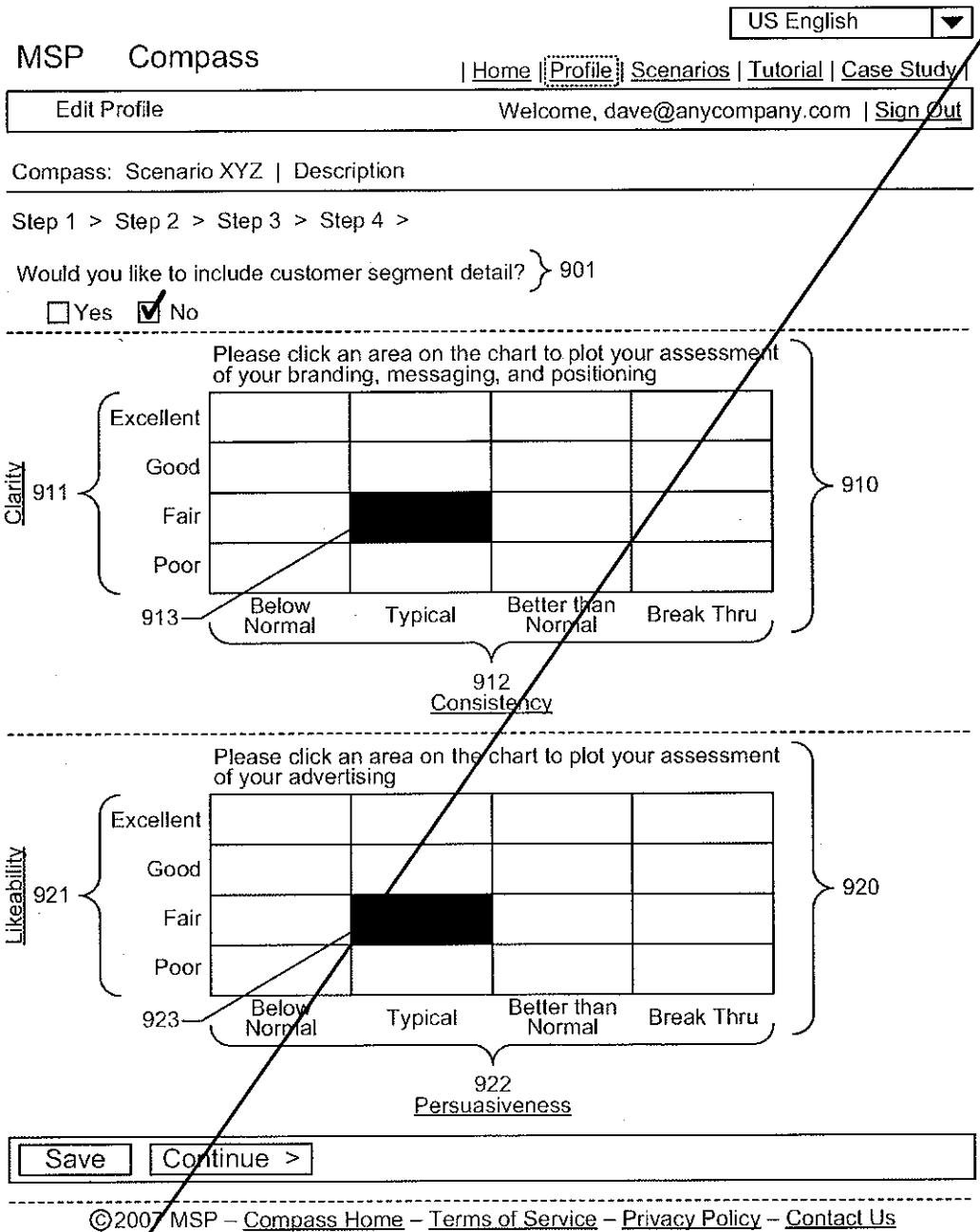

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
Would you like to include customer segment detail?
901
Yes
No
Please click an area on the chart to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

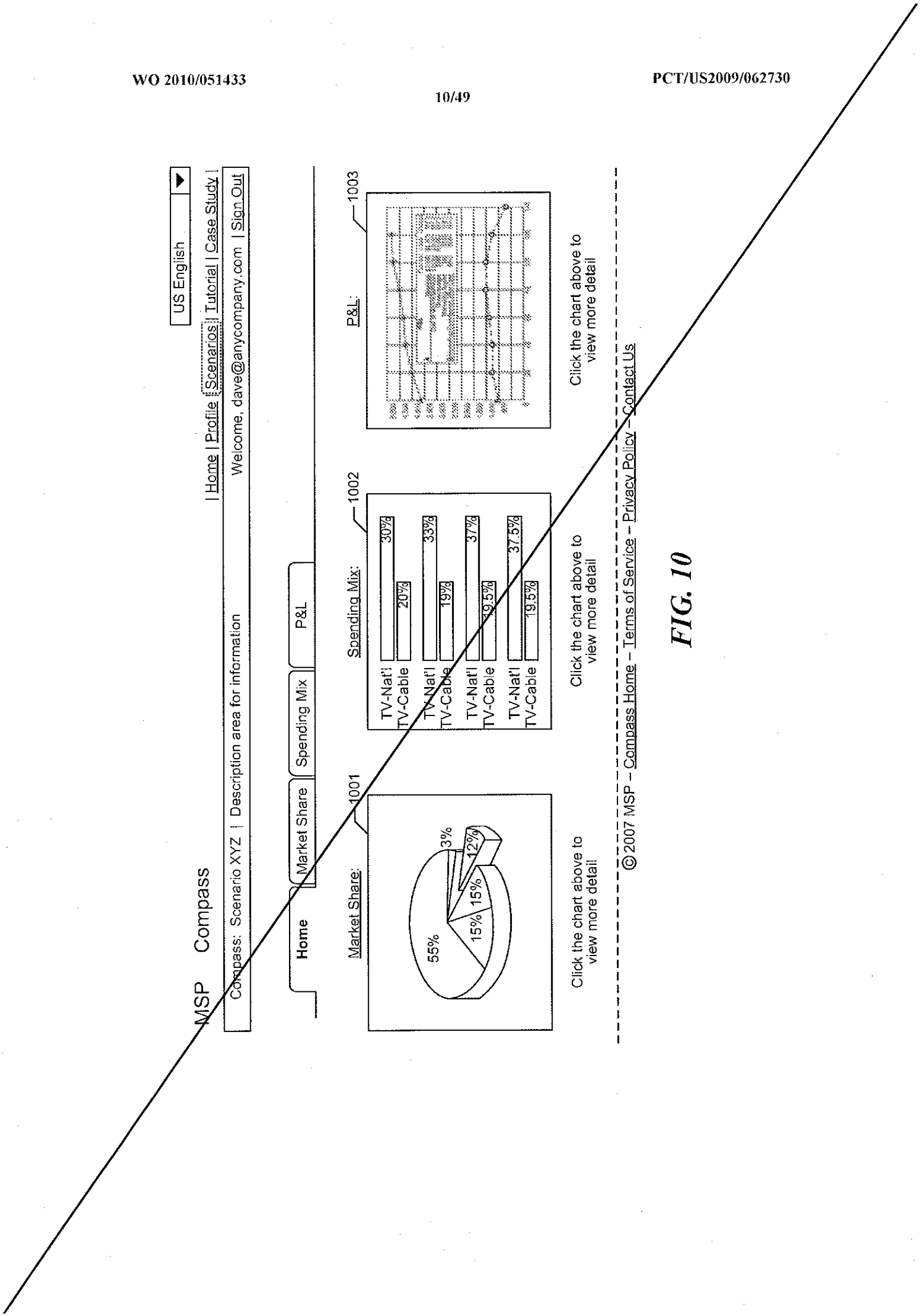

MSP Compass
US English
| Home | Profile | Scenarios | Tutorial | Case Study |
Compass: Scenario XYZ | Description area for information
Welcome, dave@anycompany.com | Sign Out
Home
Market Share
Spending Mix
P&L
Market Share:
1001
55%
15%
15%
12%
3%
Click the chart above to view more detail
Spending Mix:
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

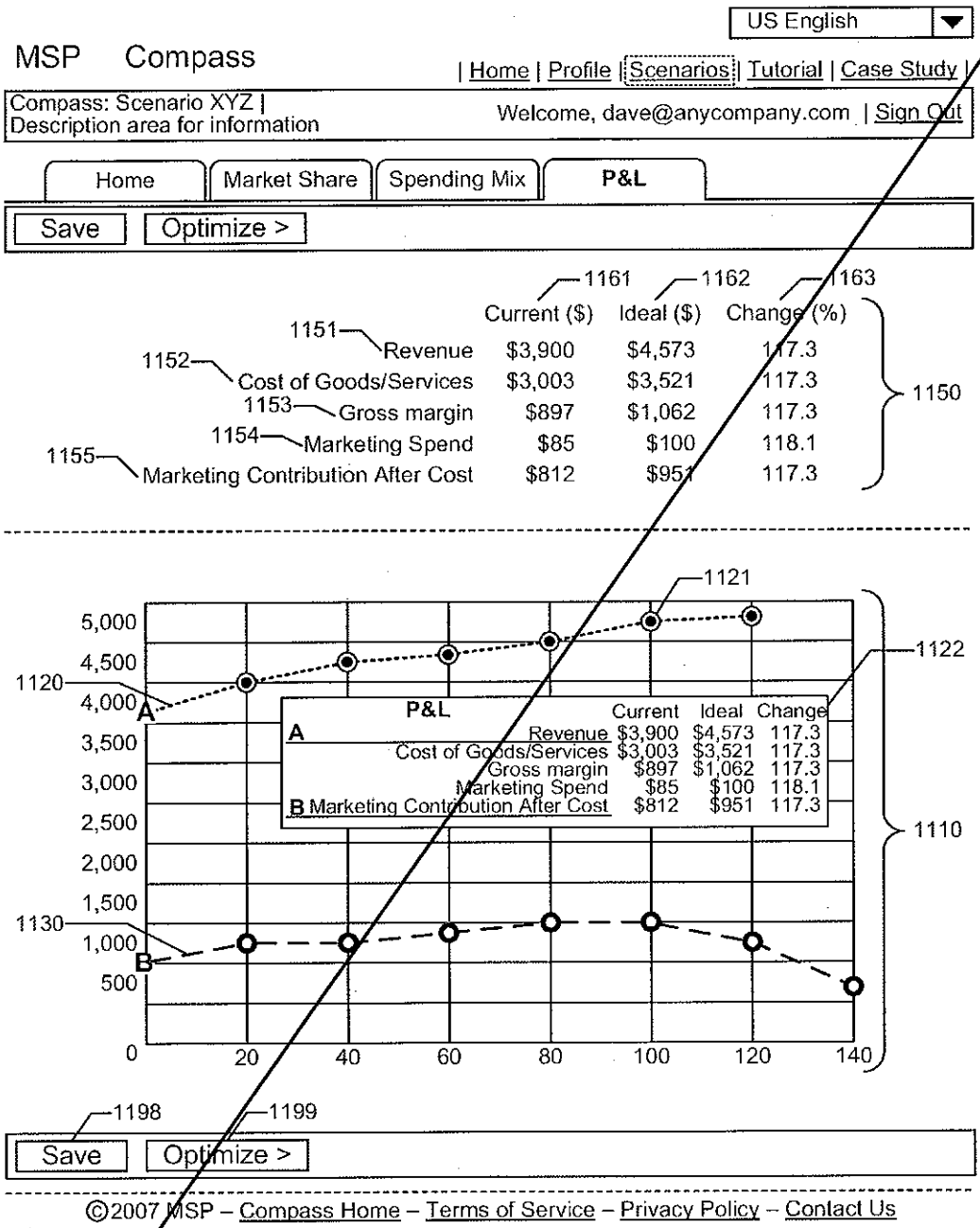

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Compass: Scenario XYZ |
Description area for information
Welcome, dave@anycompany.com | Sign Out
Home
Market Share
Spending Mix
P&L
Save
Optimize >
1161
1162
1163
Current ($)
Ideal ($)
Change (%)
1151 Revenue $3,900 $4,573 117.3
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

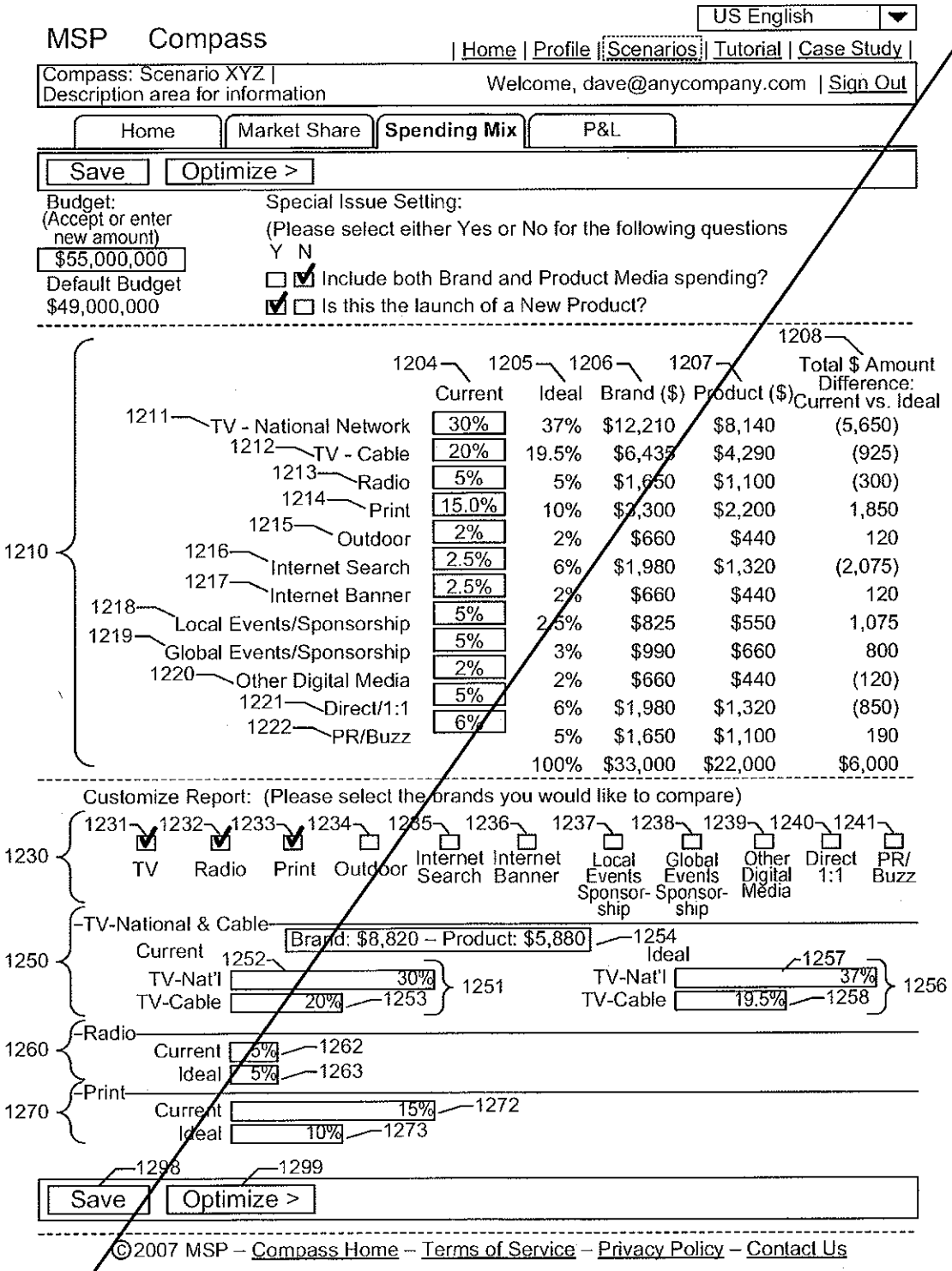

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Compass: Scenario XYZ |
Description area for information
Welcome, dave@anycompany.com | Sign Out
Home
Market Share
Spending Mix
P&L
Save
Optimize >
Budget:
(Accept or enter new amount)
$55,000,000
Default Budget
$49,000,000
Special Issue Setting:
(Please select either Yes or No for the following questions
Y N
Include both Brand and Product Media spending?
Is this the launch of a New Product?
1204 Current
1205 Ideal
1206 Brand ($)
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)

Percentages

Rec'd Media Mix (starting, pre-adjustments)

Compass Budget Deal $10,000,000		Starting Allocations Weights for Freq Calcs	Cognition score Affect score	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
	$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

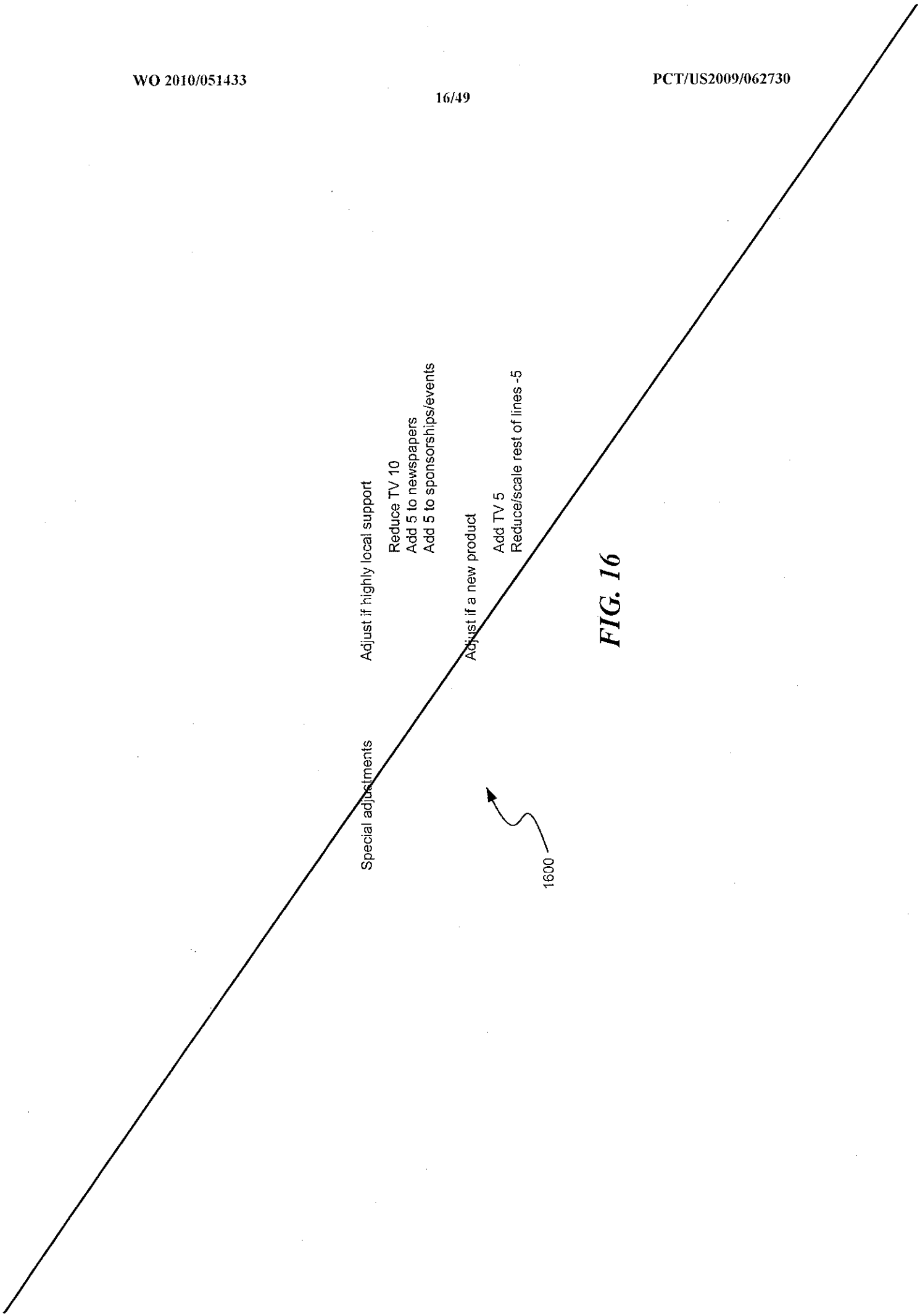

Special adjustments
Adjust if highly local support
Reduce TV 10
Add 5 to newspapers
Add 5 to sponsorships/events
Adjust if a new product
Add TV 5
Reduce/scale rest of lines -5
1600

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

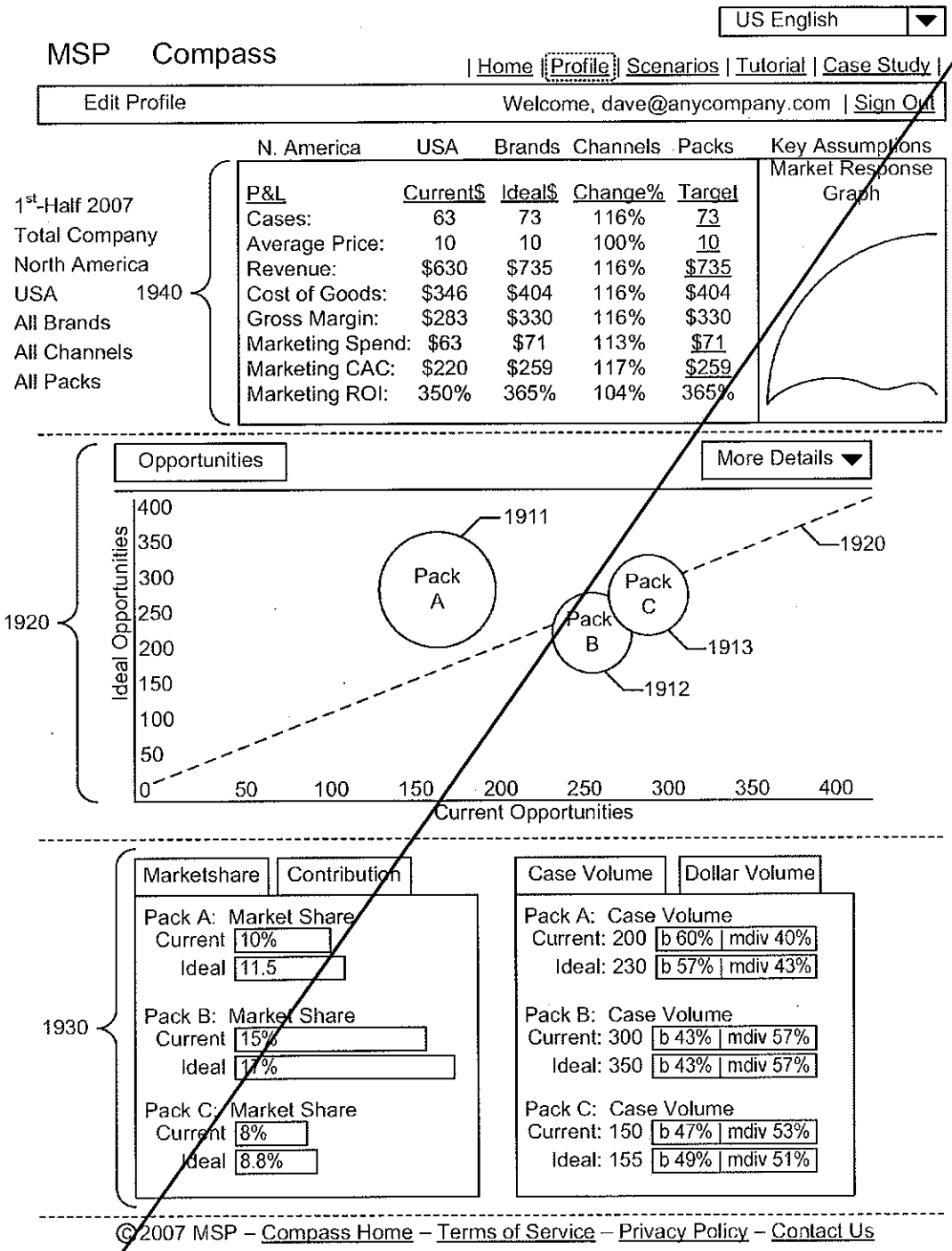

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
N. America USA Brands Channels Packs
Key Assumptions
Market Response Graph
1st-Half 2007
Total Company
North America
USA
All Brands
All Channels
All Packs
1940
P&L Current$ 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
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

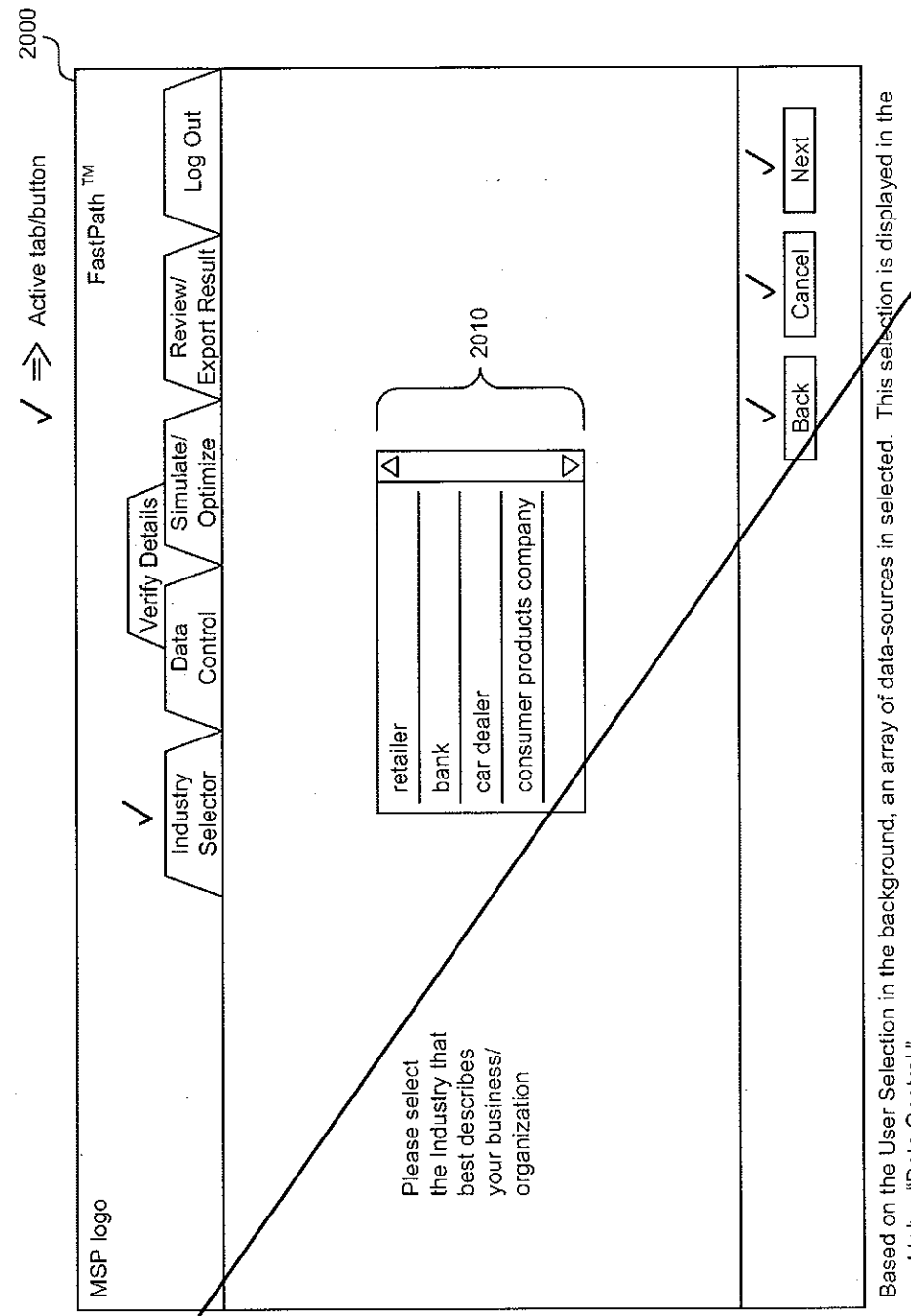

2000
Active tab/button
FastPath™
MSP logo
Industry Selector
Data Control
Verify Details
Simulate/ Optimize
Review/ Export Result
Log Out
2010
retailer
bank
car dealer
consumer products company
Please select the Industry that best describes your business/ organization
Back
Cancel
Next
Based on the User Selection in the background, an array of data-sources in selected. This selection is displayed in the next tab – "Data Control."
Back ⇒ Login screen; Cancel ⇒ Negate selection; Next ⇒ "Data control" tab

FIG. 20

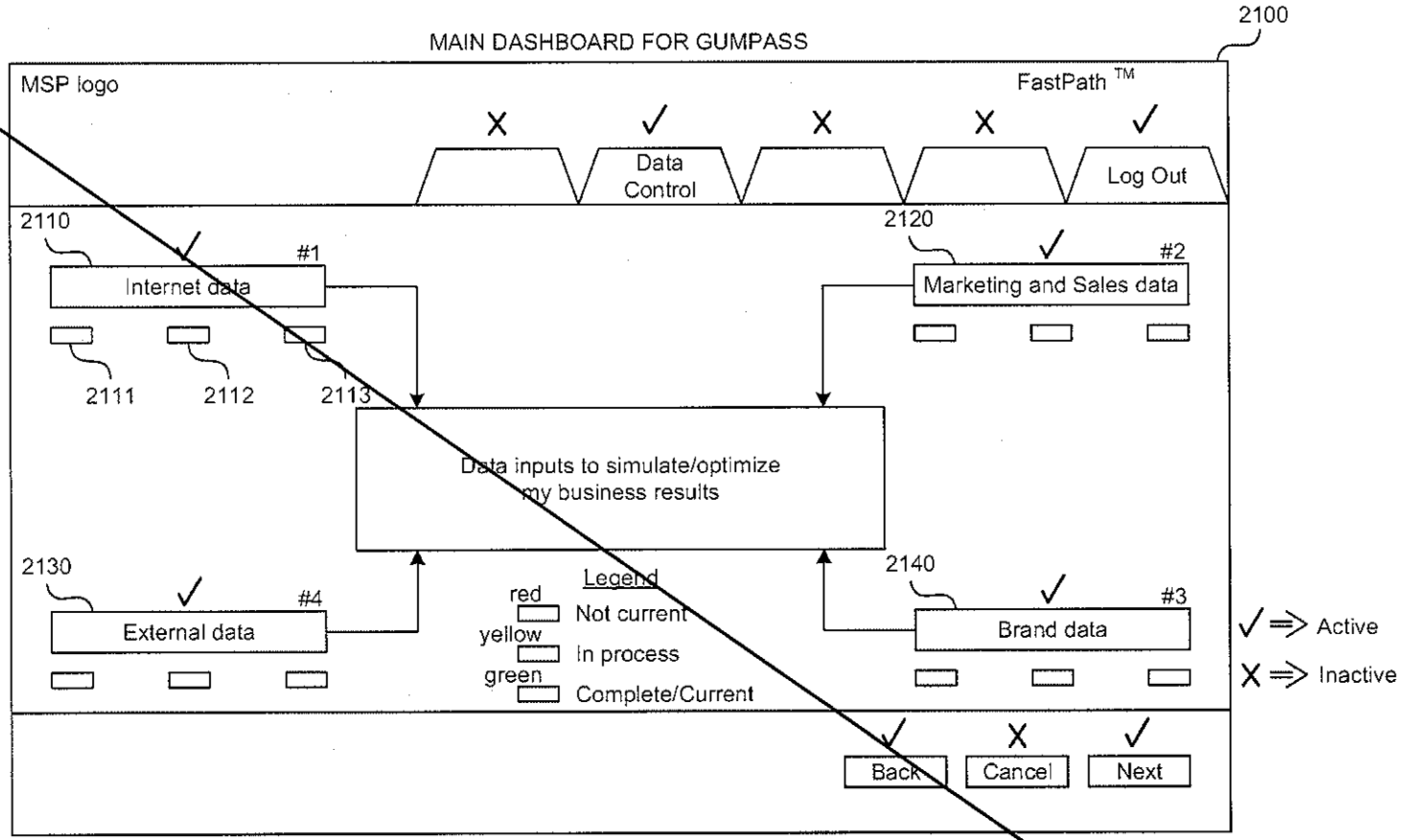
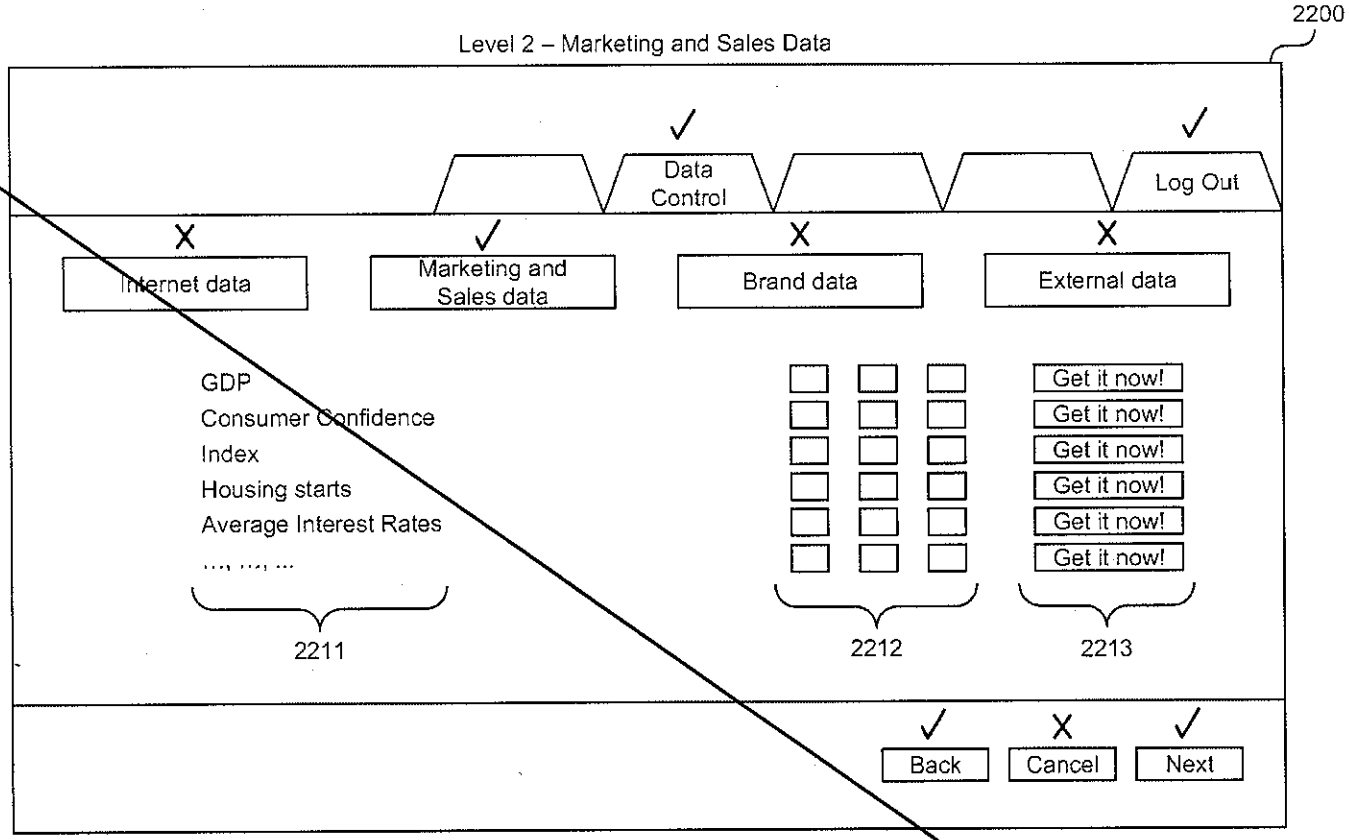

2100
MAIN DASHBOARD FOR GUMPASS
MSP logo
FastPath ™
Data Control
Log Out
2110
#1
Internet data
2111
2112
2113
2120
#2
Marketing and Sales data
Data inputs to simulate/optimize my business results
2130
#4
External data
2140
#3
Brand data
Legend
red
Not current
yellow
In process
green
Complete/Current
✓ ⇒ Active
X ⇒ Inactive
Back
Cancel
Next
Each of the buttons #1 → #4. when clicked, show a detailed dashboard with line-item status. If all 4 inputs are comlete and current, this tab shows GREEN. If all 4 are not current, it show RED. Otherwise, it shows YELLOW.
Back ⇒ Industry selector
Next ⇒ Verify data tab

FIG. 21



Create an updateable table with names of monthly feeds for ECONOMY data:
GDP, Consumer Confidence Index, etc., etc.
Get it now! ⇒ Shell out/Pipe in LW/PW/Shell back in
Back ⇒ LEVEL 1 Data Control
Cancel ⇒ Stop M2M job
Next ⇒ Next tab – "Verify data" tab

FIG. 22

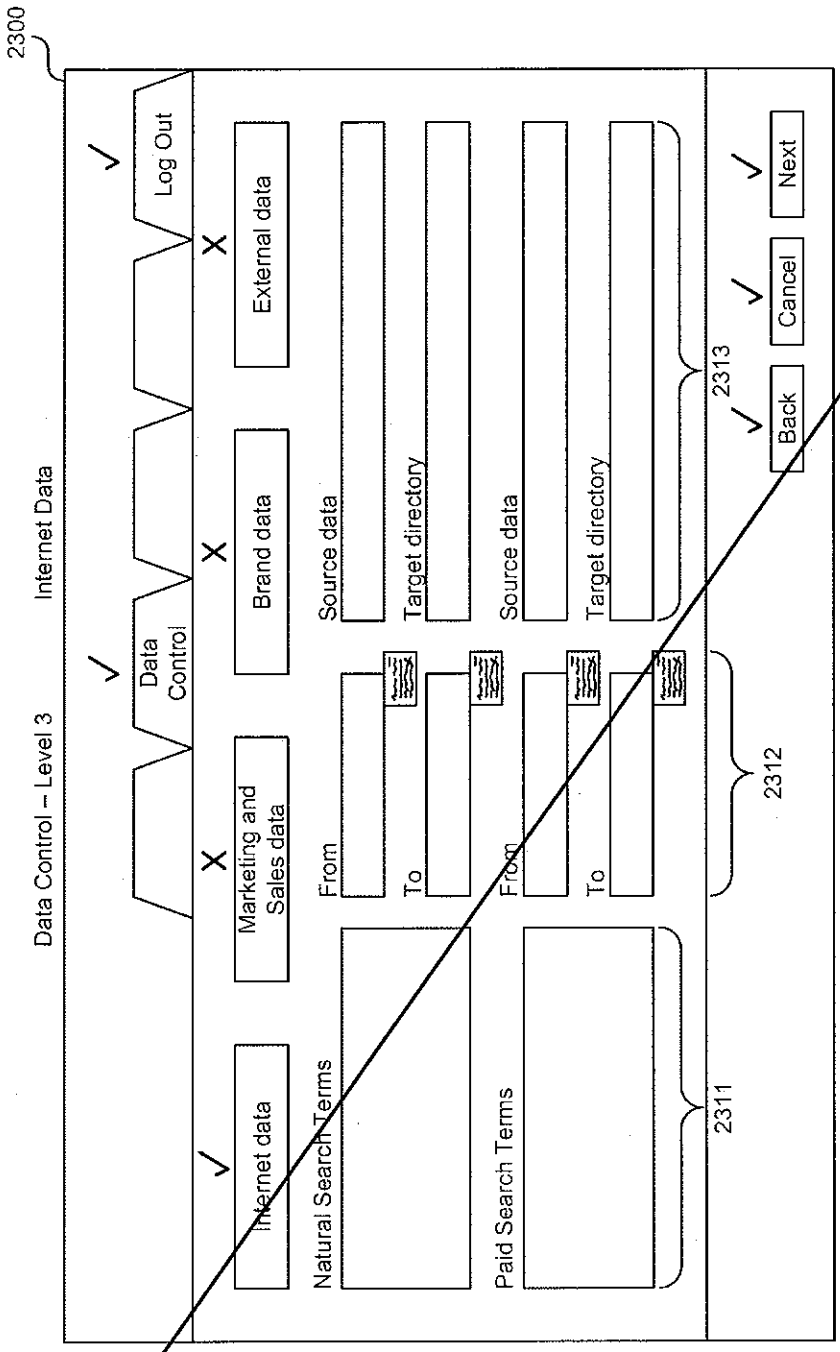

2300
Data Control – Level 3
Internet Data
Log Out
Data Control
Internet data
Marketing and Sales data
Brand data
External data
Natural Search Terms
From
To
Source data
Target directory
Paid Search Terms
From
To
Source data
Target directory
2311
2312
2313
Back
Cancel
Next
Go ⇒ The system fetches data machine-to-machine
Back ⇒ Go to level 2
Cancel ⇒ Abort M2M interaction
Next ⇒ Go to the next tab – "Verify data"

FIG. 23

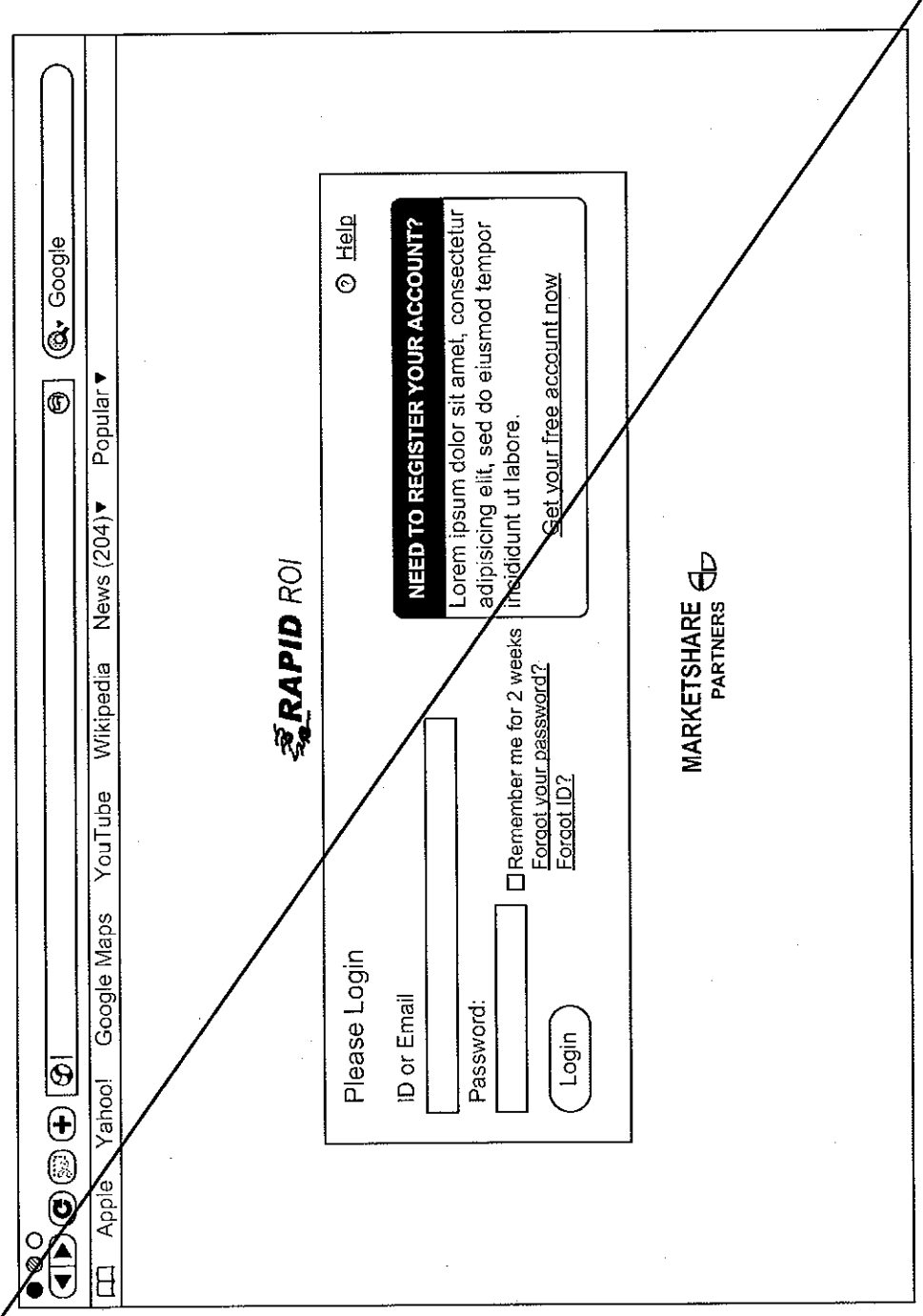

Apple
Yahoo!
Google Maps
YouTube
Wikipedia
News (204)
Popular
Google
RAPID ROI
Help
Please Login
ID or Email
Password:
Remember me for 2 weeks
Forgot your password?
Forgot ID?
Login
NEED TO REGISTER YOUR ACCOUNT?
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore.
Get your free account now
MARKETSHARE
PARTNERS

FIG. 24

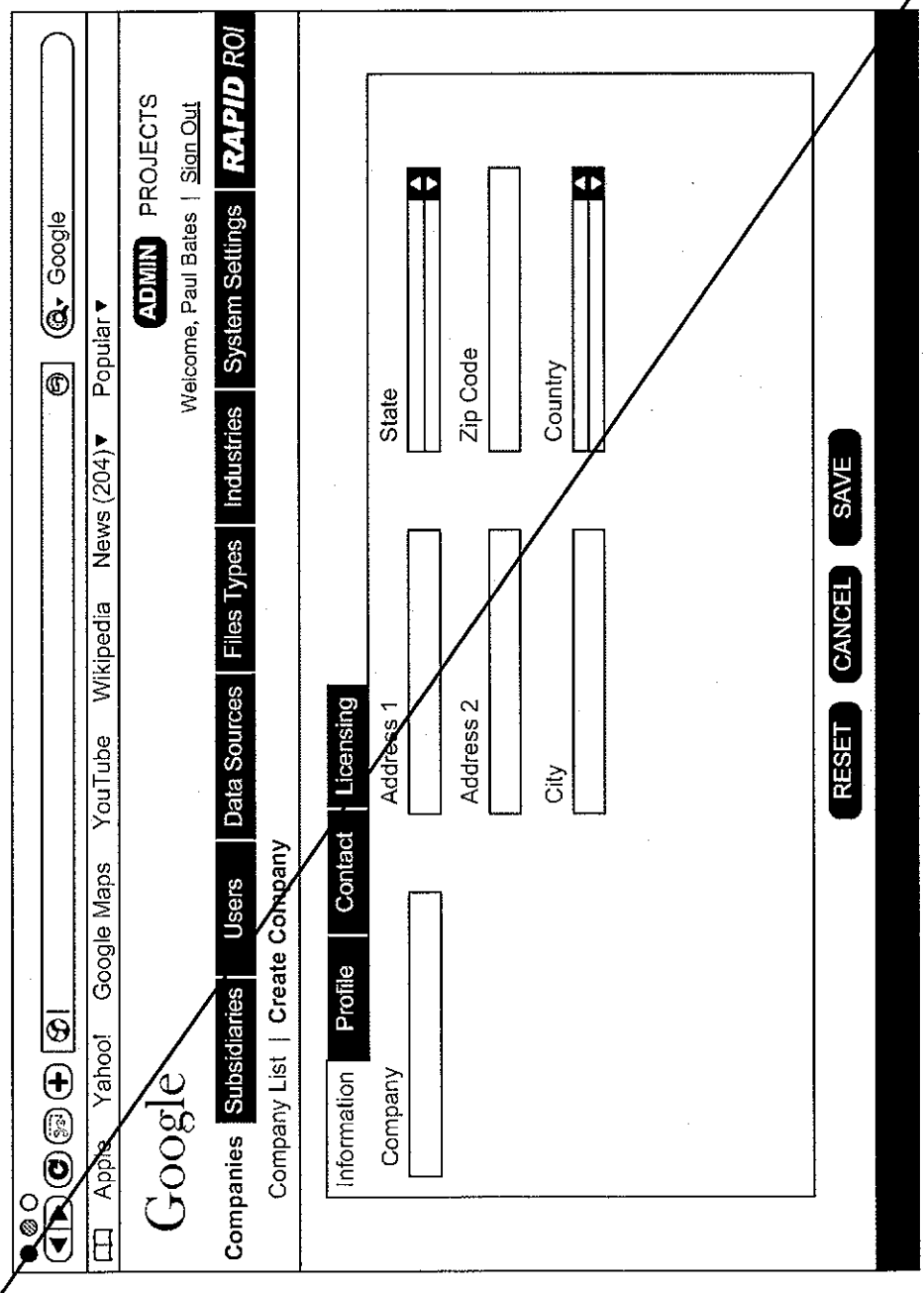

Google
Apple Yahoo! Google Maps YouTube Wikipedia News (204)▾ Popular▾
Google
ADMIN PROJECTS
Welcome, Paul Bates | Sign Out
Companies Subsidiaries Users Data Sources Files Types Industries System Settings RAPID ROI
Company List | Create Company
Information Profile Contact Licensing
Company
Address 1
Address 2
City
State
Zip Code
Country
RESET CANCEL SAVE

FIG. 25

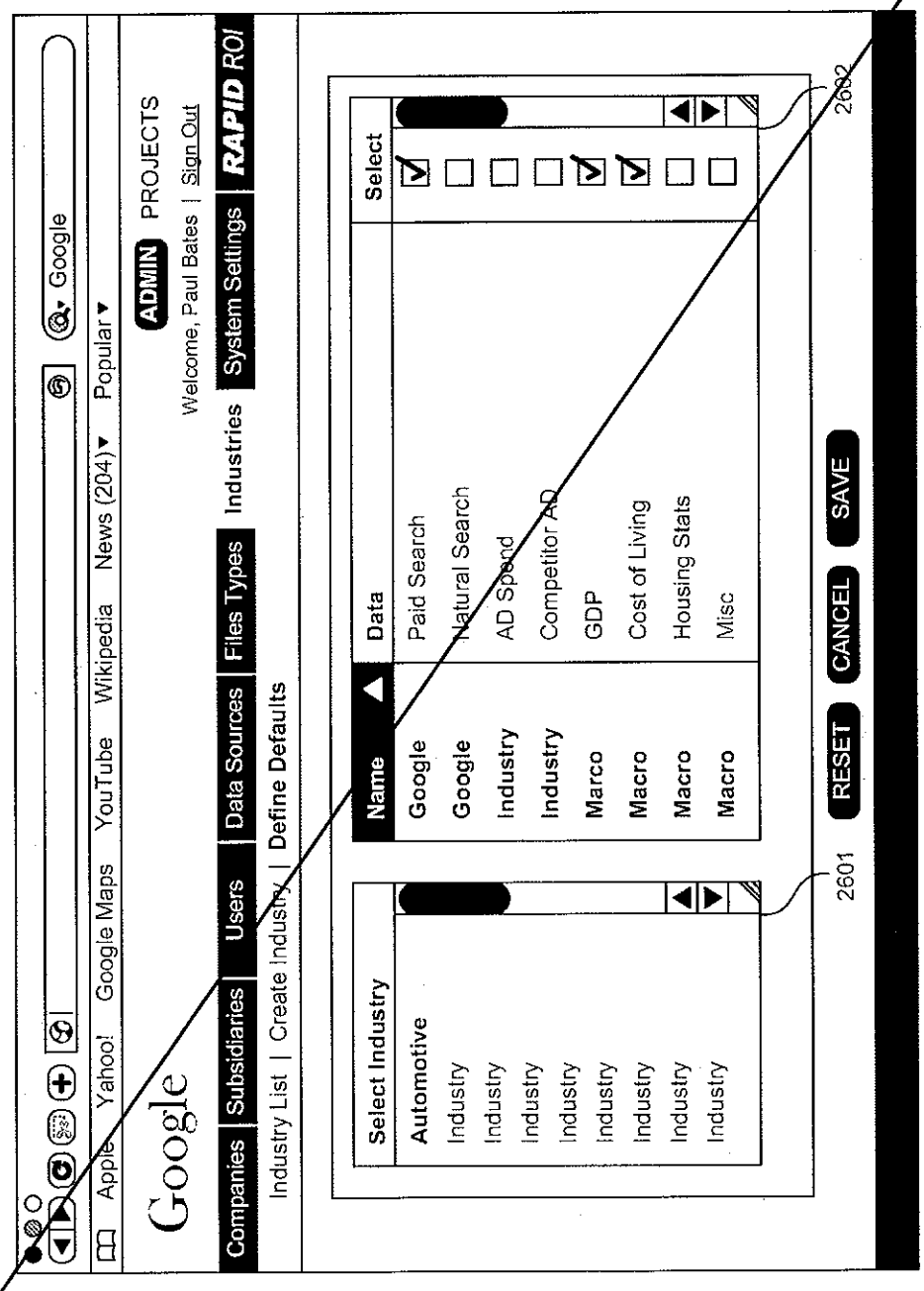

Google
Companies
Subsidiaries
Users
Data Sources
Files Types
Industries
System Settings
RAPID ROI
ADMIN
PROJECTS
Welcome, Paul Bates | Sign Out
Industry List | Create Industry | Define Defaults
Select Industry
Automotive
Industry
Name
Data
Select
Google
Paid Search
Google
Natural Search
Industry
AD Spend
Industry
Competitor AD
Marco
GDP
Macro
Cost of Living
Macro
Housing Stats
Macro
Misc
2601
2602
RESET
CANCEL
SAVE

FIG. 26

Google
Apple Yahoo! Google Maps YouTube Wikipedia News (204) Popular
Google
ADMIN PROJECTS
Welcome, Paul Bates | Sign Out
Companies Subsidiaries Users Data Sources Files Types Industries System Settings RAPID ROI
Data Source Type | User Role | User Type | Country | Region | Data Sets | License Type | Project Status | Internal Stage | Customer Stage
Stage Definition Edit Delete
Input Definition
Input Definition
Input Definition
Input Definition
Input Definition
Input Definition
Input Definition
ADD STAGE
RESET CANCEL SAVE

FIG. 27

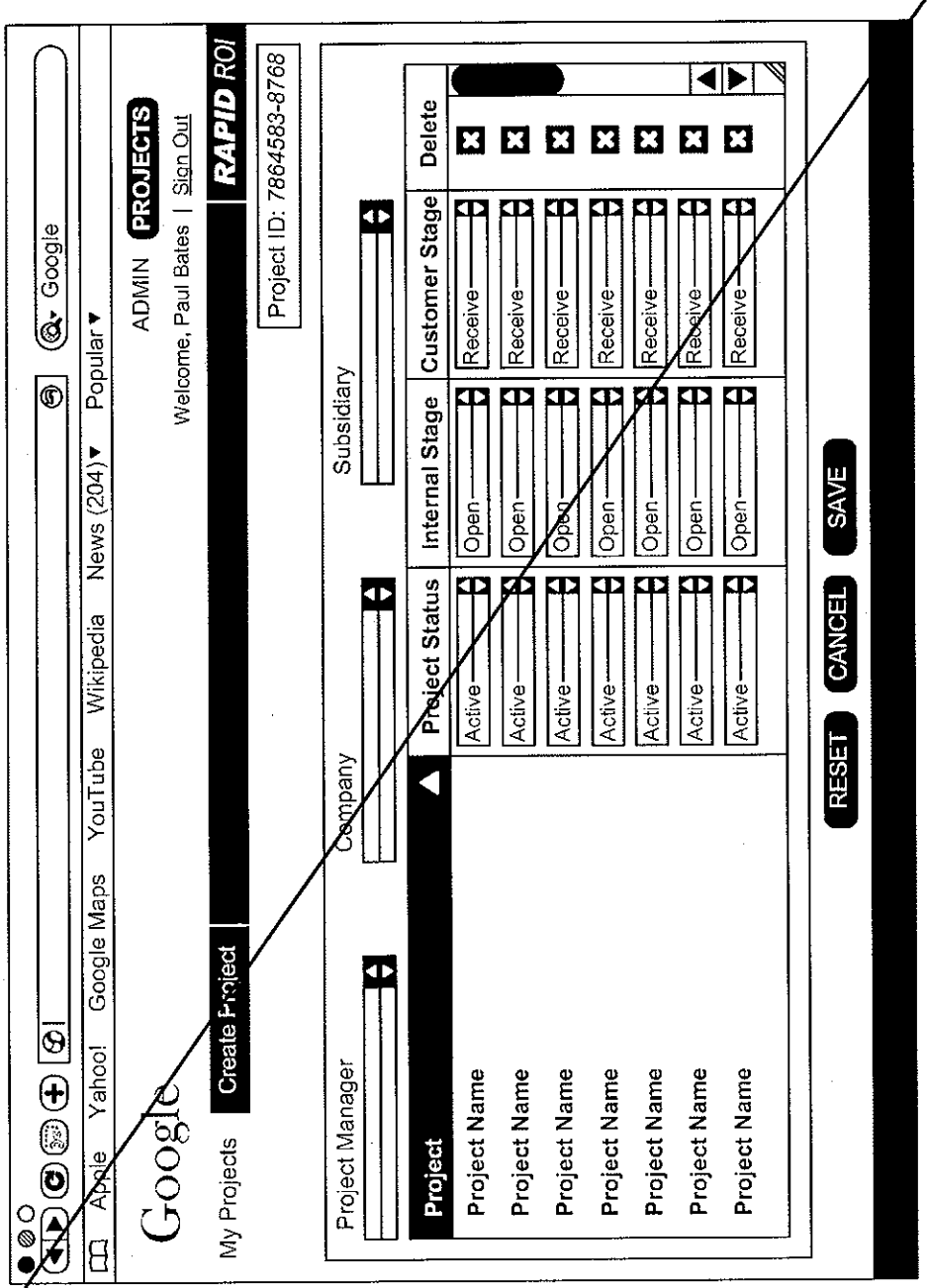

Google
Apple Yahoo! Google Maps YouTube Wikipedia News (204) Popular
My Projects
Create Project
ADMIN PROJECTS
Welcome, Paul Bates | Sign Out
RAPID ROI
Project ID: 7864583-8768
Project Manager
Company
Subsidiary
Project
Project Status
Internal Stage
Customer Stage
Delete
Project Name
Active
Open
Receive
RESET
CANCEL
SAVE

FIG. 28

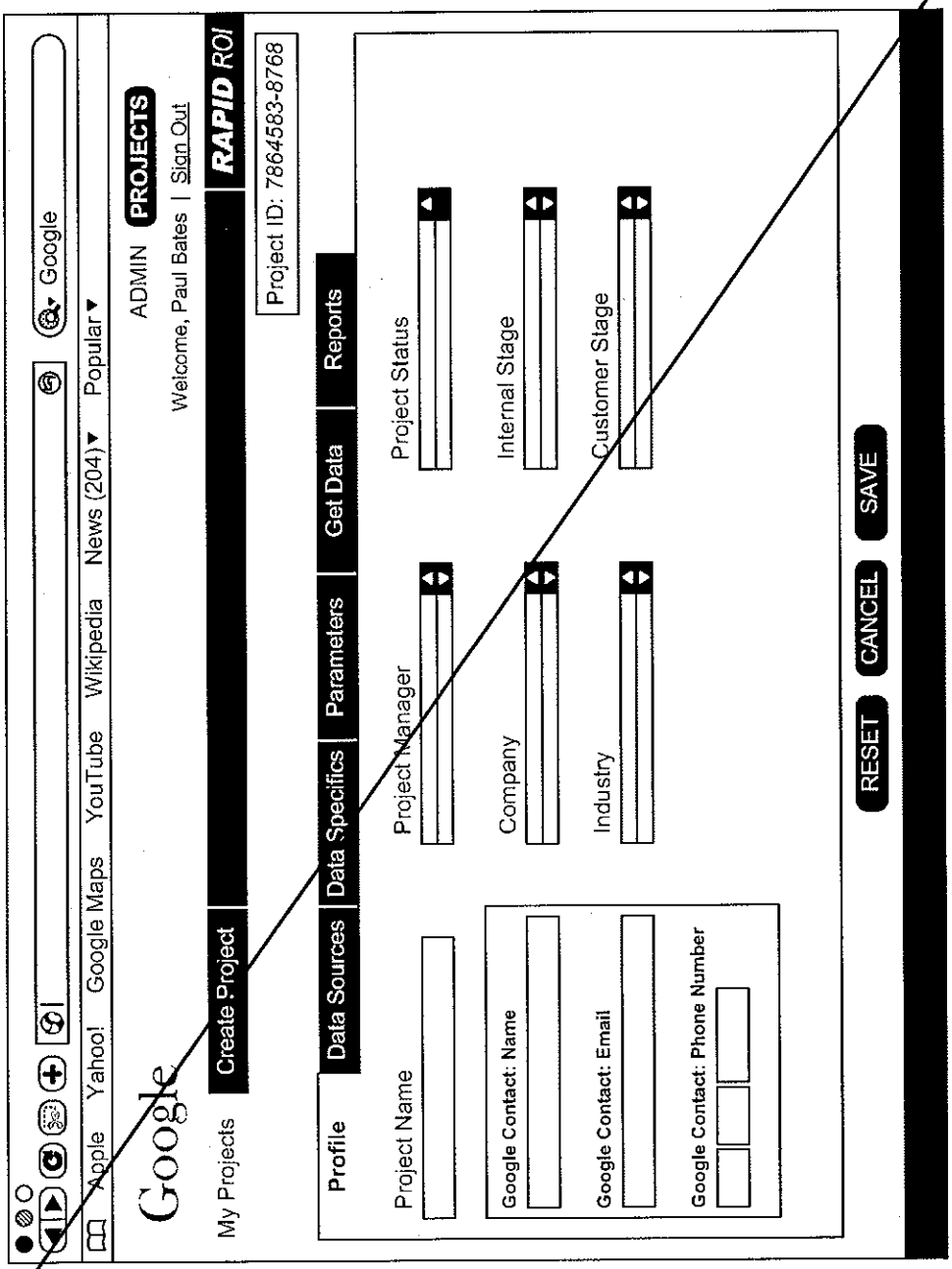

Apple
Yahoo!
Google Maps
YouTube
Wikipedia
News (204)
Popular
Google
Welcome, Paul Bates | Sign Out
ADMIN
PROJECTS
RAPID ROI
My Projects
Create Project
Project ID: 7864583-8768
Profile
Data Sources
Data Specifics
Parameters
Get Data
Reports
Project Name
Project Manager
Project Status
Company
Internal Stage
Industry
Customer Stage
Google Contact: Name
Google Contact: Email
Google Contact: Phone Number
RESET
CANCEL
SAVE

FIG. 29

Google
Apple Yahoo! Google Maps YouTube Wikipedia News (204) Popular
Google
ADMIN PROJECTS
Welcome, Paul Bates | Sign Out
My Projects Create Project
RAPID ROI
Profile Data Sources Data Specifics Parameters Get Data Reports
Update Parameters Parameters Status Edit
Google .../.../.../.../.../Data Source Update Available
Industry .../.../.../.../.../Data Source Update Available
Organization .../.../.../.../.../Data Source Update Available
Other .../.../.../.../.../Data Source Update Available
Google .../.../.../.../.../Data Source Processing
Industry .../.../.../.../.../Data Source Processing
Marco .../.../.../.../.../Data Source Current
UPDATE
RESET CANCEL SAVE

FIG. 30

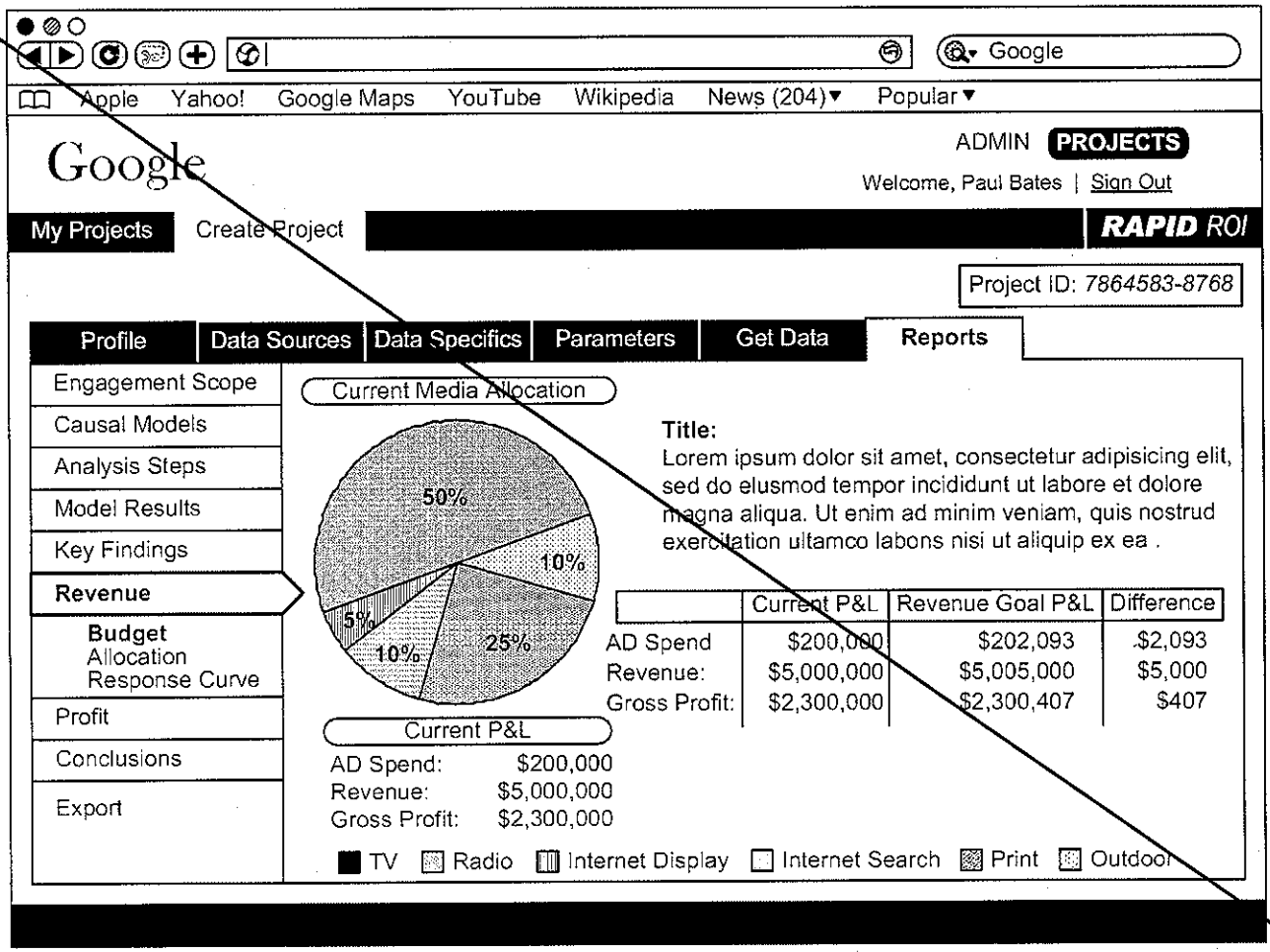

Google
Apple
Yahoo!
Google Maps
YouTube
Wikipedia
News (204)
Popular
Google
ADMIN
PROJECTS
Welcome, Paul Bates | Sign Out
My Projects
Create Project
RAPID ROI
Project ID: 7864583-8768
Profile
Data Sources
Data Specifics
Parameters
Get Data
Reports
Engagement Scope
Causal Models
Analysis Steps
Model Results
Key Findings
Revenue
Budget Allocation Response Curve
Profit
Conclusions
Export
Current Media Allocation
50%
10%
25%
10%
5%
Title:
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do elusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ultamco labons nisi ut aliquip ex ea .
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Current P&L
Revenue Goal P&L
Difference
AD Spend $200,000 $202,093 $2,093
Revenue: $5,000,000 $5,005,000 $5,000
Gross Profit: $2,300,000 $2,300,407 $407
TV
Radio
Internet Display
Internet Search
Print
Outdoor

FIG. 31

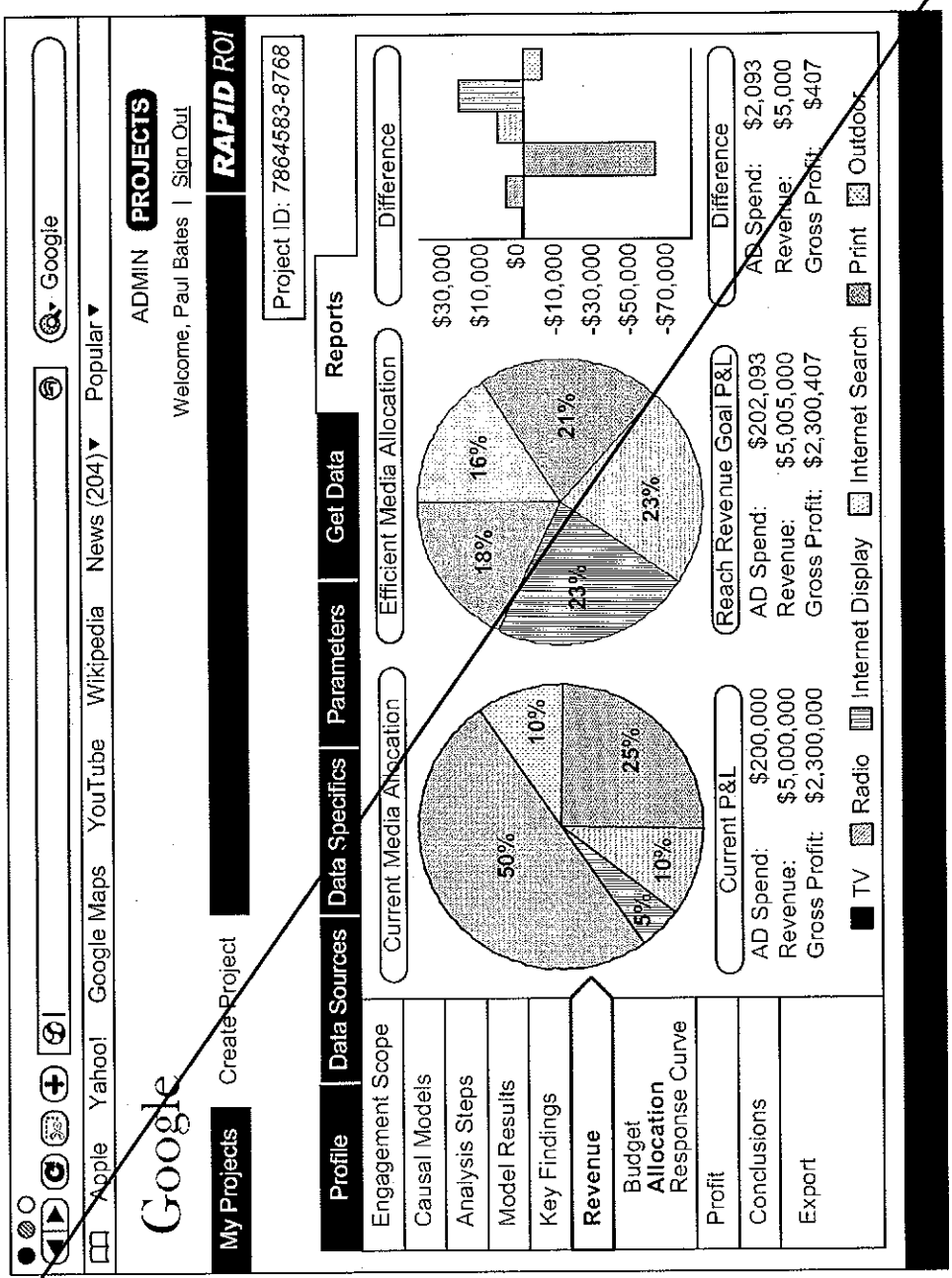

Google
Apple Yahoo! Google Maps YouTube Wikipedia News (204) Popular
Google
ADMIN PROJECTS
Welcome, Paul Bates | Sign Out
My Projects
Create Project
RAPID ROI
Project ID: 7864583-8768
Profile
Data Sources
Data Specifics
Parameters
Get Data
Reports
Engagement Scope
Causal Models
Analysis Steps
Model Results
Key Findings
Revenue
Budget Allocation Response Curve
Profit
Conclusions
Export
Current Media Allocation
Efficient Media Allocation
Difference
50%
10%
25%
10%
5%
18%
16%
23%
21%
$30,000
$10,000
$0
-$10,000
-$30,000
-$50,000
-$70,000
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Reach Revenue Goal P&L
AD Spend: $202,093
Revenue: $5,005,000
Gross Profit: $2,300,407
Difference
AD Spend: $2,093
Revenue: $5,000
Gross Profit: $407
TV
Radio
Internet Display
Internet Search
Print
Outdoor

FIG. 32

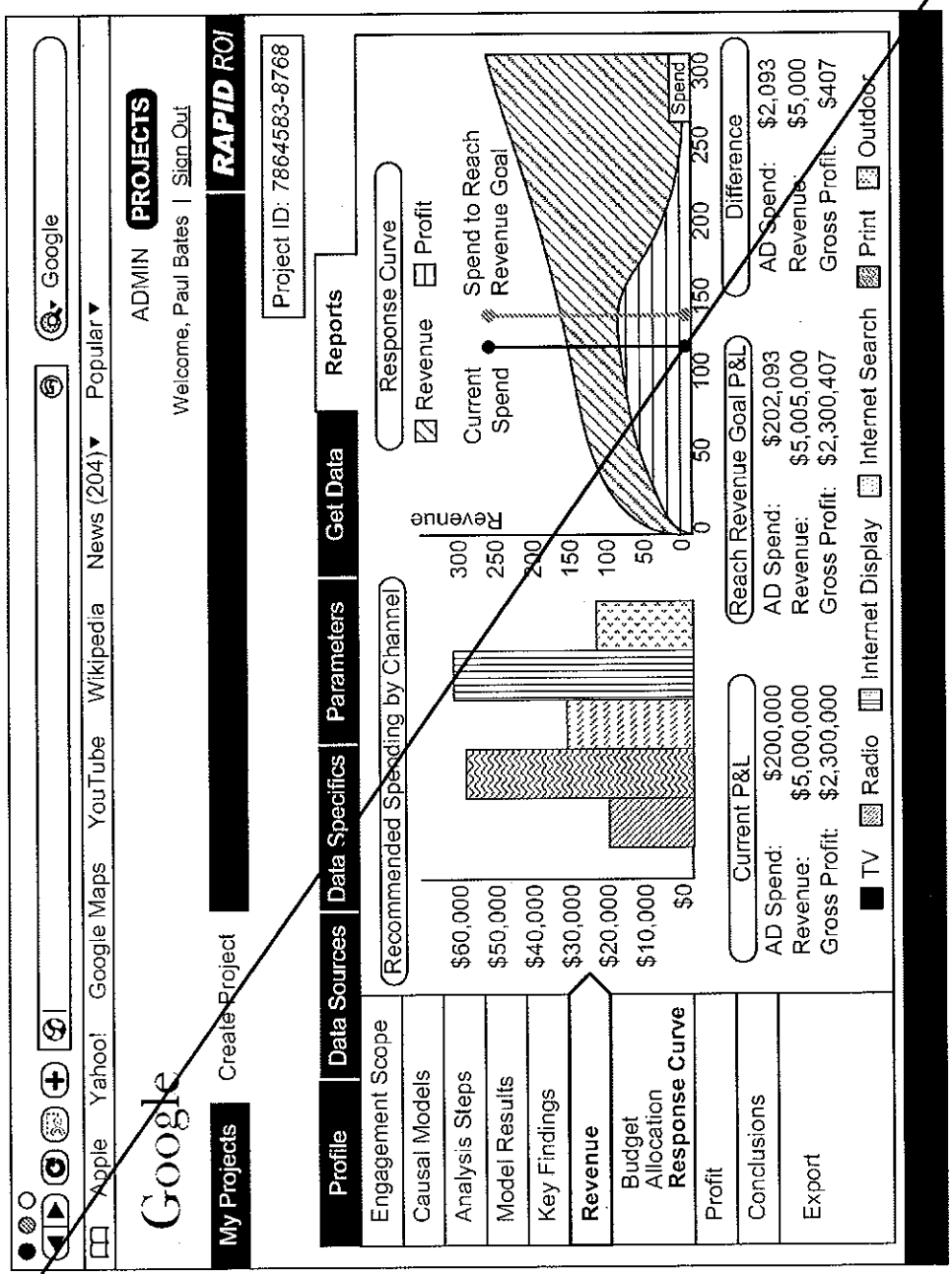

Google
Apple Yahoo! Google Maps YouTube Wikipedia News (204) Popular
Google
ADMIN PROJECTS
Welcome, Paul Bates | Sign Out
My Projects
Create Project
RAPID ROI
Project ID: 7864583-8768
Profile
Data Sources
Data Specifics
Parameters
Get Data
Reports
Engagement Scope
Causal Models
Analysis Steps
Model Results
Key Findings
Revenue
Budget Allocation
Response Curve
Profit
Conclusions
Export
Recommended Spending by Channel
$60,000
$50,000
$40,000
$30,000
$20,000
$10,000
$0
Revenue
300
250
200
150
100
50
0
Response Curve
Revenue
Profit
Current Spend
Spend to Reach Revenue Goal
0 50 100 150 200 250 300
Spend
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Reach Revenue Goal P&L
AD Spend: $202,093
Revenue: $5,005,000
Gross Profit: $2,300,407
Difference
AD Spend: $2,093
Revenue: $5,000
Gross Profit: $407
TV
Radio
Internet Display
Internet Search
Print
Outdoor

FIG. 33

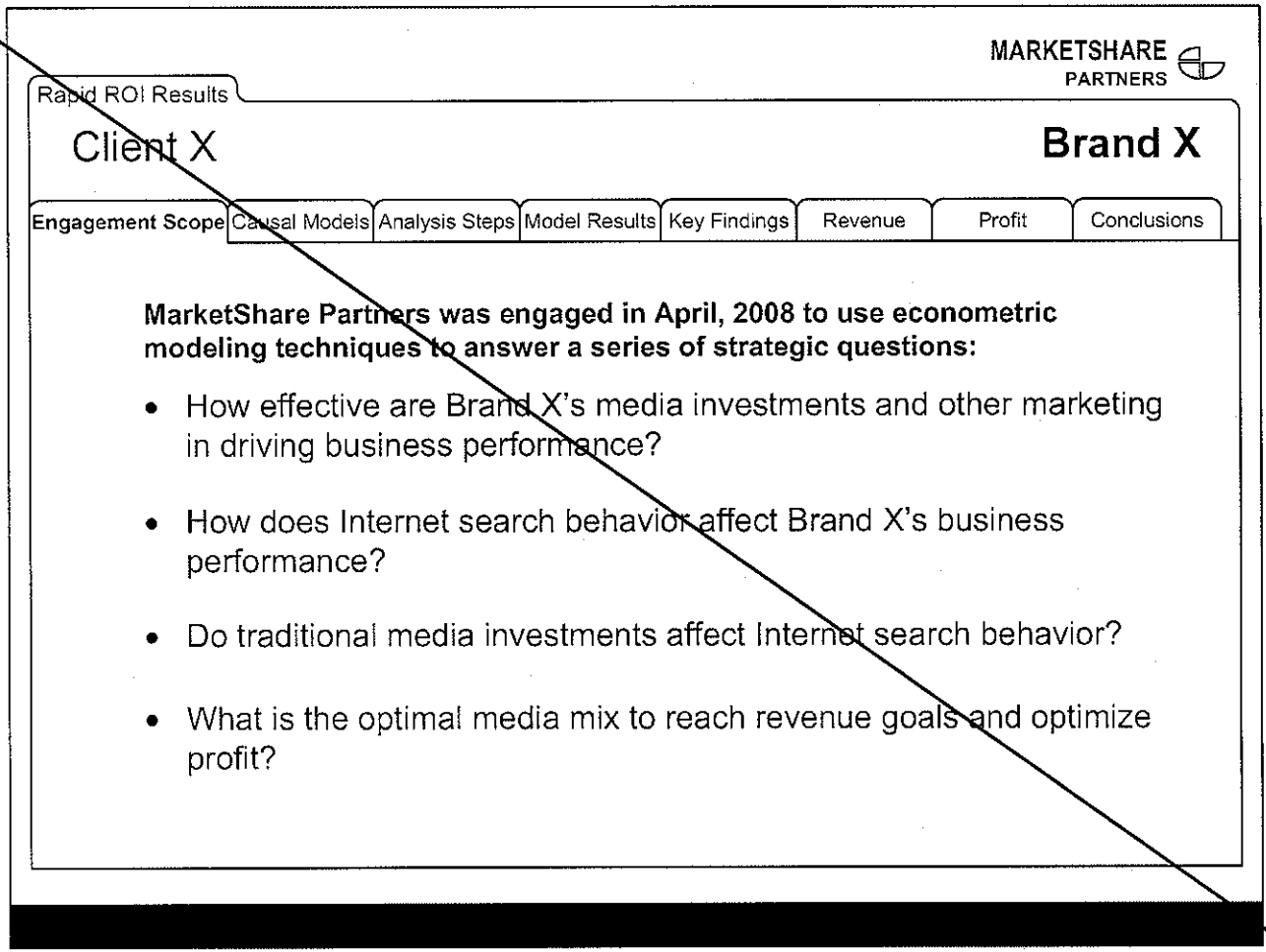

MARKETSHARE
PARTNERS
Rapid ROI Results
Client X
Brand X
Engagement Scope
Causal Models
Analysis Steps
Model Results
Key Findings
Revenue
Profit
Conclusions
MarketShare Partners was engaged in April, 2008 to use econometric modeling techniques to answer a series of strategic questions:
• How effective are Brand X's media investments and other marketing in driving business performance?
• How does Internet search behavior affect Brand X's business performance?
• Do traditional media investments affect Internet search behavior?
• What is the optimal media mix to reach revenue goals and optimize profit?

FIG. 34

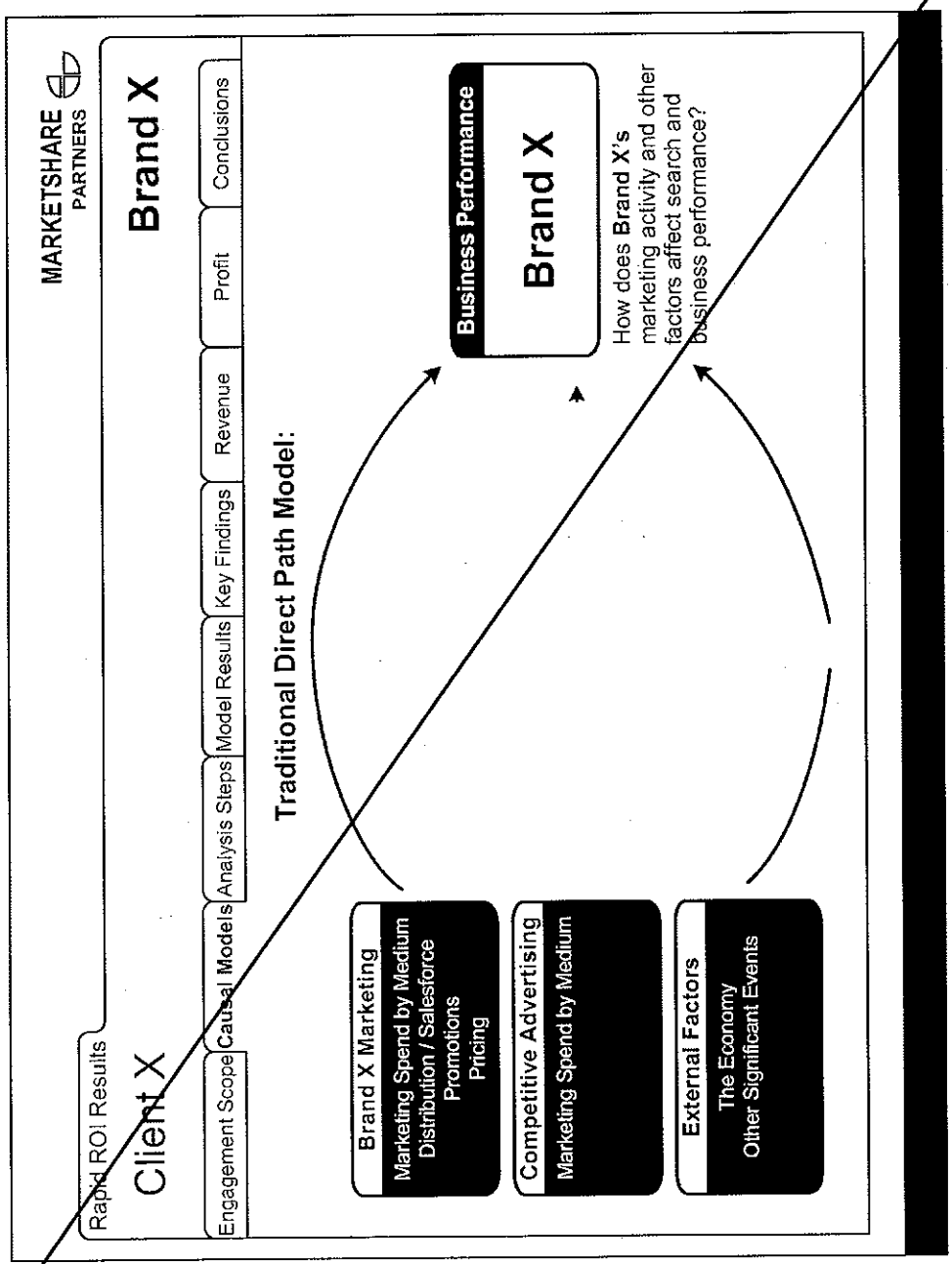

MARKETSHARE PARTNERS
Rapid ROI Results
Client X
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Traditional Direct Path Model:
Brand X Marketing
Marketing Spend by Medium
Distribution / Salesforce
Promotions
Pricing
Competitive Advertising
Marketing Spend by Medium
External Factors
The Economy
Other Significant Events
Business Performance
Brand X
How does Brand X's marketing activity and other factors affect search and business performance?

FIG. 35

MARKETSHARE PARTNERS
Brand X
Client X
Rapid ROI Results
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Model Results
Key Findings
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Profit
Conclusions
Direct Path Model + Indirect Path Model With Google:
Brand X Marketing
Marketing Spend by Medium
Distribution / Salesforce
Promotions
Pricing
Competitive Advertising
Marketing Spend by Medium
External Factors
The Economy
Other Significant Events
Business Performance
Brand X
How does Brand X's marketing activity and other factors affect search and business performance?

FIG. 36

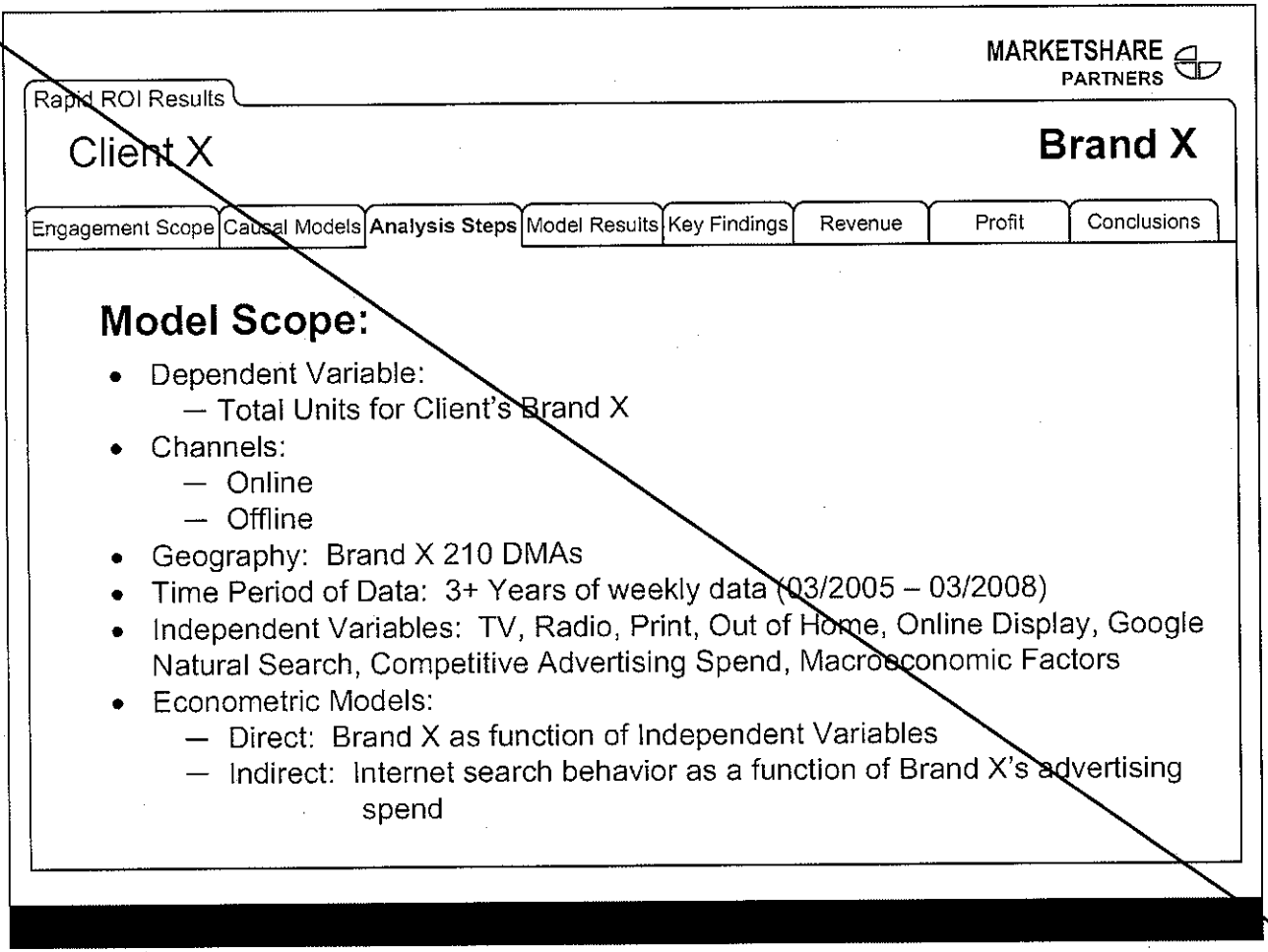

MARKETSHARE
PARTNERS
Rapid ROI Results
Client X
Brand X
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Causal Models
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Key Findings
Revenue
Profit
Conclusions
Model Scope:
• Dependent Variable:
— Total Units for Client's Brand X
• Channels:
— Online
— Offline
• Geography: Brand X 210 DMAs
• Time Period of Data: 3+ Years of weekly data (03/2005 – 03/2008)
• Independent Variables: TV, Radio, Print, Out of Home, Online Display, Google Natural Search, Competitive Advertising Spend, Macroeconomic Factors
• Econometric Models:
— Direct: Brand X as function of Independent Variables
— Indirect: Internet search behavior as a function of Brand X's advertising spend

FIG. 37

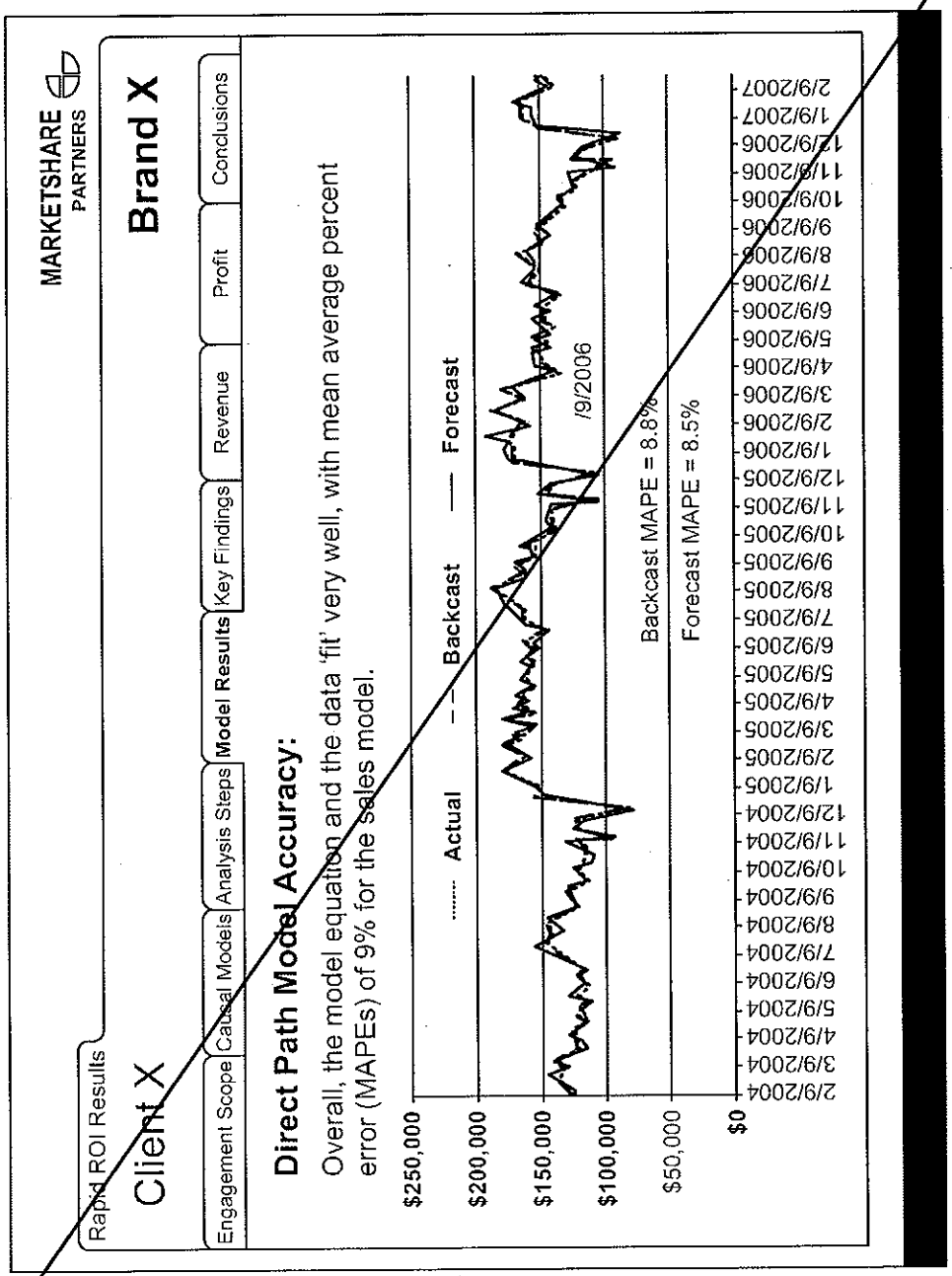

MARKETSHARE PARTNERS
Rapid ROI Results
Client X
Brand X
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Profit
Conclusions
Direct Path Model Accuracy:
Overall, the model equation and the data 'fit' very well, with mean average percent error (MAPEs) of 9% for the sales model.
Actual
Backcast
Forecast
/9/2006
Backcast MAPE = 8.8%
Forecast MAPE = 8.5%
$250,000
$200,000
$150,000
$100,000
$50,000
$0
2/9/2004
3/9/2004
4/9/2004
5/9/2004
6/9/2004
7/9/2004
8/9/2004
9/9/2004
10/9/2004
11/9/2004
12/9/2004
1/9/2005
2/9/2005
3/9/2005
4/9/2005
5/9/2005
6/9/2005
7/9/2005
8/9/2005
9/9/2005
10/9/2005
11/9/2005
12/9/2005
1/9/2006
2/9/2006
3/9/2006
4/9/2006
5/9/2006
6/9/2006
7/9/2006
8/9/2006
9/9/2006
10/9/2006
11/9/2006
12/9/2006
1/9/2007
2/9/2007

FIG. 38

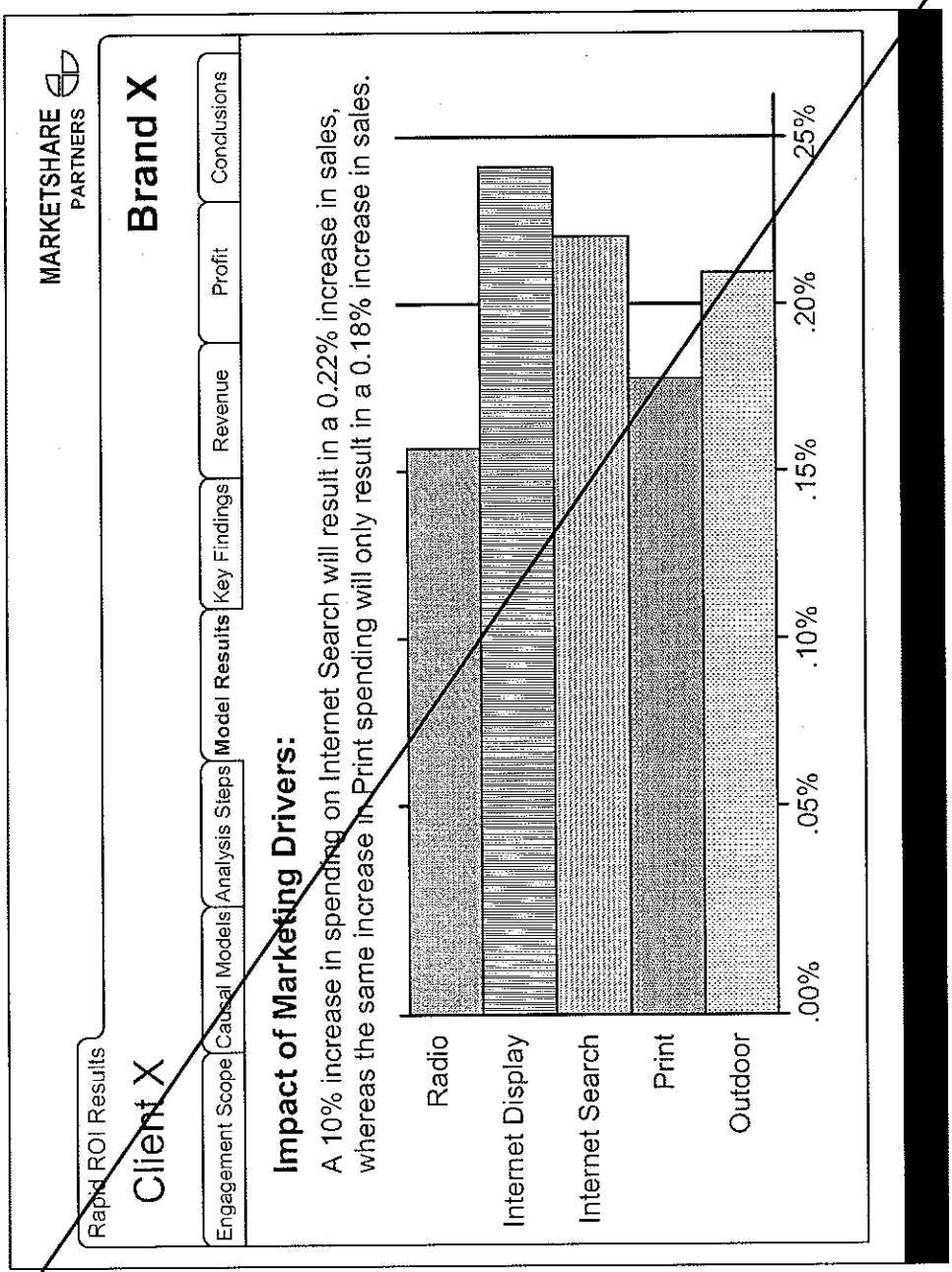

MARKETSHARE PARTNERS
Rapid ROI Results
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Impact of Marketing Drivers:
A 10% increase in spending on Internet Search will result in a 0.22% increase in sales, whereas the same increase in Print spending will only result in a 0.18% increase in sales.
Radio
Internet Display
Internet Search
Print
Outdoor
.00%
.05%
.10%
.15%
.20%
.25%

FIG. 39

MARKETSHARE PARTNERS
Rapid ROI Results
Client X
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Key Findings
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Profit
Conclusions
Interactive Effects of Media Combinations:
Radio + Internet Display
Radio + Internet Display + Internet Search
Radio + Internet Display + Internet Search + Print
Radio + Internet Display + Internet Search + Print + Outdoor
Internet Display + Internet Search
Radio + Print
.0%
.3%
.5%
.8%
1.0%
1.3%

FIG. 40

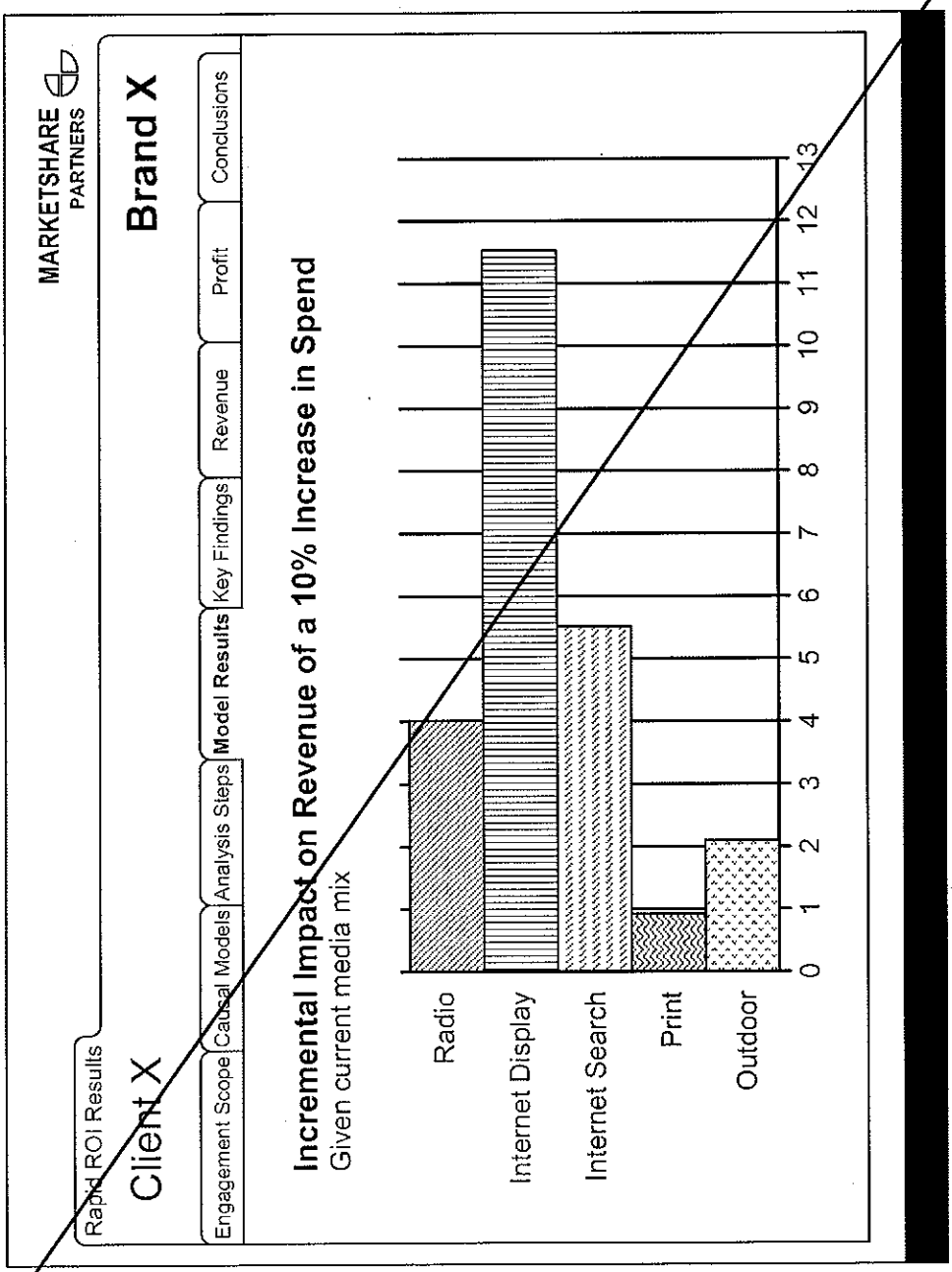

MARKETSHARE PARTNERS
Rapid ROI Results
Client X
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Analysis Steps
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Revenue
Profit
Conclusions
Incremental Impact on Revenue of a 10% Increase in Spend
Given current media mix
Radio
Internet Display
Internet Search
Print
Outdoor
0
1
2
3
4
5
6
7
8
9
10
11
12
13

FIG. 41

MARKETSHARE PARTNERS
Rapid ROI Results
Client X
Brand X
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Profit
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The direct and indirect models demonstrate that TV, Internet, Search, and Display work synergistically to drive Brand X's Sales Volume
TV is the most effective media investment in driving Brand X sales performance
Radio is less effective
Internet marketing has been highly effective
— Paid search is highly effective
— Display spending is also an important driver
TV and display spending are important drivers of Internet search behavior
Competitors' marketing, both TV and search, has a negative impact on Brand X sales performance
External drivers, such as seasonality, holidays, and weather disruptions have a small effect on marketing outcomes

FIG. 42

MARKETSHARE PARTNERS
Rapid ROI Results
Client X
Brand X
Engagement Scope
Causal Models
Analysis Steps
Model Results
Key Findings
Revenue
Profit
Conclusions
Budget
Allocation
Response Curve
Current Media Allocation
Scenario 1:
Efficiently Research Revenue Goal
50%
10%
25%
10%
5%
TV
Internet Display
Print
Radio
Internet Search
Outdoor
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Current
Revenue Goal P&L
Difference
AD Spend: $200,000 $202,093 $2,093
Revenue: $5,000,000 $5,005,000 $5,000
Gross Profit: $2,300,000 $2,300,407 $407

FIG. 43

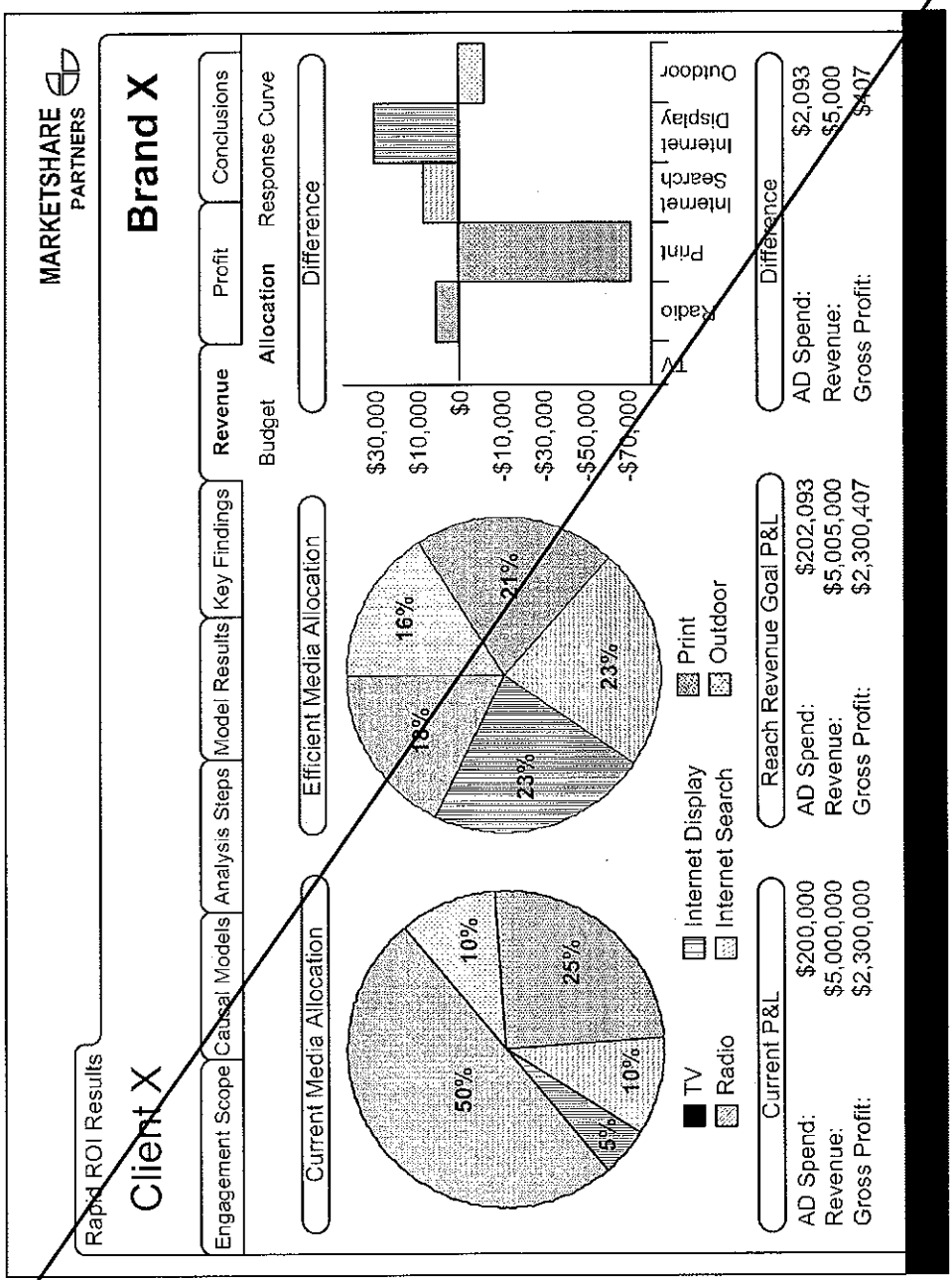

MARKETSHARE PARTNERS
Rapid ROI Results
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Model Results
Key Findings
Revenue
Profit
Conclusions
Budget
Allocation
Response Curve
Current Media Allocation
Efficient Media Allocation
Difference
50%
10%
25%
5%
10%
TV
Radio
Internet Display
Internet Search
Print
Outdoor
16%
18%
21%
23%
23%
$30,000
$10,000
$0
-$10,000
-$30,000
-$50,000
-$70,000
TV
Radio
Print
Internet Search
Internet Display
Outdoor
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Reach Revenue Goal P&L
AD Spend: $202,093
Revenue: $5,005,000
Gross Profit: $2,300,407
Difference
AD Spend: $2,093
Revenue: $5,000
Gross Profit: $407

FIG. 44

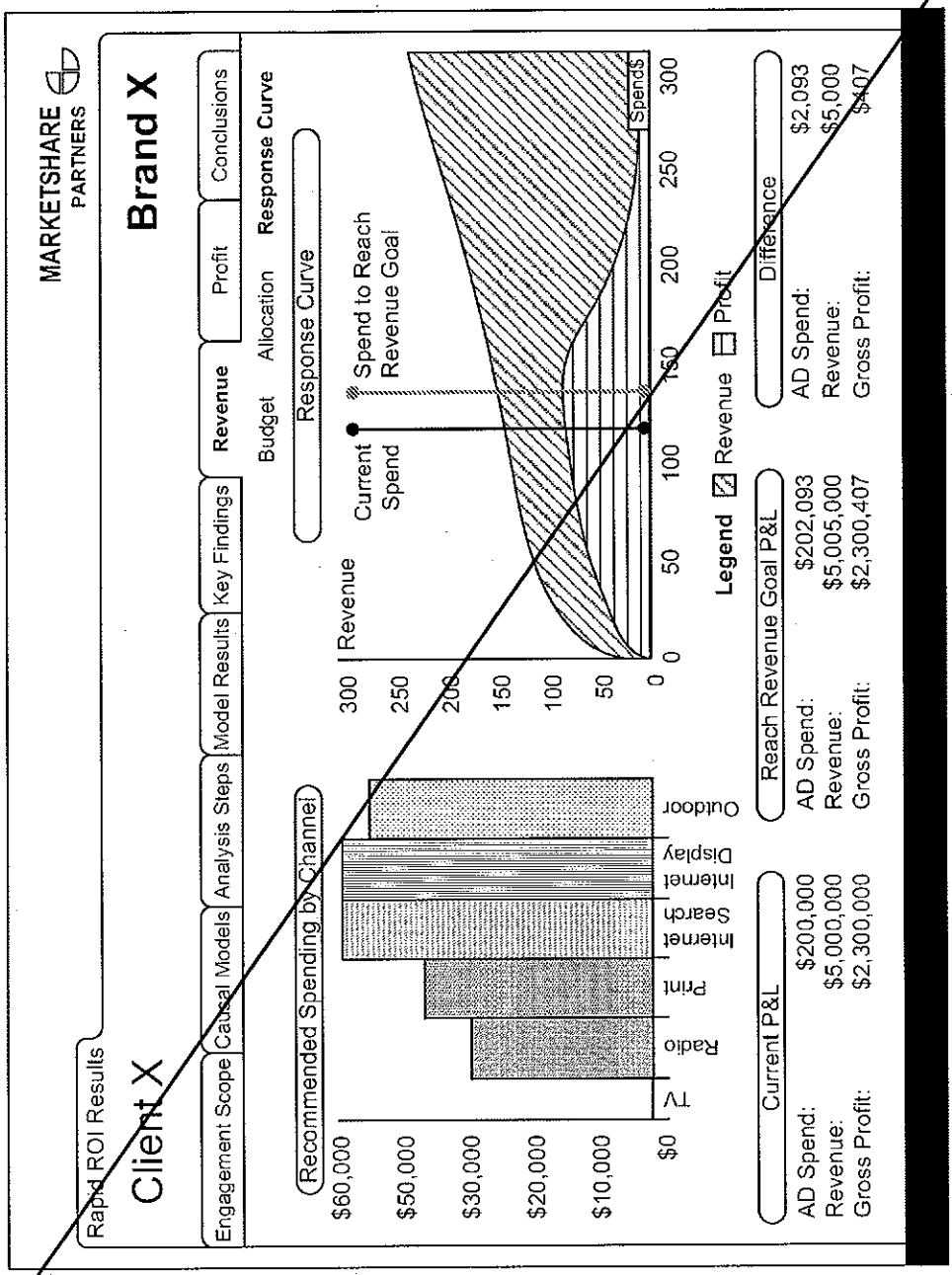

MARKETSHARE PARTNERS
Rapid ROI Results
Client X
Brand X
Engagement Scope
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Model Results
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Revenue
Profit
Conclusions
Budget Allocation Response Curve
Recommended Spending by Channel
Response Curve
Revenue
Current Spend
Spend to Reach Revenue Goal
Spend$
$60,000
$50,000
$30,000
$20,000
$10,000
$0
TV
Radio
Print
Internet Search
Internet Display
Outdoor
300
250
200
150
100
50
0
0
50
100
150
200
250
300
Legend Revenue Profit
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Reach Revenue Goal P&L
AD Spend: $202,093
Revenue: $5,005,000
Gross Profit: $2,300,407
Difference
AD Spend: $2,093
Revenue: $5,000
Gross Profit: $407

FIG. 45

MARKETSHARE PARTNERS
Rapid ROI Results
Client X
Brand X
Engagement Scope
Causal Models
Analysis Steps
Model Results
Key Findings
Revenue
Profit
Conclusions
Current Media Allocation
Budget Allocation Response Curve
Scenario 2:
Optimal Media Spend to Maximize Profit
50%
10%
25%
10%
5%
TV
Internet Display
Print
Radio
Internet Search
Outdoor
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Current
Max Profit P&L
Difference
AD Spend $200,000 $244,692 $44,692
Revenue: $5,000,000 $5,097,751 $97,751
Gross Profit: $2,300,000 $2,304,184 $4,184

FIG. 46

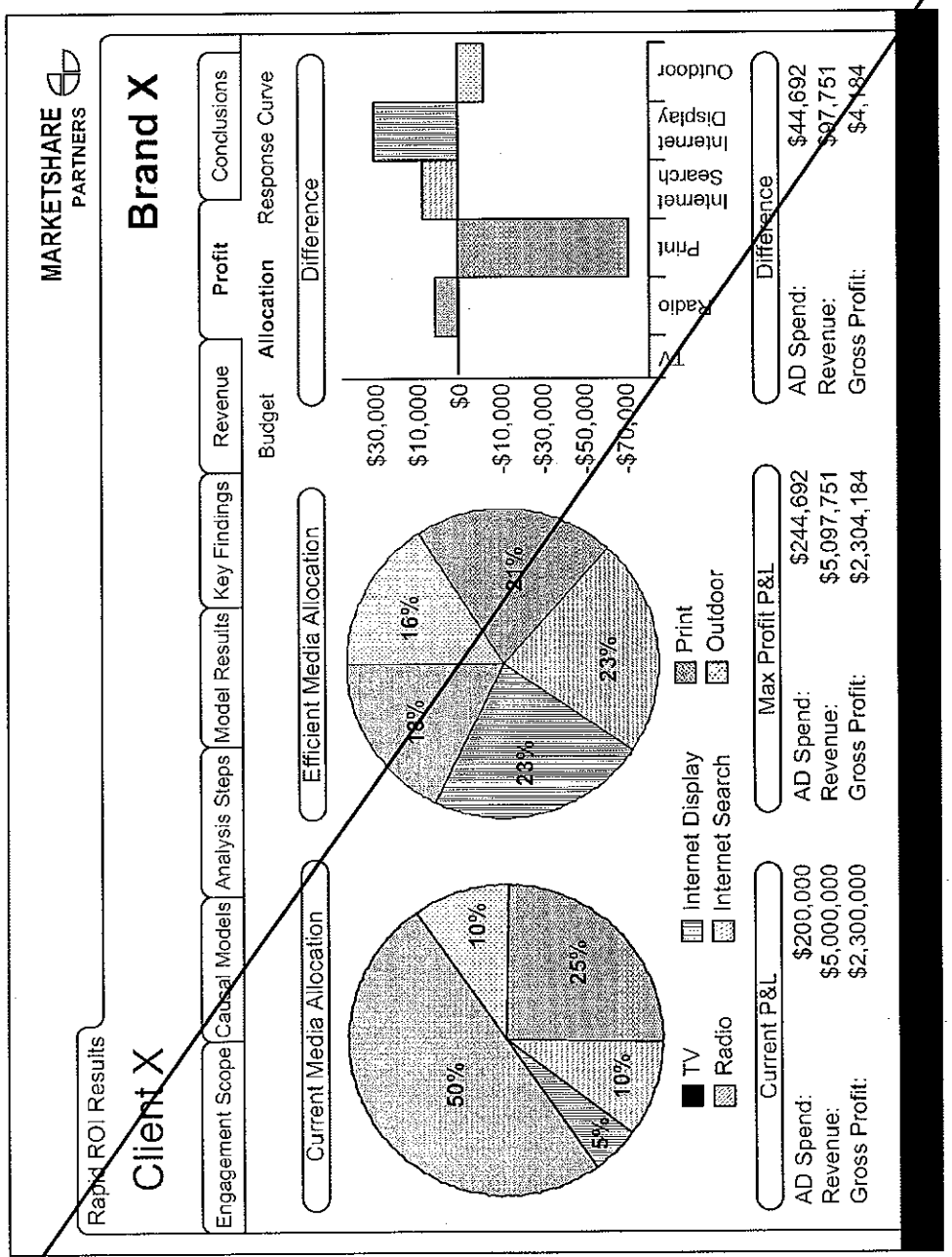

MARKETSHARE PARTNERS
Rapid ROI Results
Client X
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Model Results
Key Findings
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Profit
Conclusions
Budget
Allocation
Response Curve
Current Media Allocation
Efficient Media Allocation
Difference
50%
10%
25%
10%
5%
18%
16%
8%
23%
23%
TV
Radio
Internet Display
Internet Search
Print
Outdoor
$30,000
$10,000
$0
-$10,000
-$30,000
-$50,000
-$70,000
TV
Radio
Print
Internet Search
Internet Display
Outdoor
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Max Profit P&L
AD Spend: $244,692
Revenue: $5,097,751
Gross Profit: $2,304,184
Difference
AD Spend: $44,692
Revenue: $97,751
Gross Profit: $4,184

FIG. 47

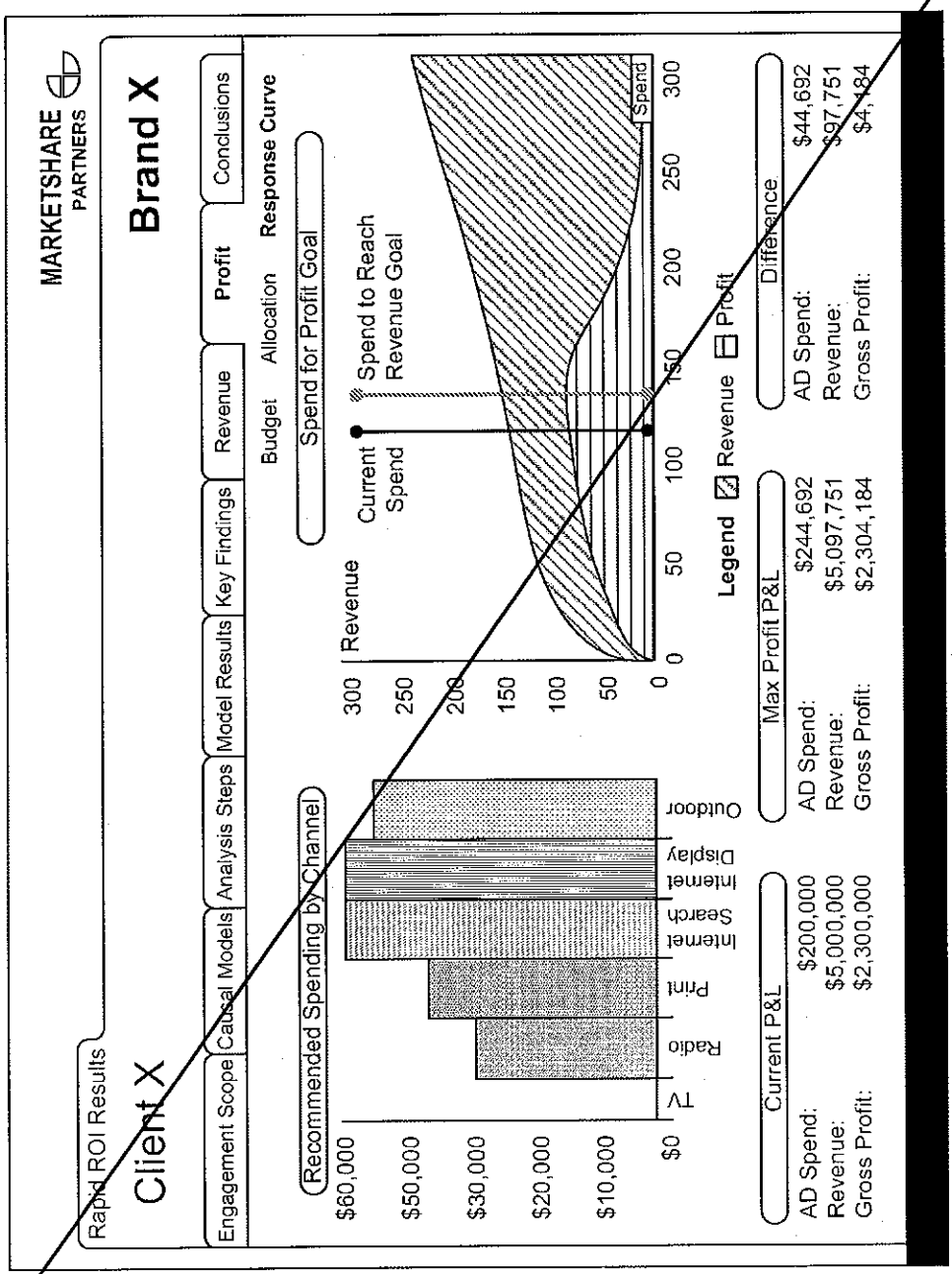

MARKETSHARE PARTNERS
Brand X
Client X
Rapid ROI Results
Engagement Scope
Causal Models
Analysis Steps
Model Results
Key Findings
Revenue
Profit
Conclusions
Budget Allocation
Response Curve
Spend for Profit Goal
Recommended Spending by Channel
$60,000
$50,000
$30,000
$20,000
$10,000
$0
TV
Radio
Print
Internet Search
Internet Display
Outdoor
Revenue
300
250
200
150
100
50
0
Current Spend
Spend to Reach Revenue Goal
Spend
Legend
Revenue
Profit
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Max Profit P&L
AD Spend: $244,692
Revenue: $5,097,751
Gross Profit: $2,304,184
Difference
AD Spend: $44,692
Revenue: $97,751
Gross Profit: $4,184

FIG. 48

MARKETSHARE PARTNERS
Rapid ROI Results
Client X
Brand X
Engagement Scope
Causal Models
Analysis Steps
Model Results
Key Findings
Revenue
Profit
Conclusions
Conclusions
Brand X should re-allocate budget to emphasize radio advertising, online display & paid search.
Investments in print advertising should be reduced.

FIG. 49

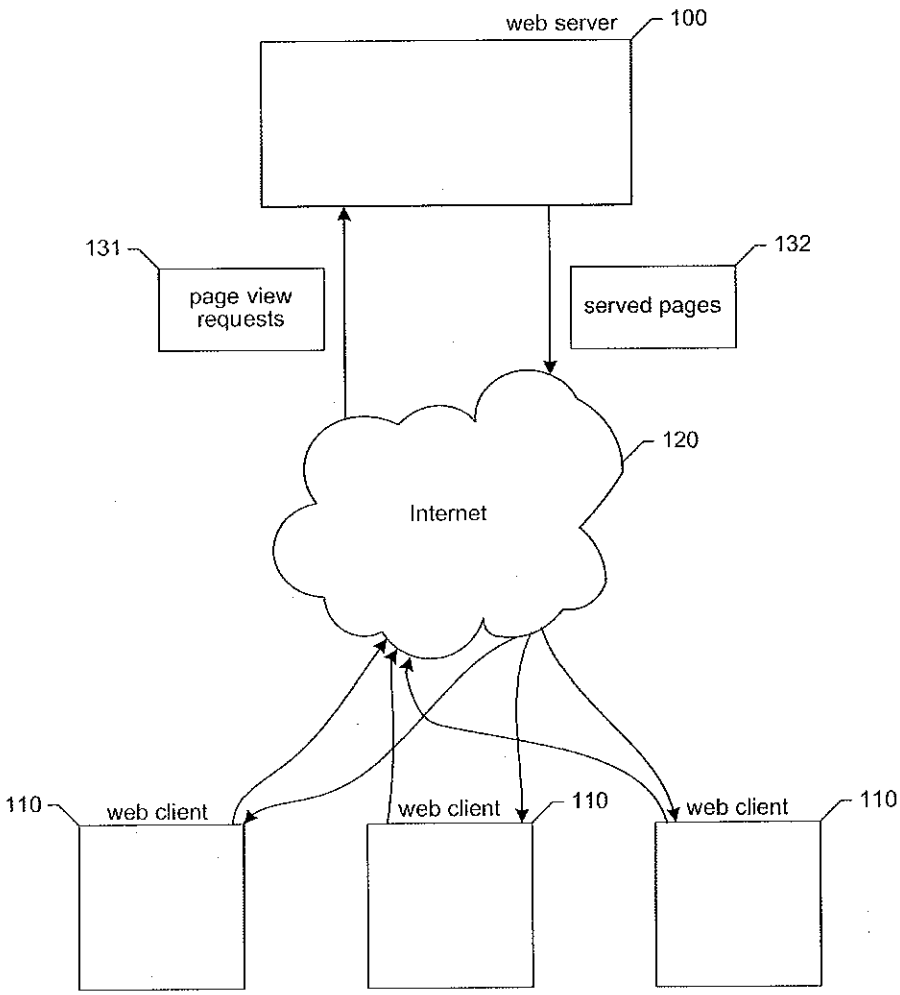

web server
100
131
page view requests
132
served pages
120
Internet
110
web client
110
web client
110
web client

FIG. 1

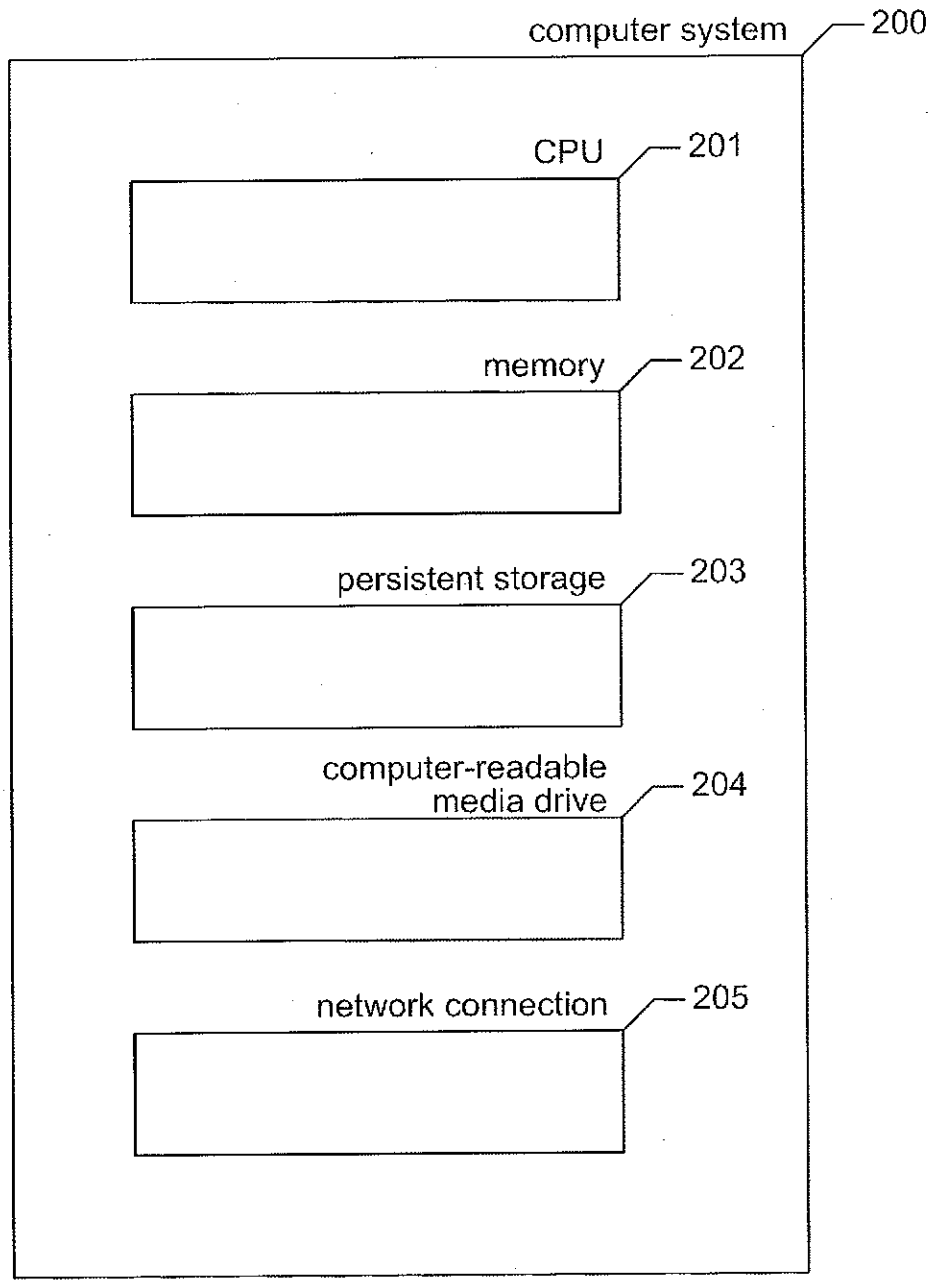

computer system
200
CPU
201
memory
202
persistent storage
203
computer-readable media drive
204
network connection
205

FIG. 2

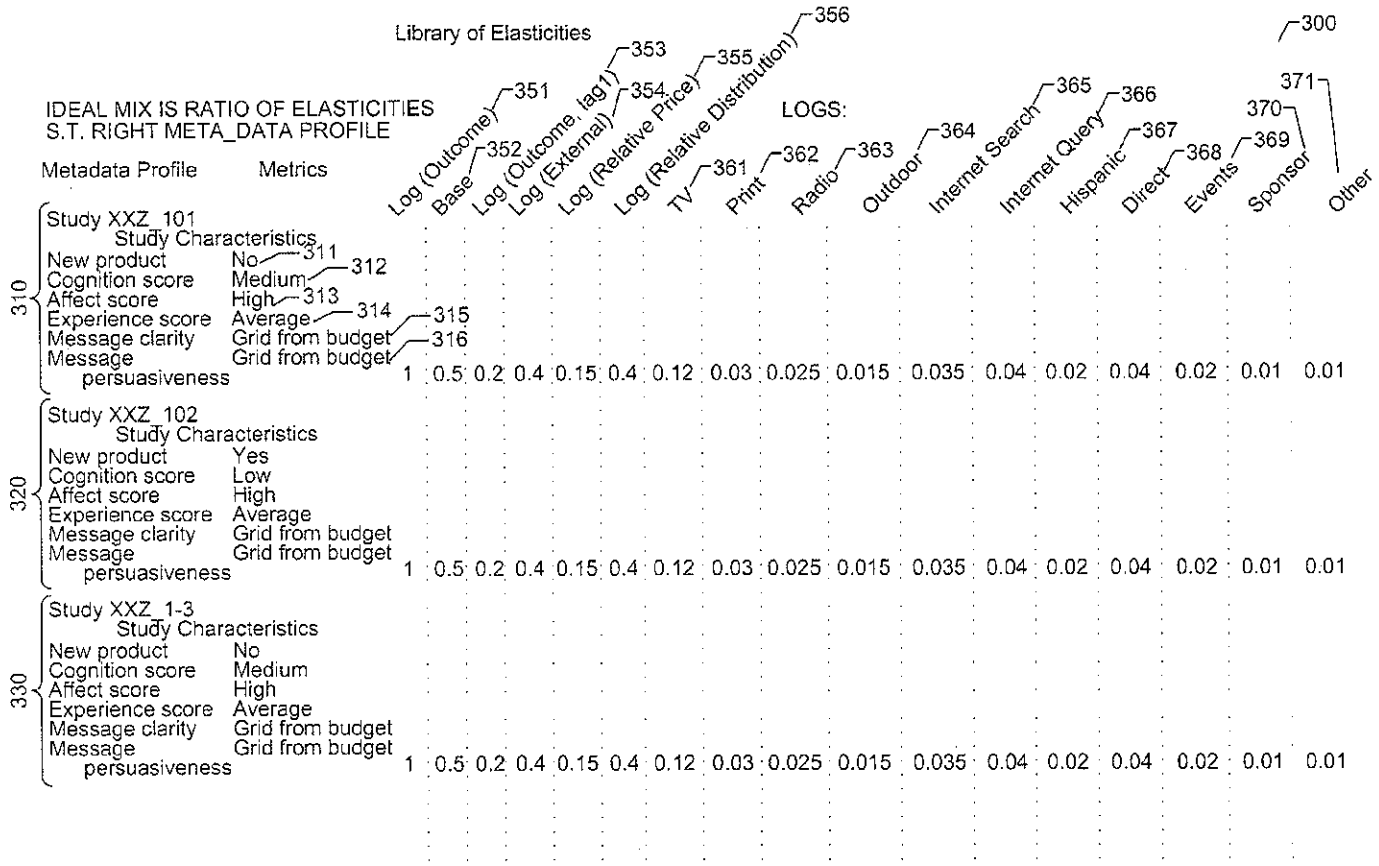

Library of Elasticities
300
IDEAL MIX IS RATIO OF ELASTICITIES
S.T. RIGHT META_DATA PROFILE
LOGS:
Metadata Profile
Metrics
Log (Outcome)
Base
Log (Outcome, lag1)
Log (External)
Log (Relative Price)
Log (Relative Distribution)
TV
Print
Radio
Outdoor
Internet Search
Internet Query
Hispanic
Direct
Events
Sponsor
Other
310
Study XXZ_101
Study Characteristics
New product No
Cognition score Medium
Affect score High
Experience score Average
Message clarity Grid from budget
Message persuasiveness 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
320
Study XXZ_102
Study Characteristics
New product Yes
Cognition score Low
Affect score High
Experience score Average
Message clarity Grid from budget
Message persuasiveness 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
330
Study XXZ_1-3
Study Characteristics
New product No
Cognition score Medium
Affect score High
Experience score Average
Message clarity Grid from budget
Message persuasiveness 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

FIG. 3

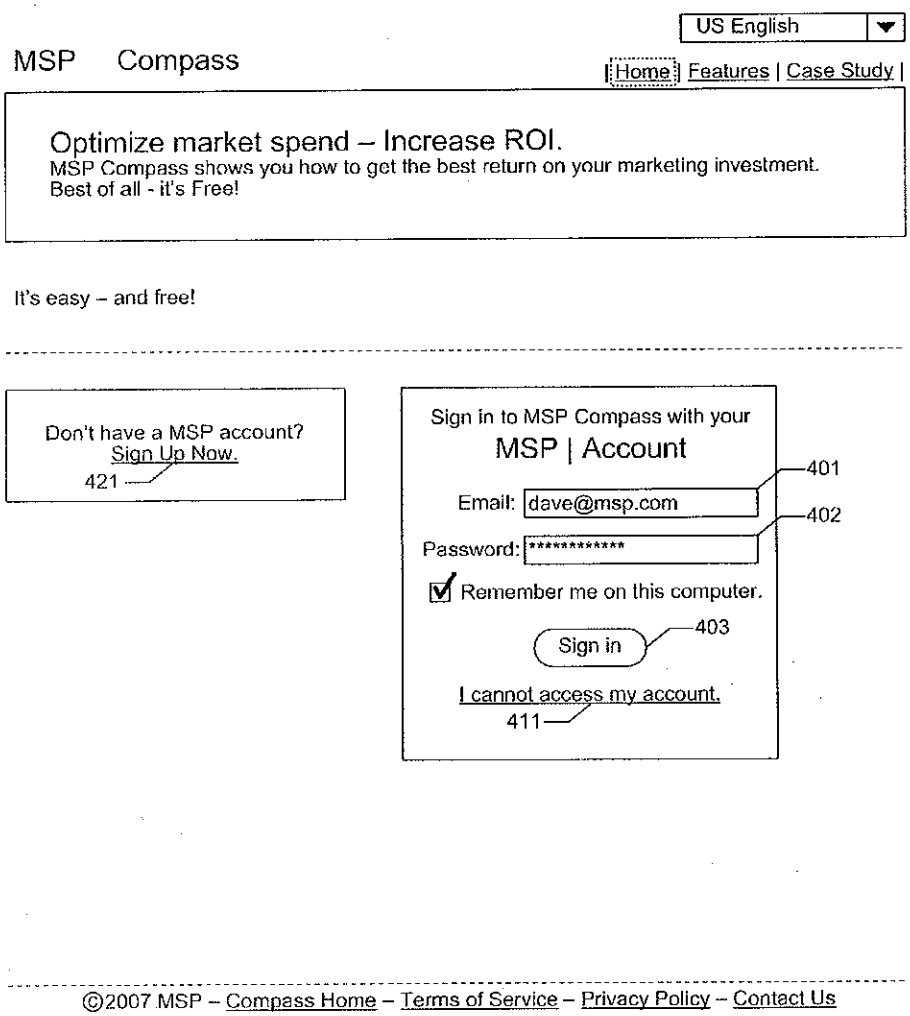

US English
MSP Compass
Home | Features | Case Study |
Optimize market spend – Increase ROI.
MSP Compass shows you how to get the best return on your marketing investment.
Best of all - it's Free!
It's easy – and free!
Don't have a MSP account?
Sign Up Now.
421
Sign in to MSP Compass with your
MSP | Account
401
Email: dave@msp.com
402
Password: **********
Remember me on this computer.
403
Sign in
I cannot access my account.
411
©2007 MSP – Compass Home – Terms of Service – Privacy Policy – Contact Us

FIG. 4

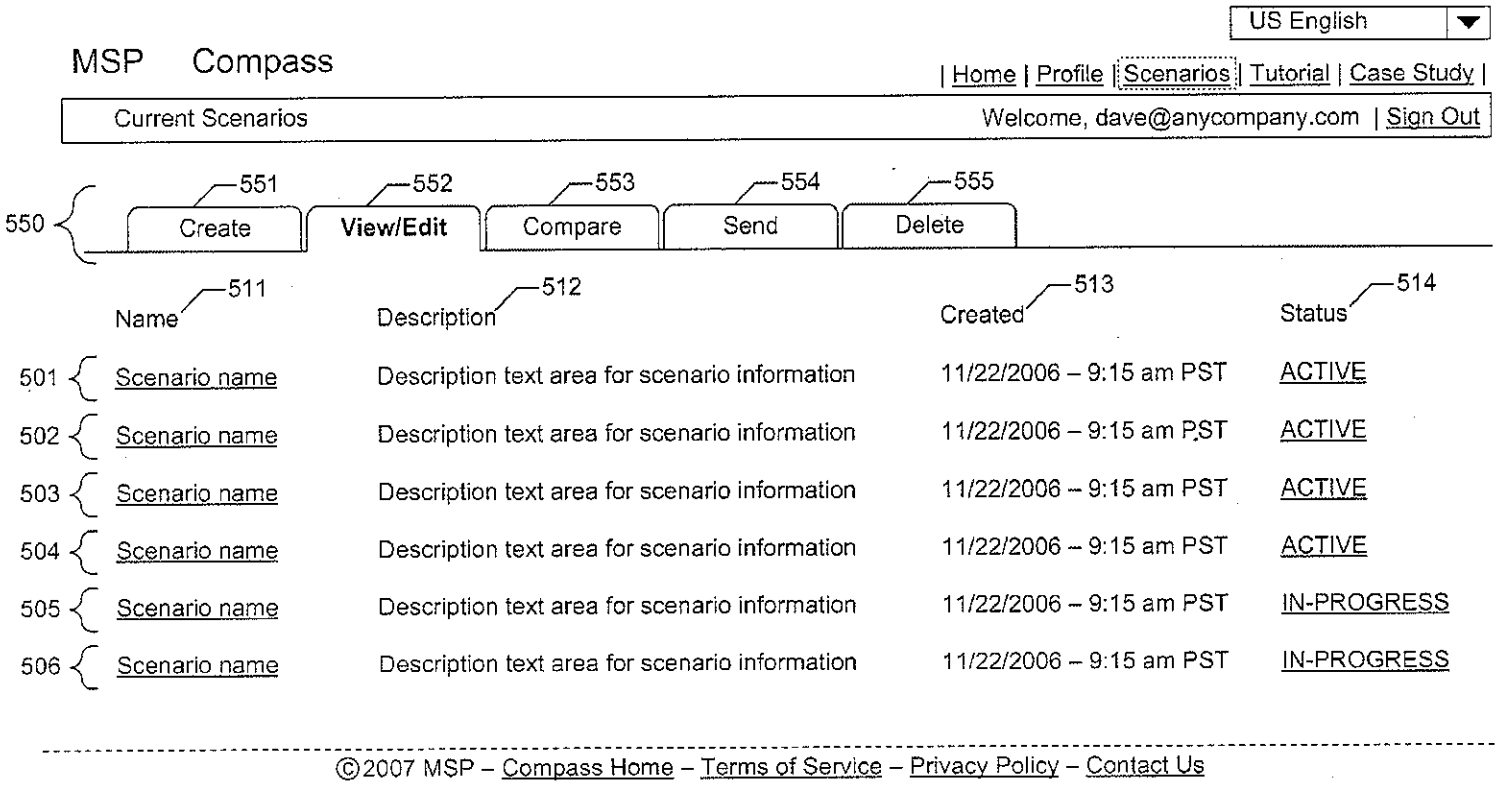

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Current Scenarios
Welcome, dave@anycompany.com | Sign Out
550
551
552
553
554
555
Create
View/Edit
Compare
Send
Delete
Name 511
Description 512
Created 513
Status 514
501 Scenario name Description text area for scenario information 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

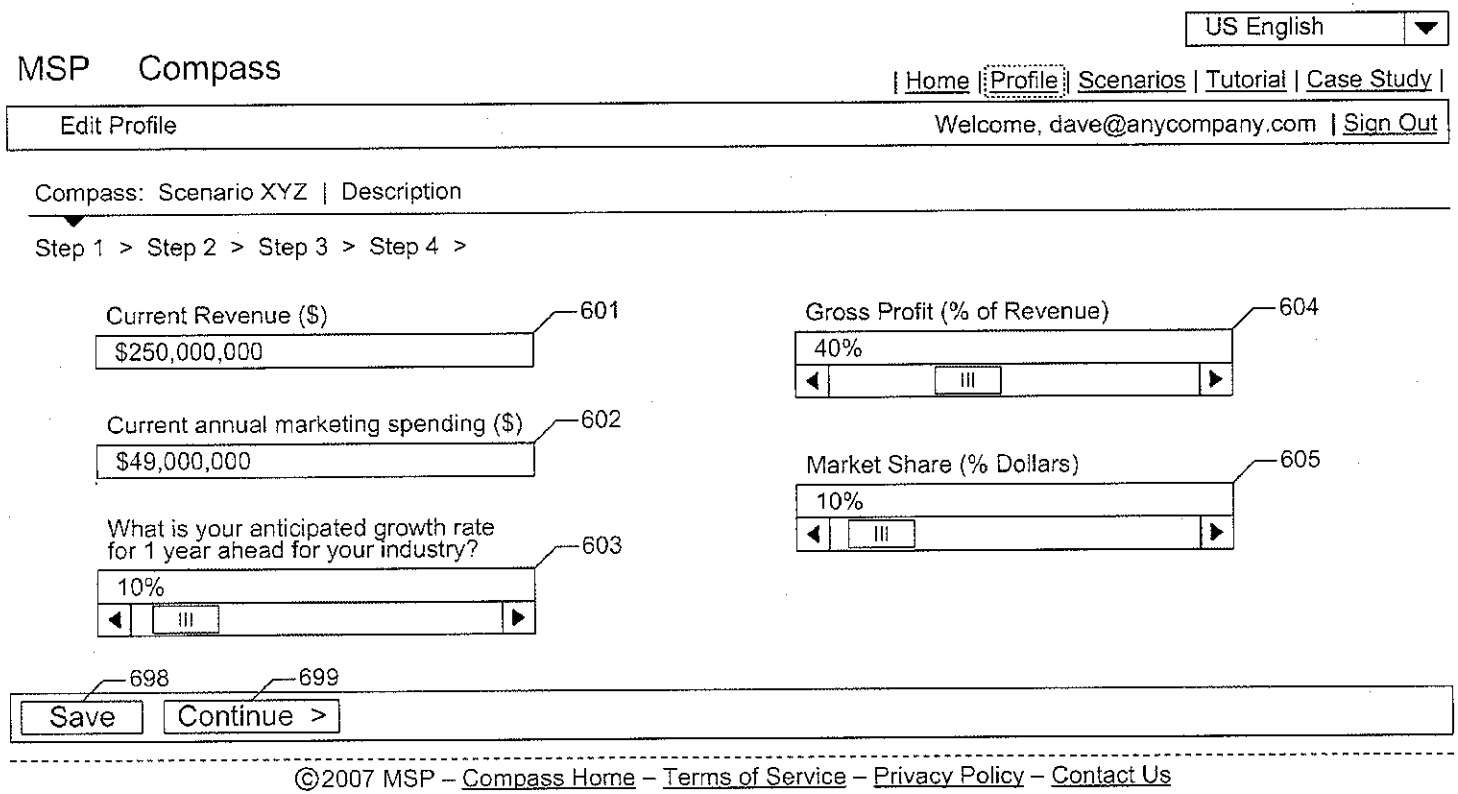

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
Current Revenue ($)
601
$250,000,000
Current annual marketing spending ($)
602
$49,000,000
What is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

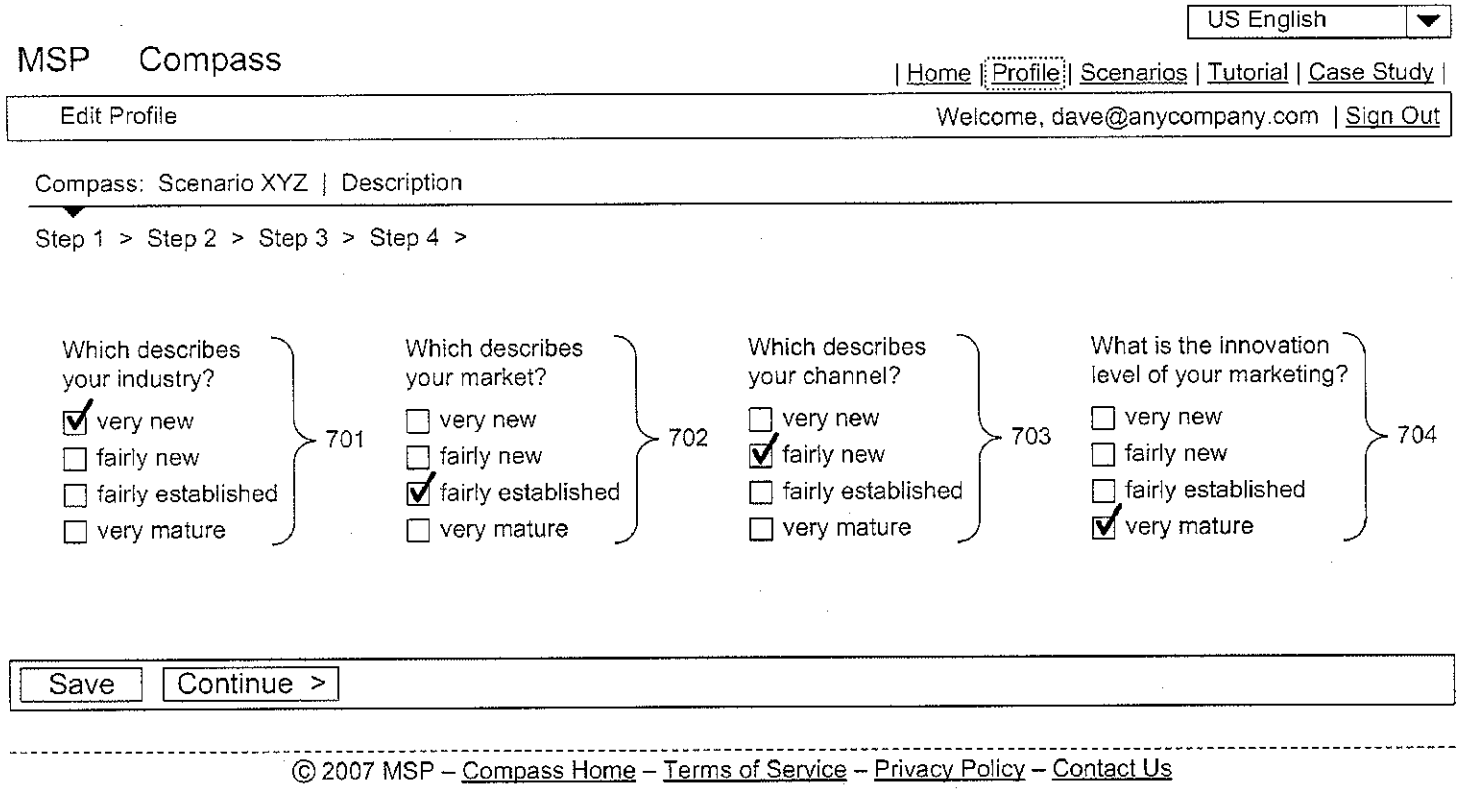

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
Which describes your industry?
very new
fairly new
fairly established
very mature
701
Which describes 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

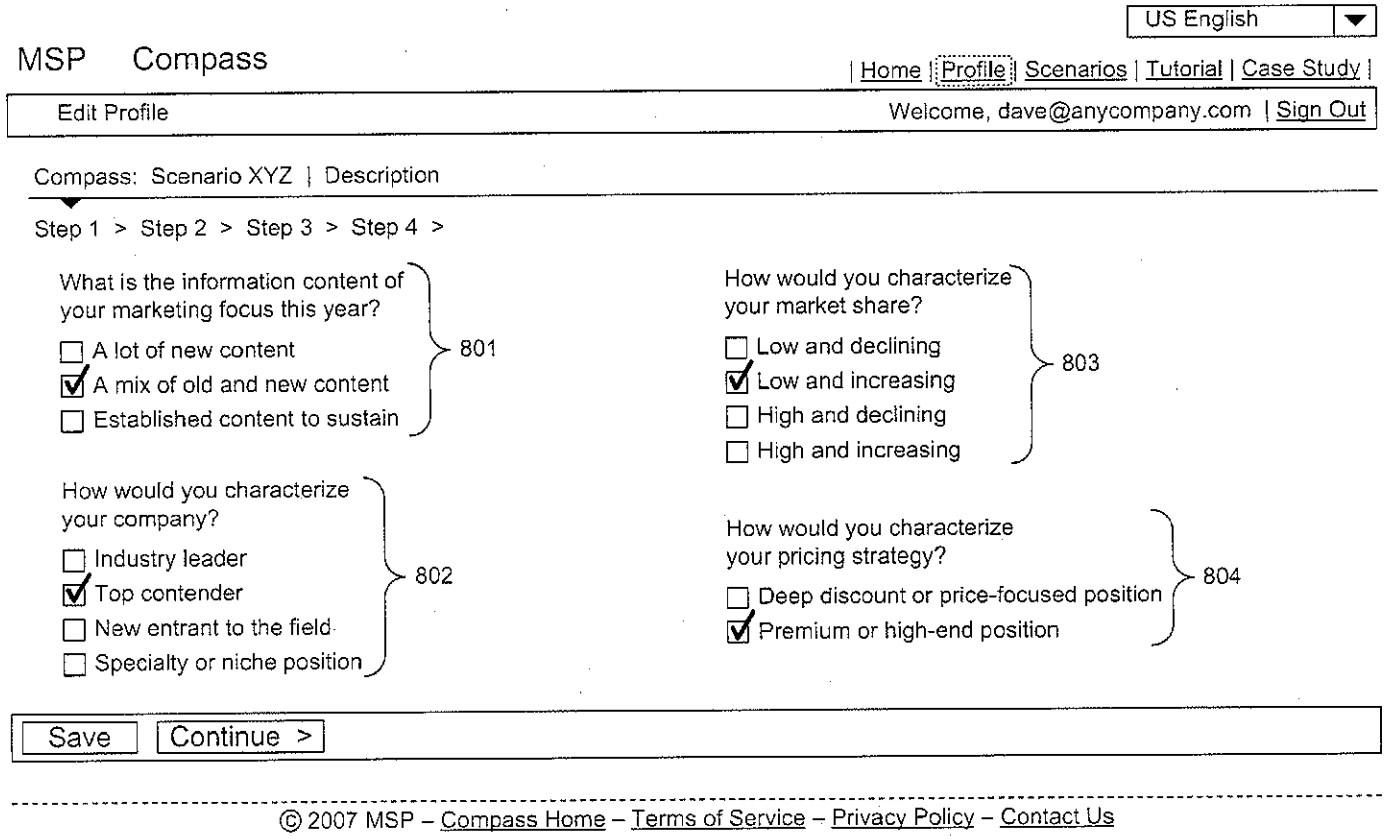

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
What is the information content of your marketing focus this year?
A lot of new content
A mix of old 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

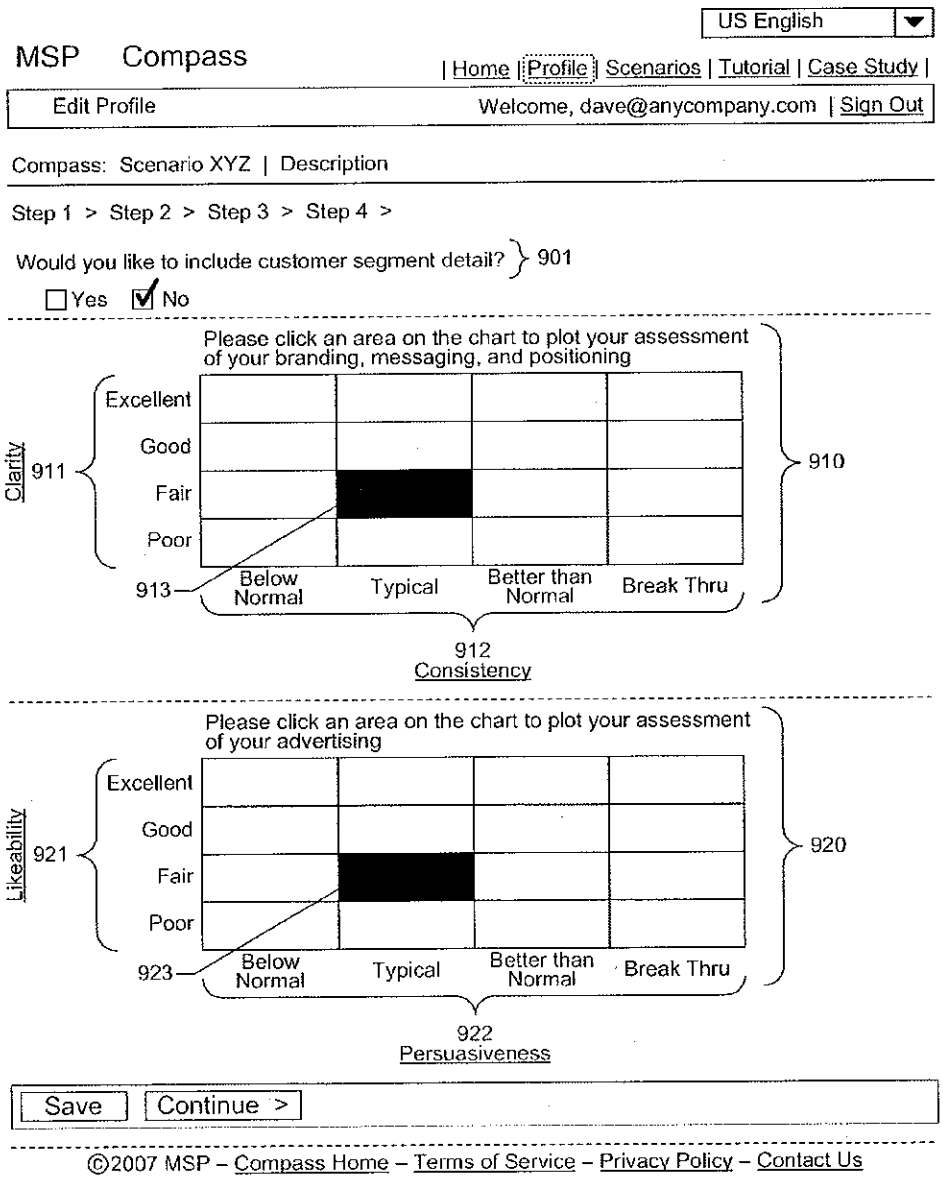

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
Compass: Scenario XYZ | Description
Step 1 > Step 2 > Step 3 > Step 4 >
Would you like to include customer segment detail?
901
Yes
No
Please click an area on the chart to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

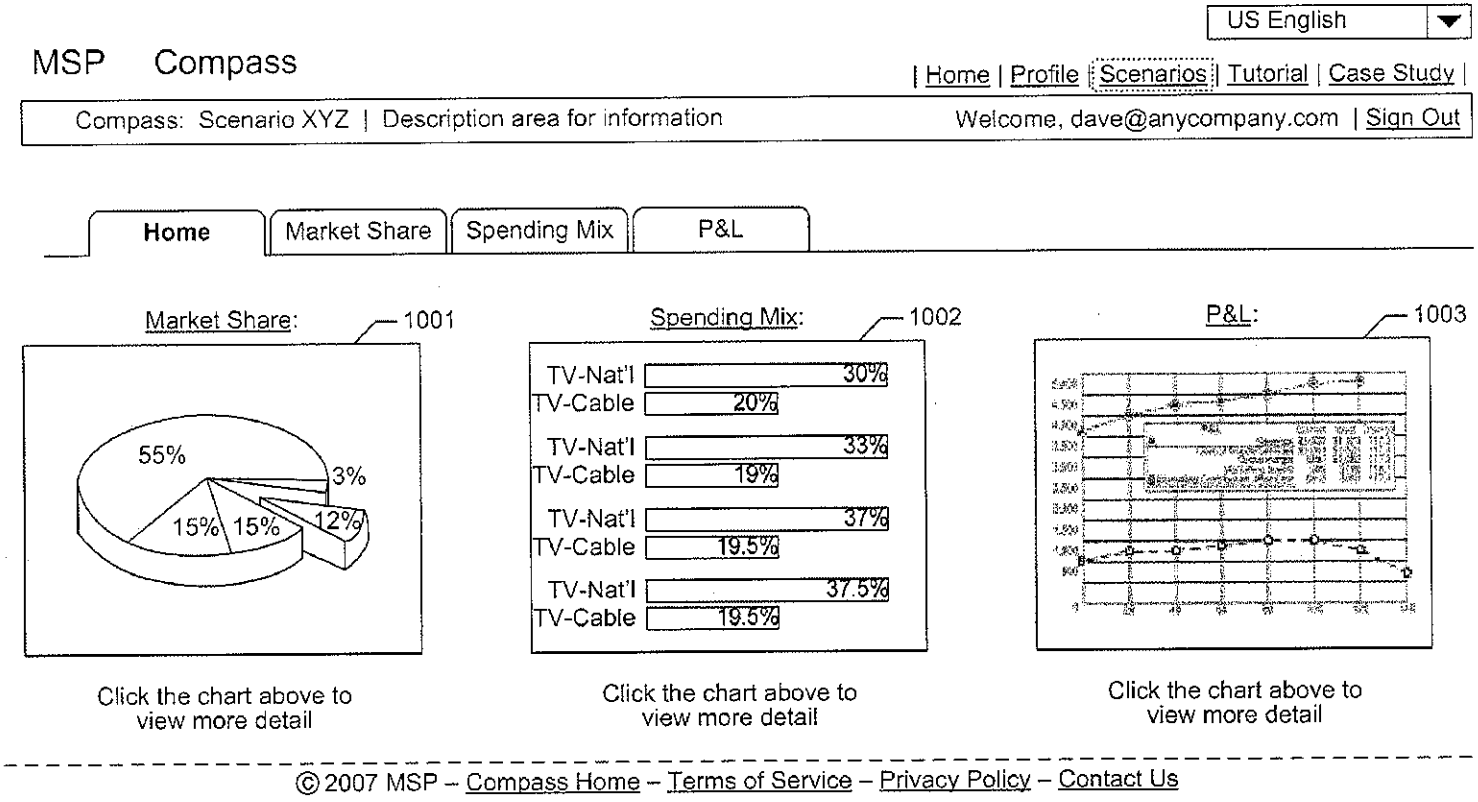

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Compass: Scenario XYZ | Description area for information
Welcome, dave@anycompany.com | Sign Out
Home
Market Share
Spending Mix
P&L
Market Share:
1001
55%
3%
15%
15%
12%
Spending Mix:
1002
TV-Nat'l 30%
TV-Cable 20%
TV-Nat'l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

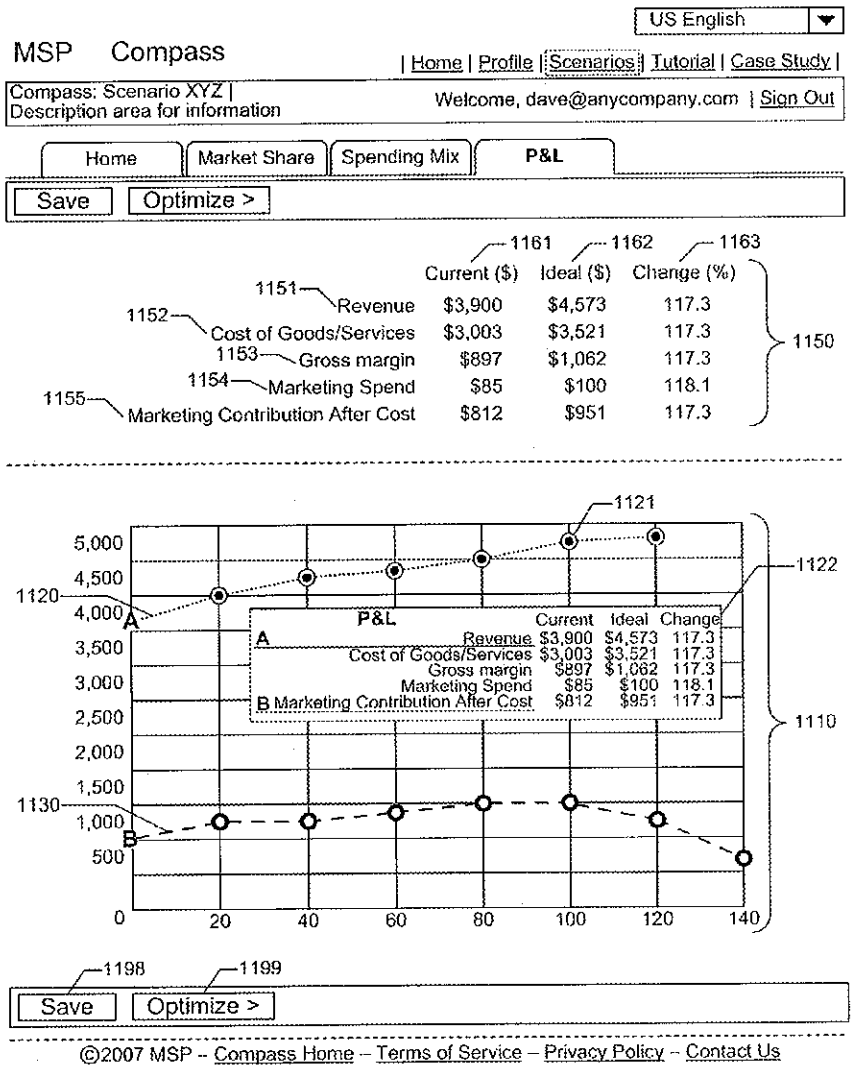

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Compass: Scenario XYZ |
Description area for information
Welcome, dave@anycompany.com | Sign Out
Home
Market Share
Spending Mix
P&L
Save
Optimize >
1161
1162
1163
Current ($)
Ideal ($)
Change (%)
1151 Revenue $3,900 $4,573 117.3
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

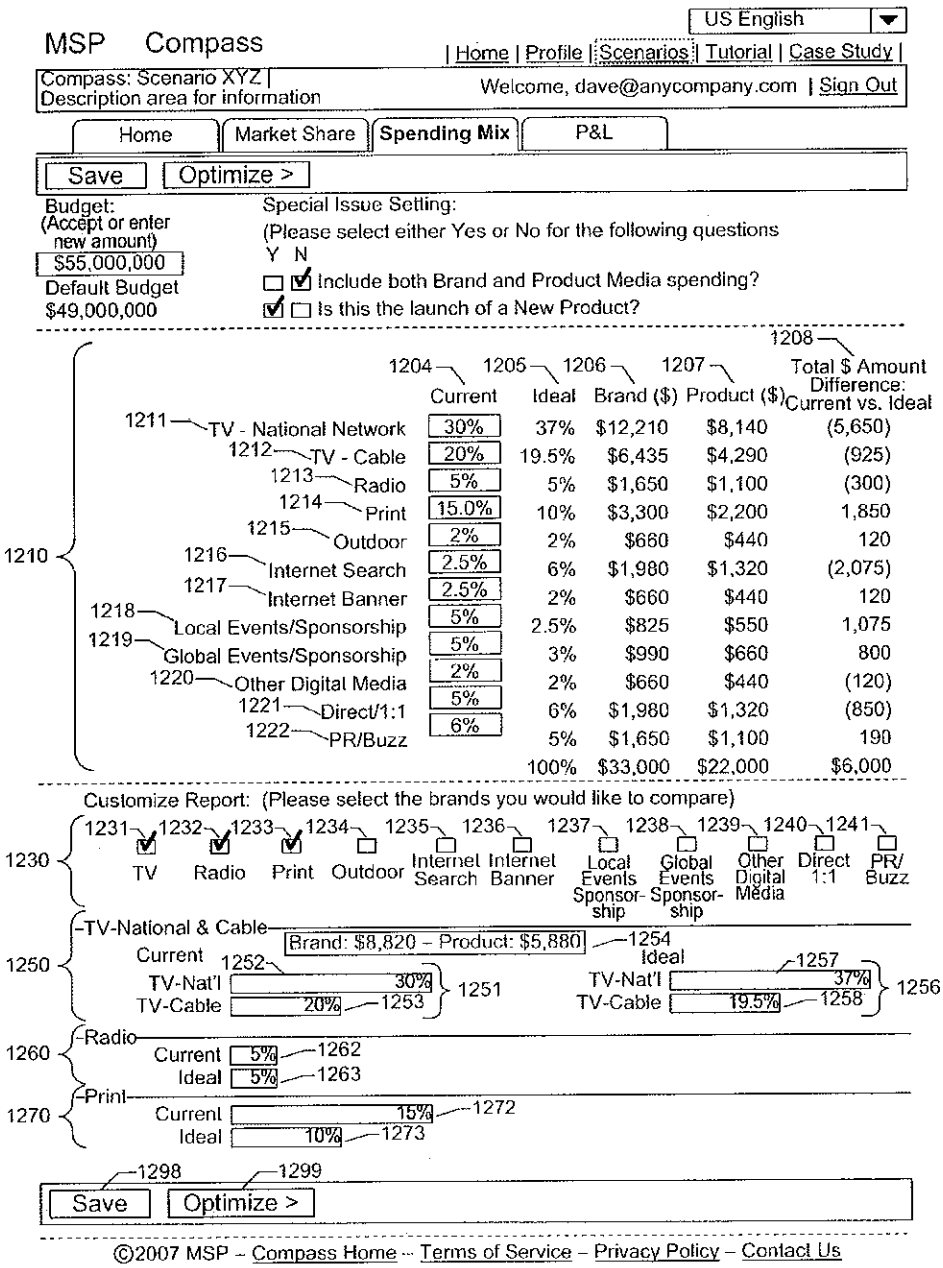

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Compass: Scenario XYZ
Description area for information
Welcome, dave@anycompany.com | Sign Out
Home
Market Share
Spending Mix
P&L
Save
Optimize >
Budget:
(Accept or enter new amount)
$55,000,000
Default Budget
$49,000,000
Special Issue Setting:
(Please select either Yes or No for the following questions
Y N
Include both Brand and Product Media spending?
Is this the launch of a New Product?
1204 Current
1205 Ideal
1206 Brand ($)
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 o[illegible]ng 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

		SCORE	
Determine right communications mix (and constraints) (using rules)	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

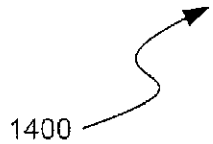


FIG. 14

Preliminary initial mix of resources (if consumer product)		Percentages	Rec'd Media Mix (starting, pre-adjustments)								
			1	2	3	4	5	6	7	8	9
Compass Budget Deal $10,000,000	Starting Allocations Weights for Freq Calcs	Cognition score / Affect score	High / High	High / Low	Low / High	Medium / Medium	High / Medium	Medium / High	Low / Low if national	Low / Medium	Medium / Low
$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

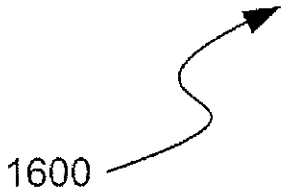


FIG. 16

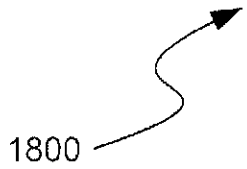
Determine reach and frequency factors for min persuasion and minimum impressions by type	Purchased Reach	Type	Effective % of target (reach)	FREQ WTS cf to C1112	Frequency per Cust. Minimum No. Exposures/ Impressions per Purchase Cycle	No. Purchase cycles per year	Total Annual calc total no. impressions	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

FIG. 18

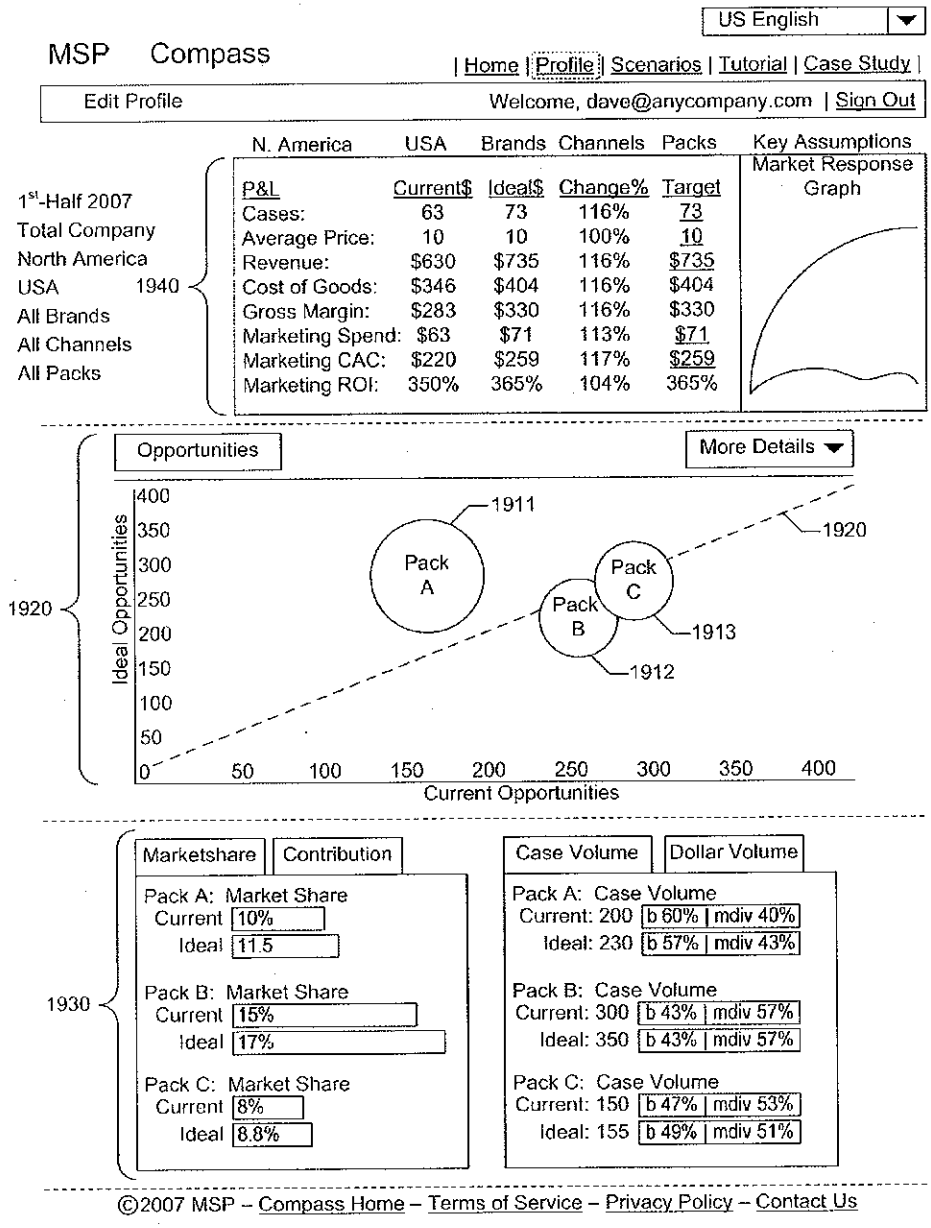
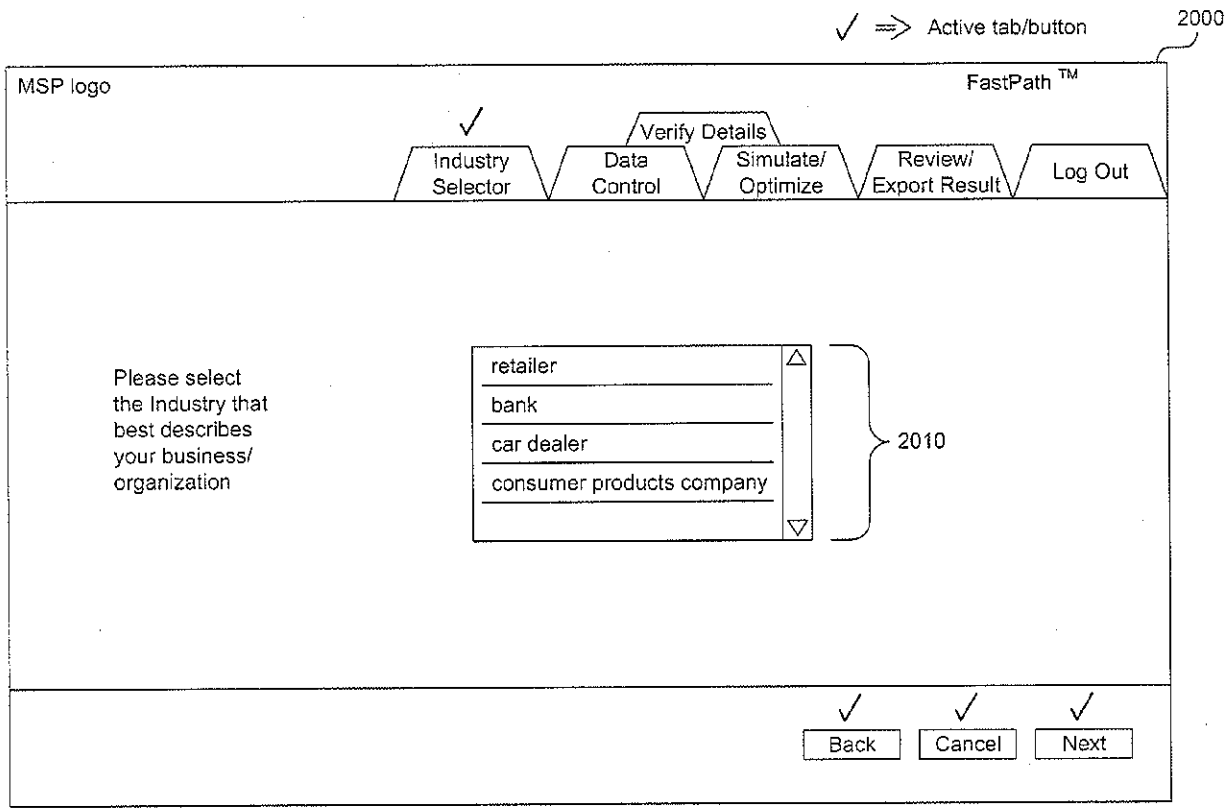

US English
MSP Compass
| Home | Profile | Scenarios | Tutorial | Case Study |
Edit Profile
Welcome, dave@anycompany.com | Sign Out
N. America
USA
Brands
Channels
Packs
Key Assumptions
Market Response Graph
1st-Half 2007
Total Company
North America
USA
All Brands
All Channels
All Packs
1940
P&L
Current$
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%
Opportunities
More Details
1920
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



Based on the User Selection in the background, an array of data-sources in selected. This selection is displayed in the next tab – "Data Control."
Back ⇒ Login screen; Cancel ⇒ Negate selection; Next ⇒ "Data control" tab

FIG. 20

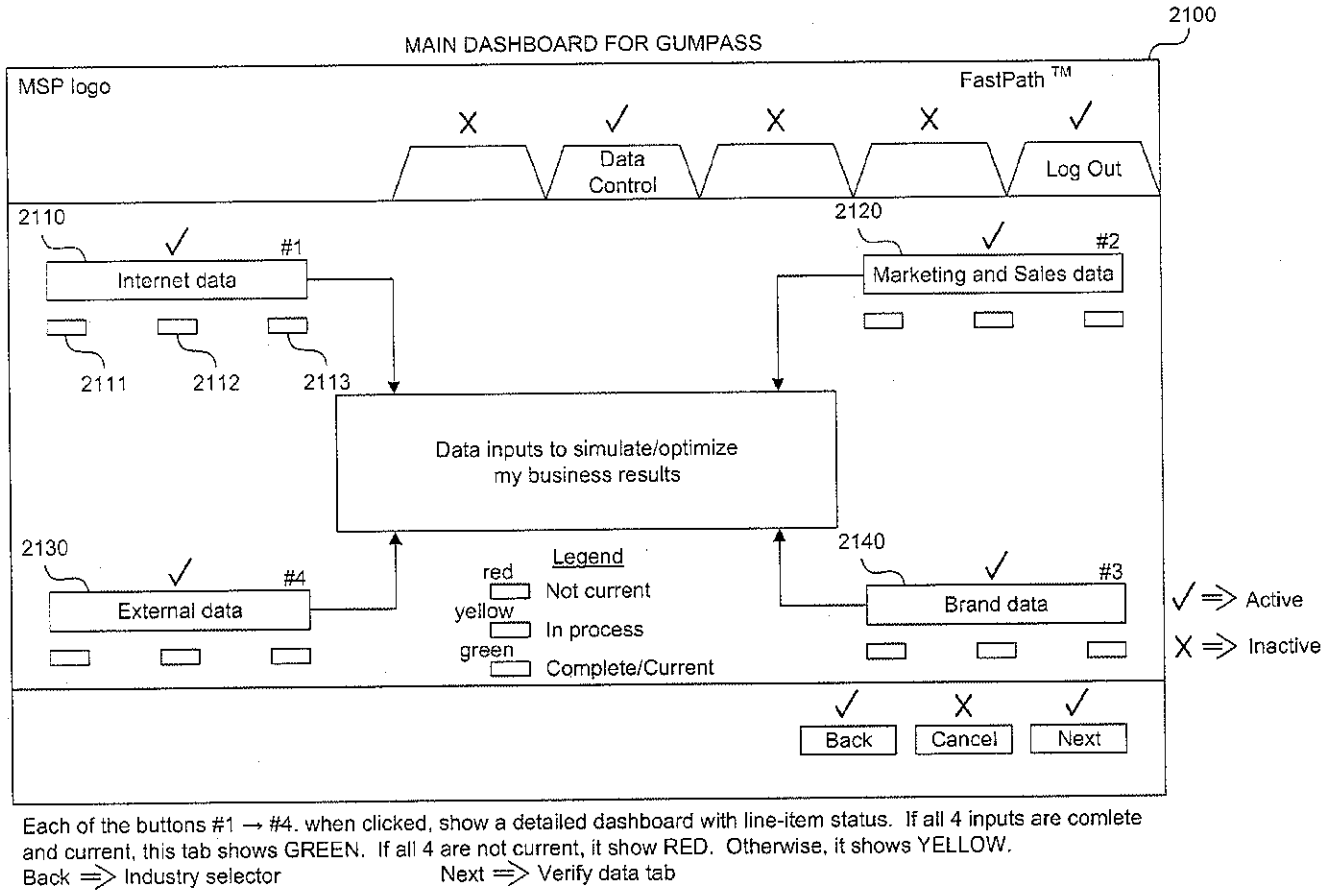
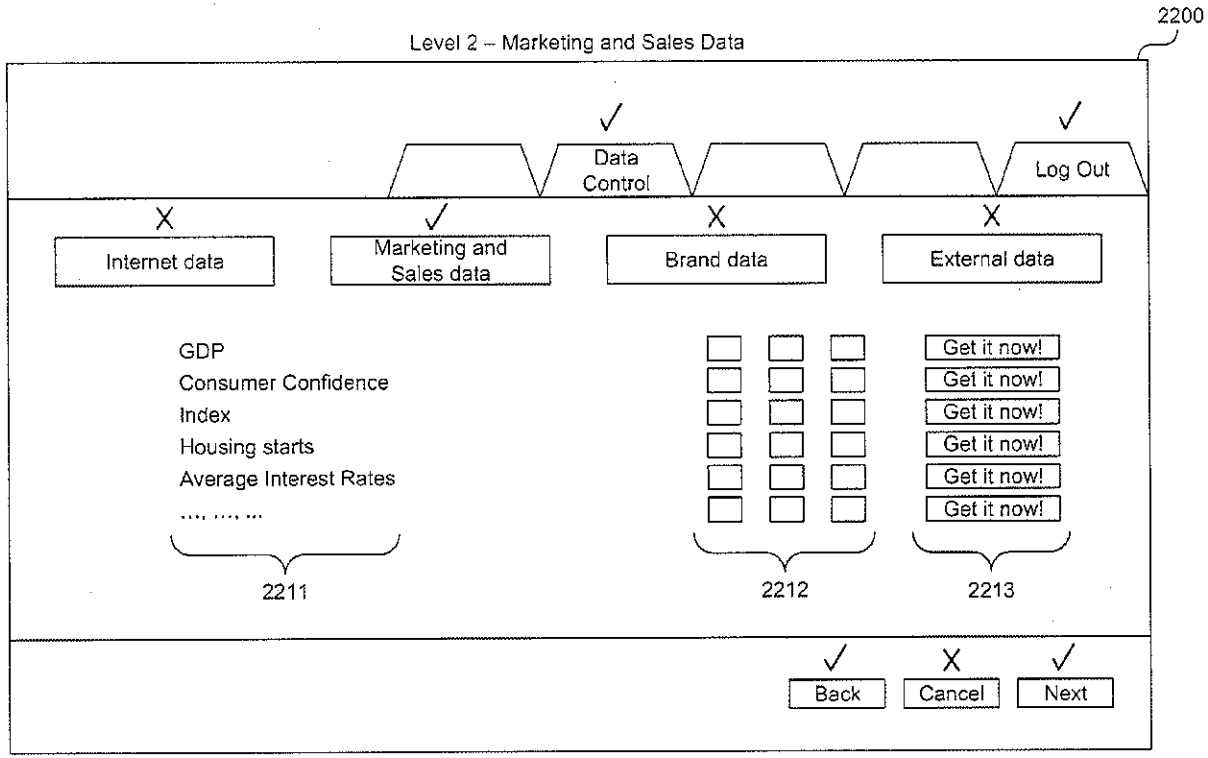
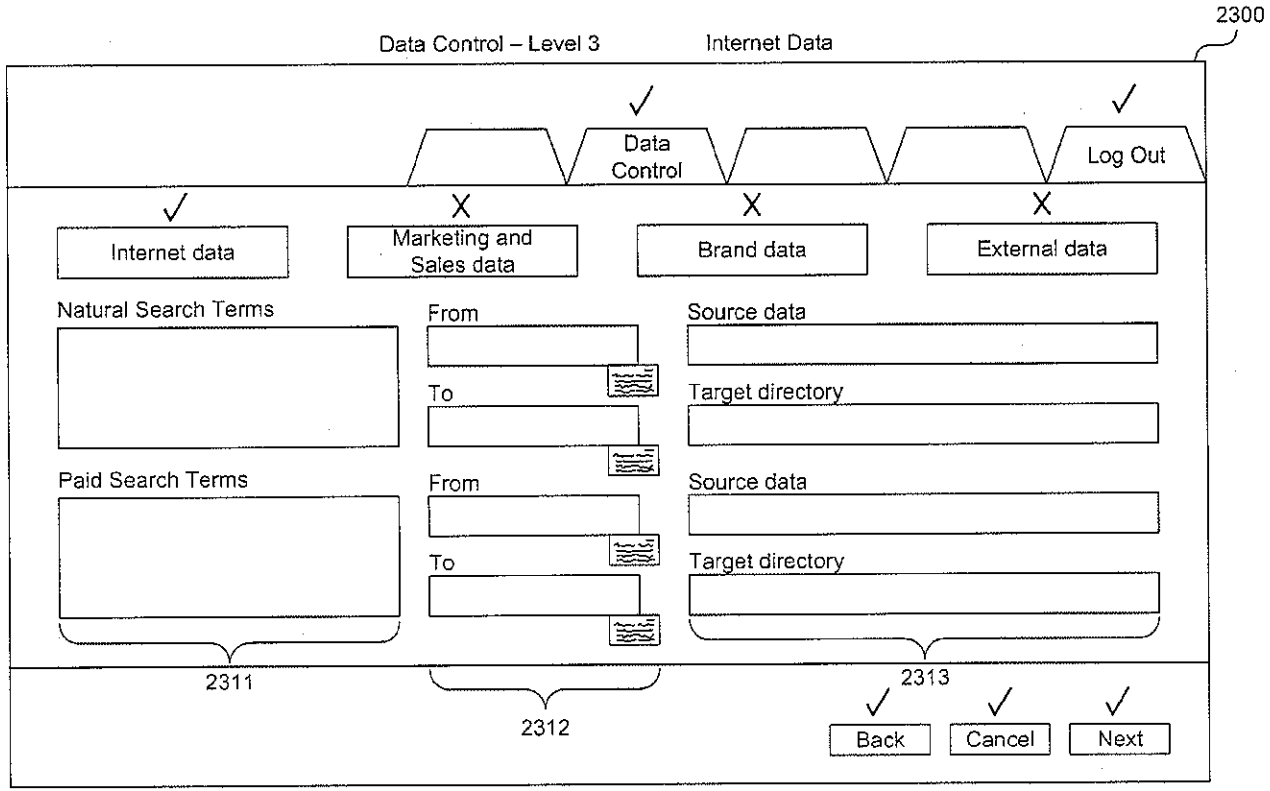

2100
MAIN DASHBOARD FOR GUMPASS
MSP logo
FastPath ™
Data Control
Log Out
2110
#1
Internet data
2111
2112
2113
2120
#2
Marketing and Sales data
Data inputs to simulate/optimize my business results
2130
#4
External data
2140
#3
Brand data
Legend
red
Not current
yellow
In process
green
Complete/Current
Active
Inactive
Back
Cancel
Next
Each of the buttons #1 → #4. when clicked, show a detailed dashboard with line-item status. If all 4 inputs are comlete and current, this tab shows GREEN. If all 4 are not current, it show RED. Otherwise, it shows YELLOW.
Back ⇒ Industry selector
Next ⇒ Verify data tab

FIG. 21



Create an updateable table with names of monthly feeds for ECONOMY data:
GDP, Consumer Confidence Index, etc., etc.
Get it now! ⇒ Shell out/Pipe in LW/PW/Shell back in
Back ⇒ LEVEL 1 Data Control
Cancel ⇒ Stop M2M job
Next ⇒ Next tab – "Verify data" tab

FIG. 22



Go ⇒ The system fetches data machine-to-machine
Back ⇒ Go to level 2
Cancel ⇒ Abort M2M interaction
Next ⇒ Go to the next tab – "Verify data"

FIG. 23

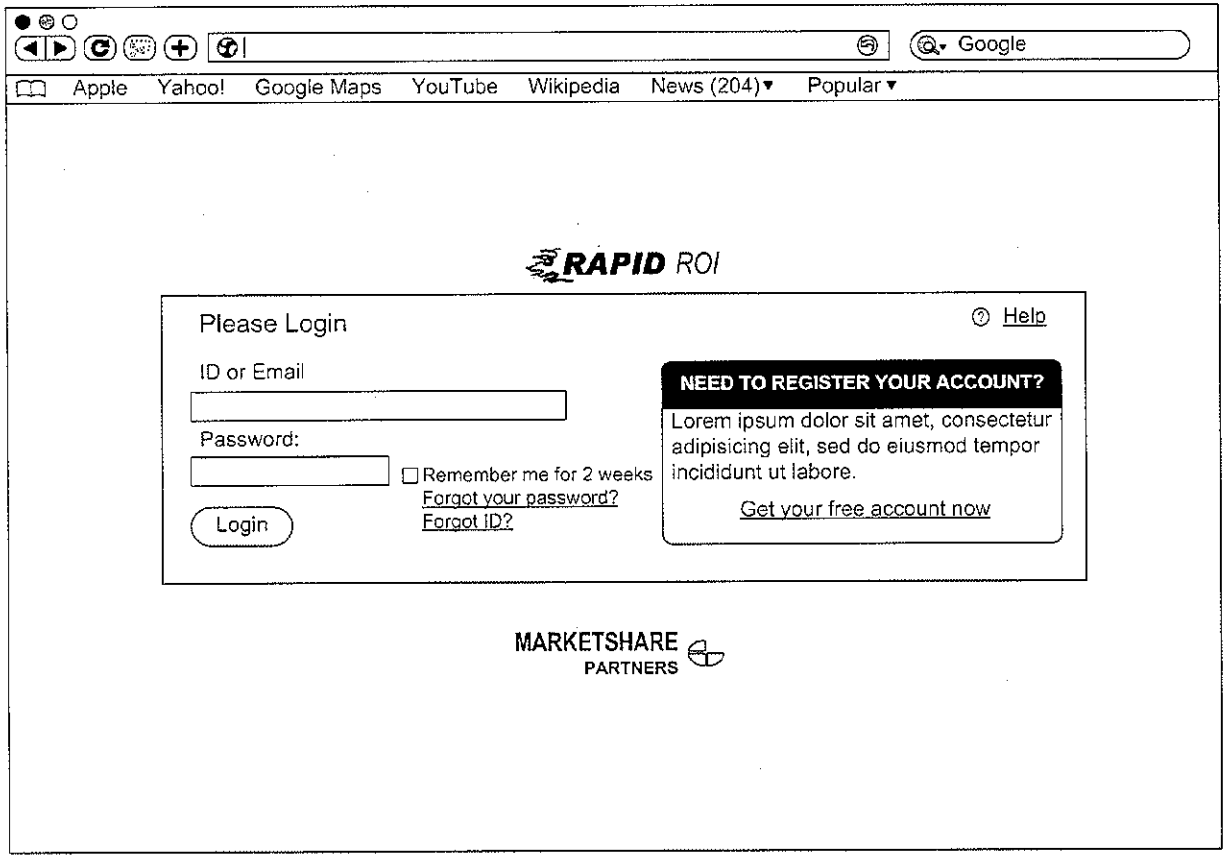

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RAPID ROI
Please Login
Help
ID or Email
Password:
Remember me for 2 weeks
Forgot your password?
Forgot ID?
Login
NEED TO REGISTER YOUR ACCOUNT?
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore.
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MARKETSHARE
PARTNERS

FIG. 24

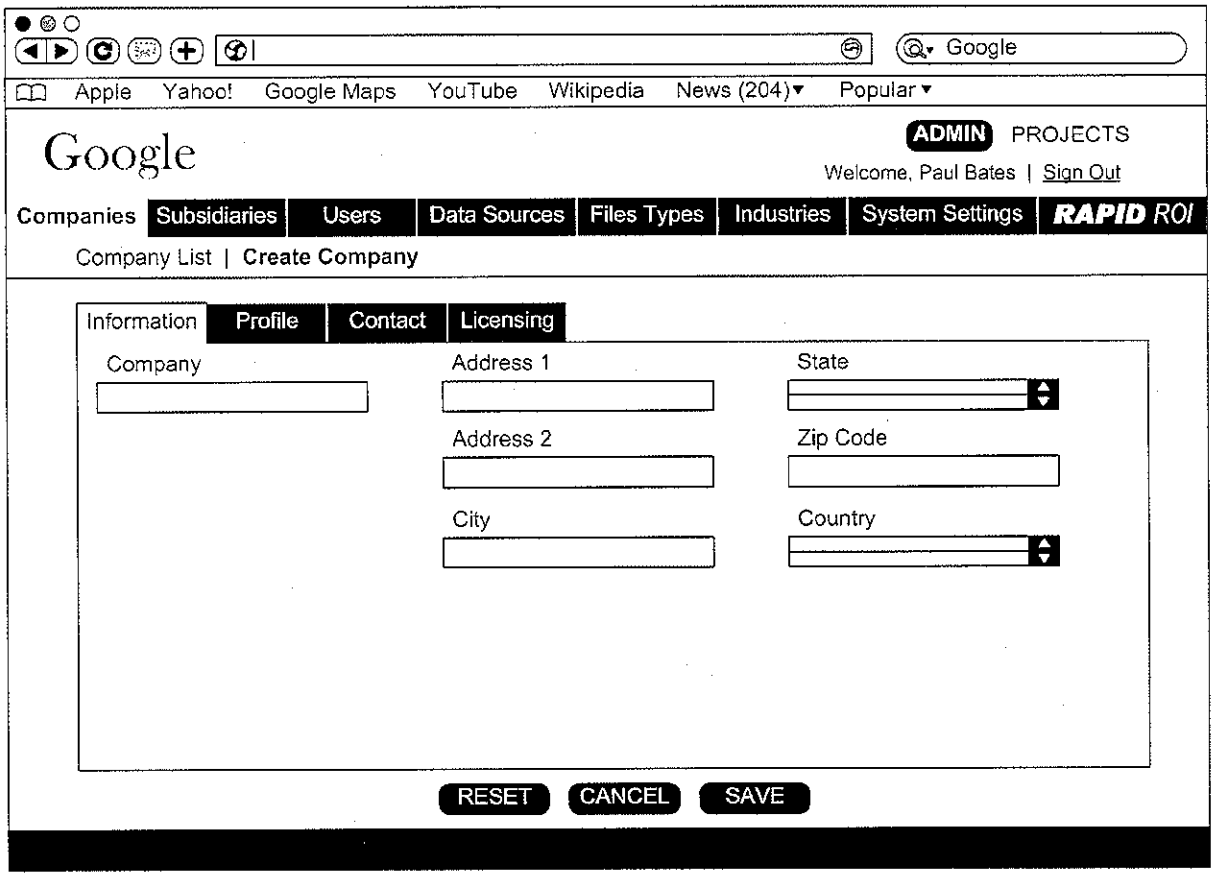

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Companies
Subsidiaries
Users
Data Sources
Files Types
Industries
System Settings
RAPID ROI
Company List | Create Company
Information
Profile
Contact
Licensing
Company
Address 1
State
Address 2
Zip Code
City
Country
RESET
CANCEL
SAVE

FIG. 25

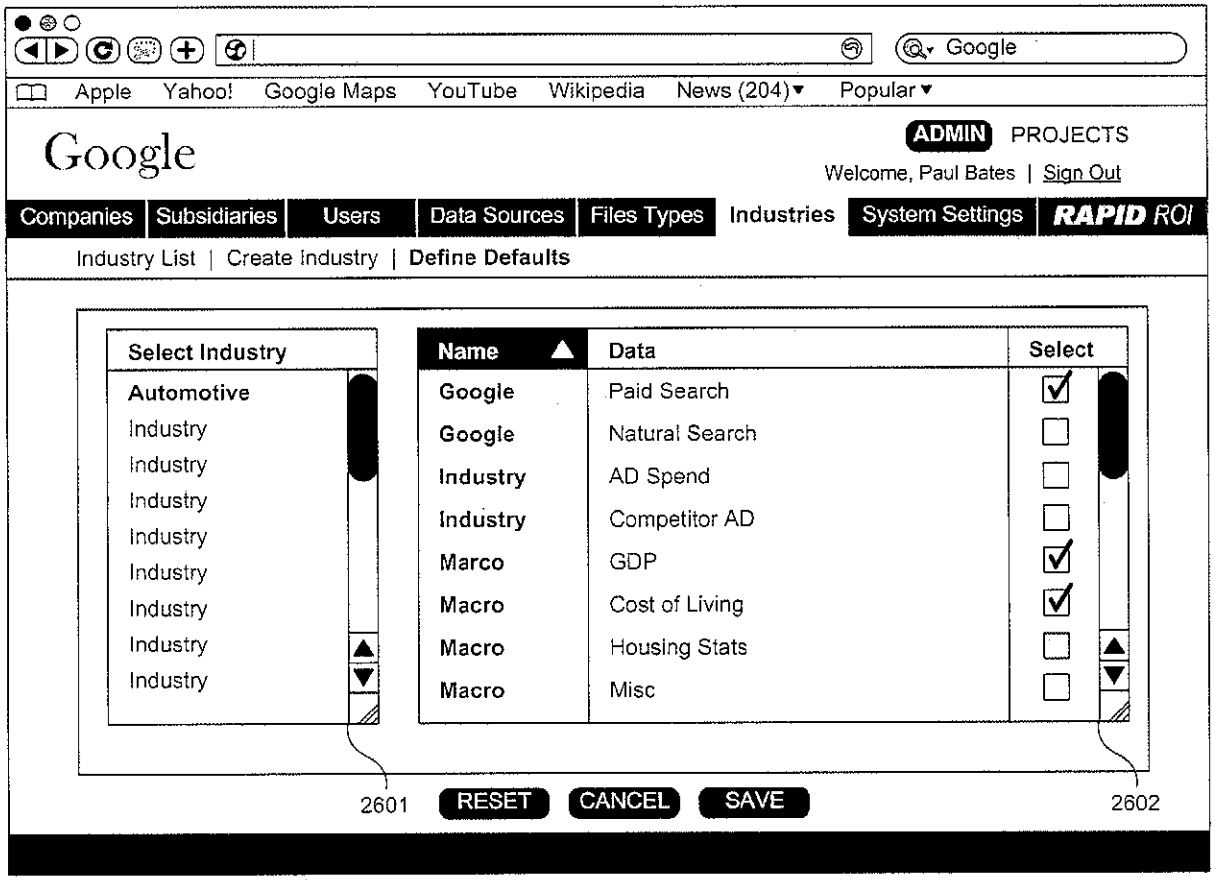

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Companies
Subsidiaries
Users
Data Sources
Files Types
Industries
System Settings
RAPID ROI
Industry List | Create Industry | Define Defaults
Select Industry
Automotive
Industry
Industry
Industry
Industry
Industry
Industry
Industry
Industry
Name
Data
Select
Google
Paid Search
Google
Natural Search
Industry
AD Spend
Industry
Competitor AD
Marco
GDP
Macro
Cost of Living
Macro
Housing Stats
Macro
Misc
2601
RESET
CANCEL
SAVE
2602

FIG. 26

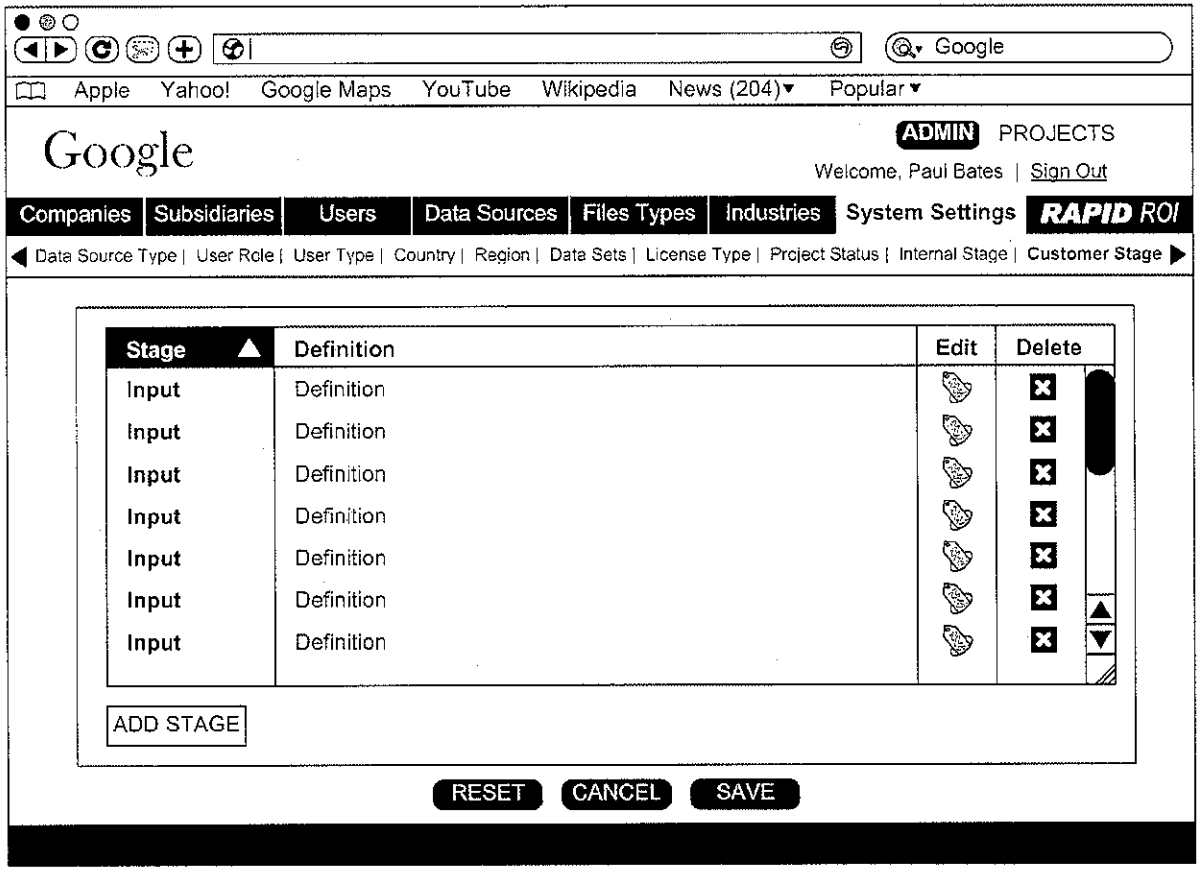

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Data Source Type | User Role | User Type | Country | Region | Data Sets | License Type | Project Status | Internal Stage | Customer Stage
Stage
Definition
Edit
Delete
Input Definition
Input Definition
Input Definition
Input Definition
Input Definition
Input Definition
Input Definition
ADD STAGE
RESET
CANCEL
SAVE

FIG. 27

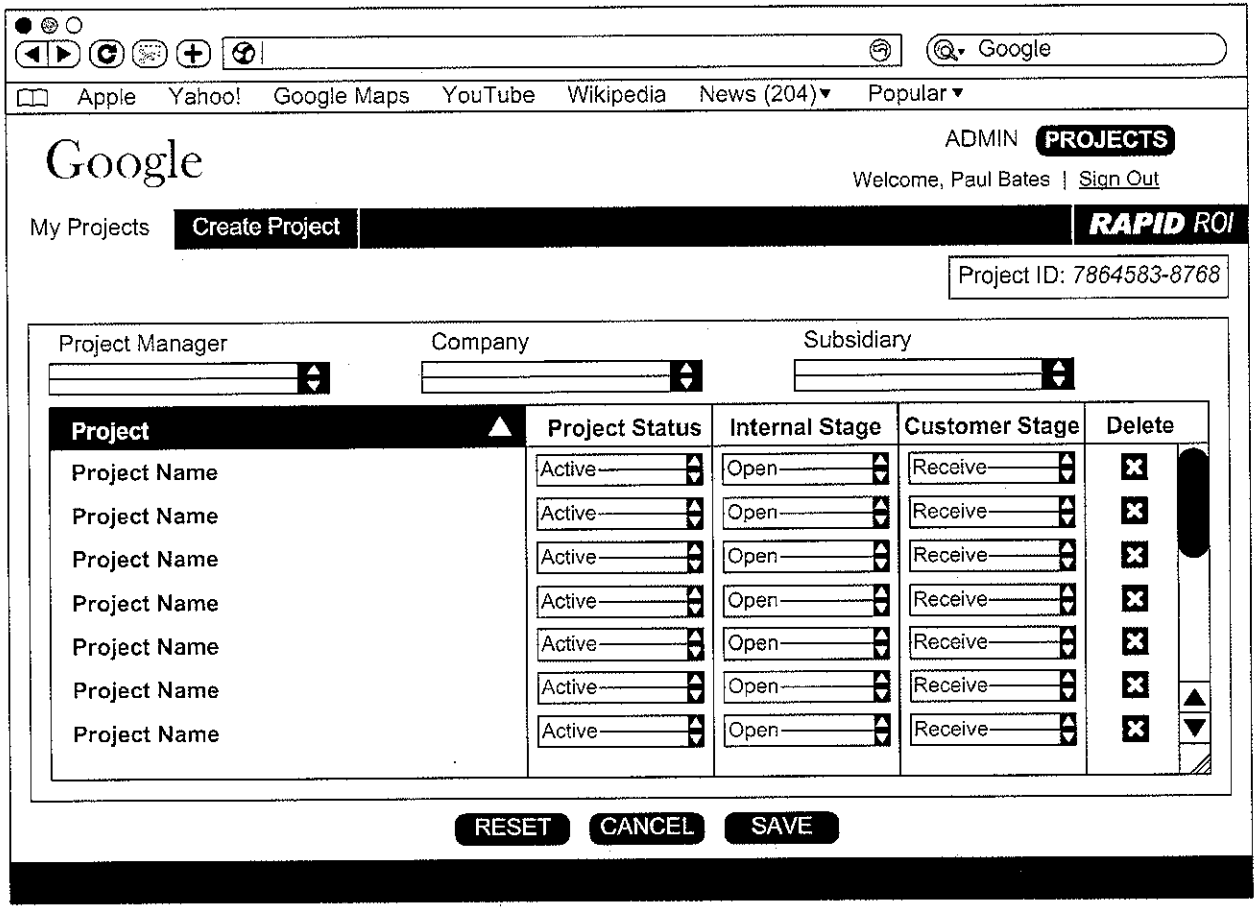

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Create Project
RAPID ROI
Project ID: 7864583-8768
Project Manager
Company
Subsidiary
Project
Project Status
Internal Stage
Customer Stage
Delete
Project Name
Active
Open
Receive
RESET
CANCEL
SAVE

FIG. 28

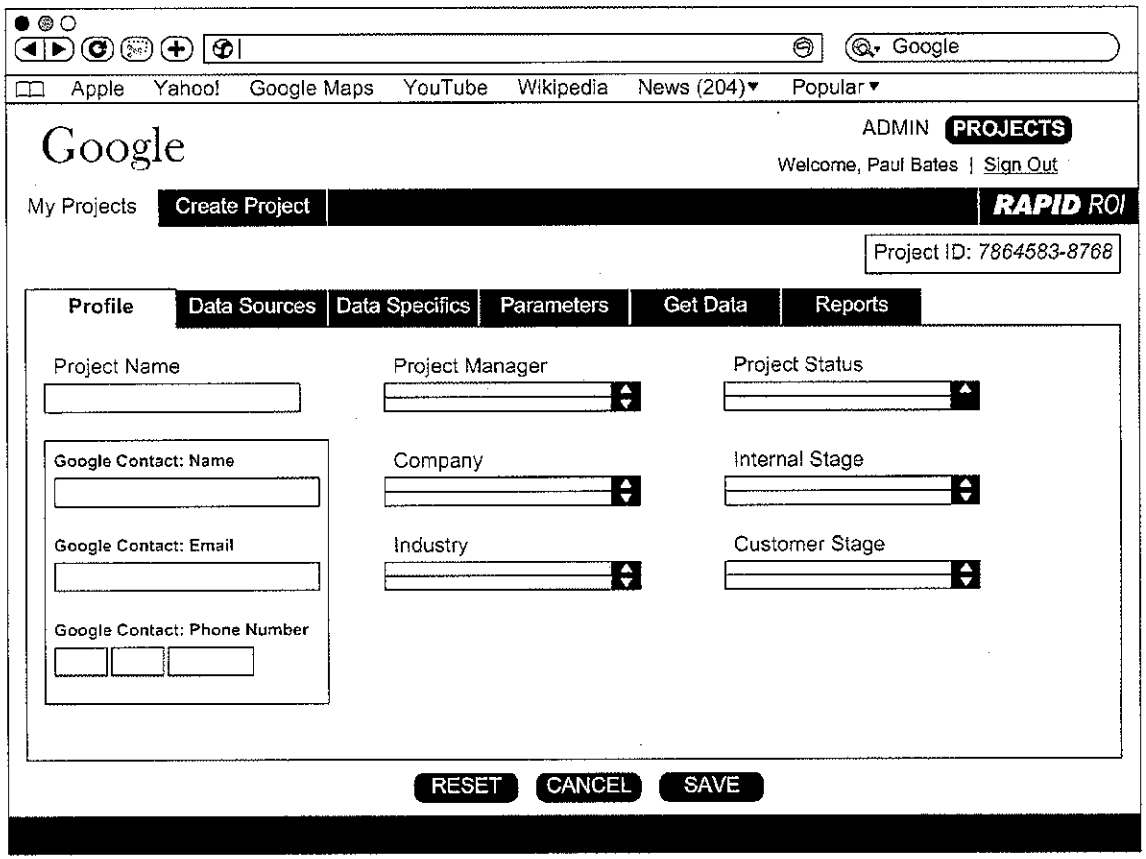

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Profile
Data Sources
Data Specifics
Parameters
Get Data
Reports
Project Name
Project Manager
Project Status
Google Contact: Name
Company
Internal Stage
Google Contact: Email
Industry
Customer Stage
Google Contact: Phone Number
RESET
CANCEL
SAVE

FIG. 29

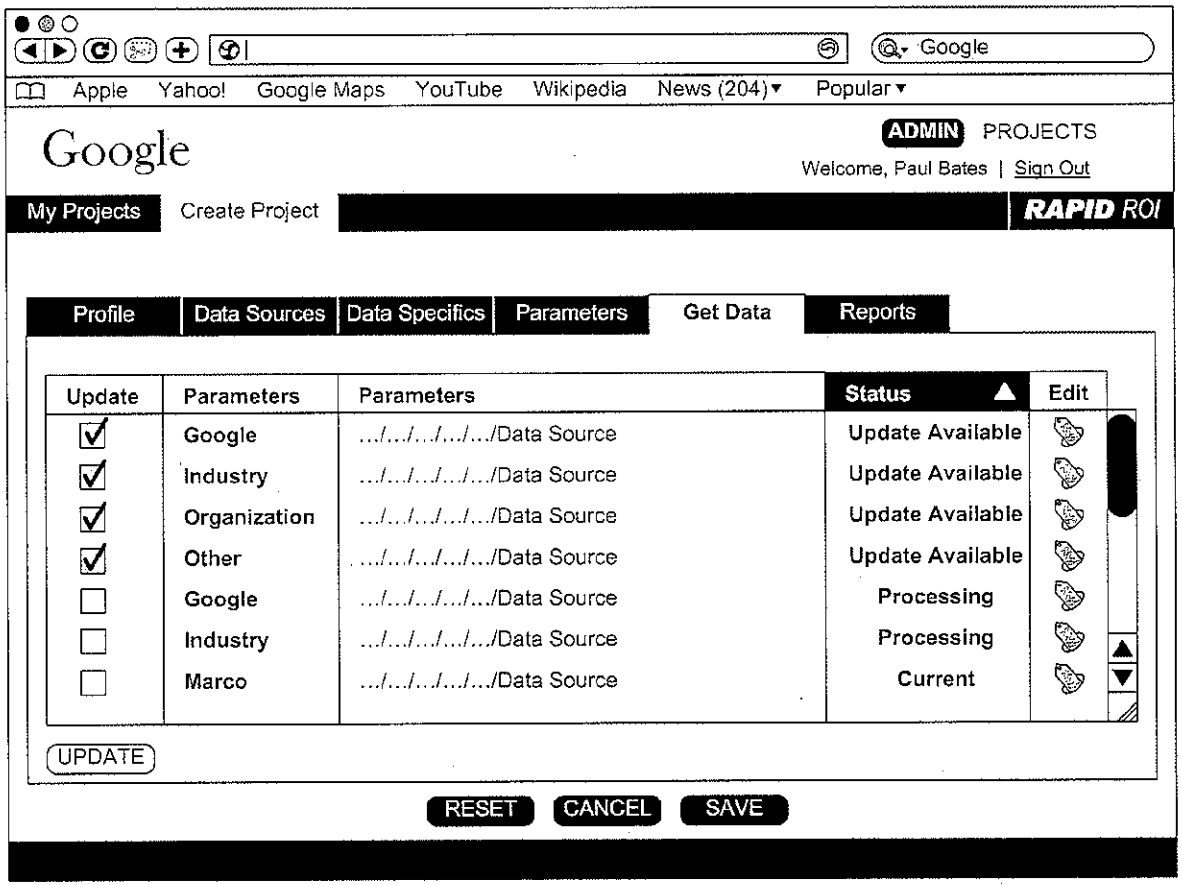

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Get Data
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Update
Parameters
Parameters
Status
Edit
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Industry .../.../.../.../.../Data Source Update Available
Organization .../.../.../.../.../Data Source Update Available
Other .../.../.../.../.../Data Source Update Available
Google .../.../.../.../.../Data Source Processing
Industry .../.../.../.../.../Data Source Processing
Marco .../.../.../.../.../Data Source Current
UPDATE
RESET
CANCEL
SAVE

FIG. 30

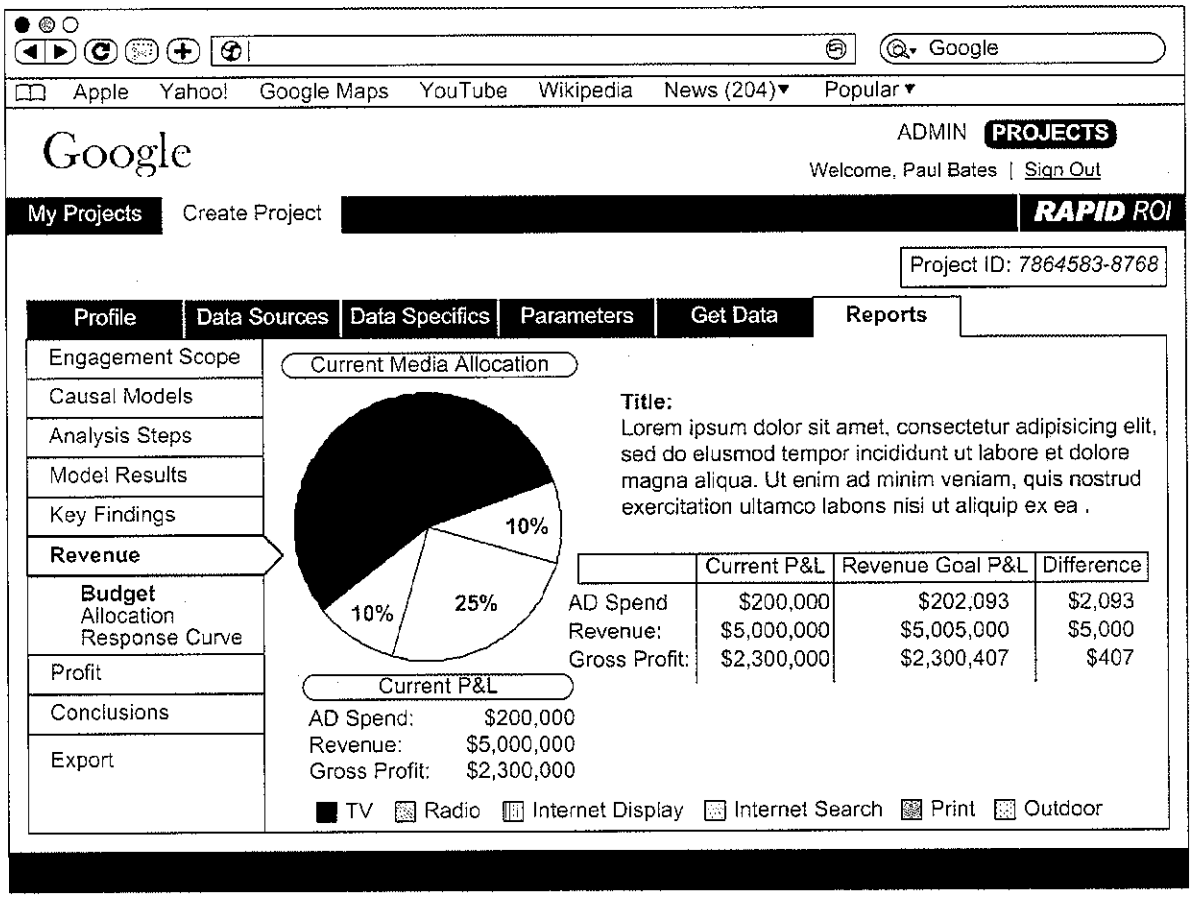

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Reports
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Analysis Steps
Model Results
Key Findings
Revenue
Budget
Allocation
Response Curve
Profit
Conclusions
Export
Current Media Allocation
10%
25%
10%
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Title:
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do elusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ultamco labons nisi ut aliquip ex ea .
Current P&L
Revenue Goal P&L
Difference
AD Spend $200,000 $202,093 $2,093
Revenue: $5,000,000 $5,005,000 $5,000
Gross Profit: $2,300,000 $2,300,407 $407
TV
Radio
Internet Display
Internet Search
Print
Outdoor

FIG. 31

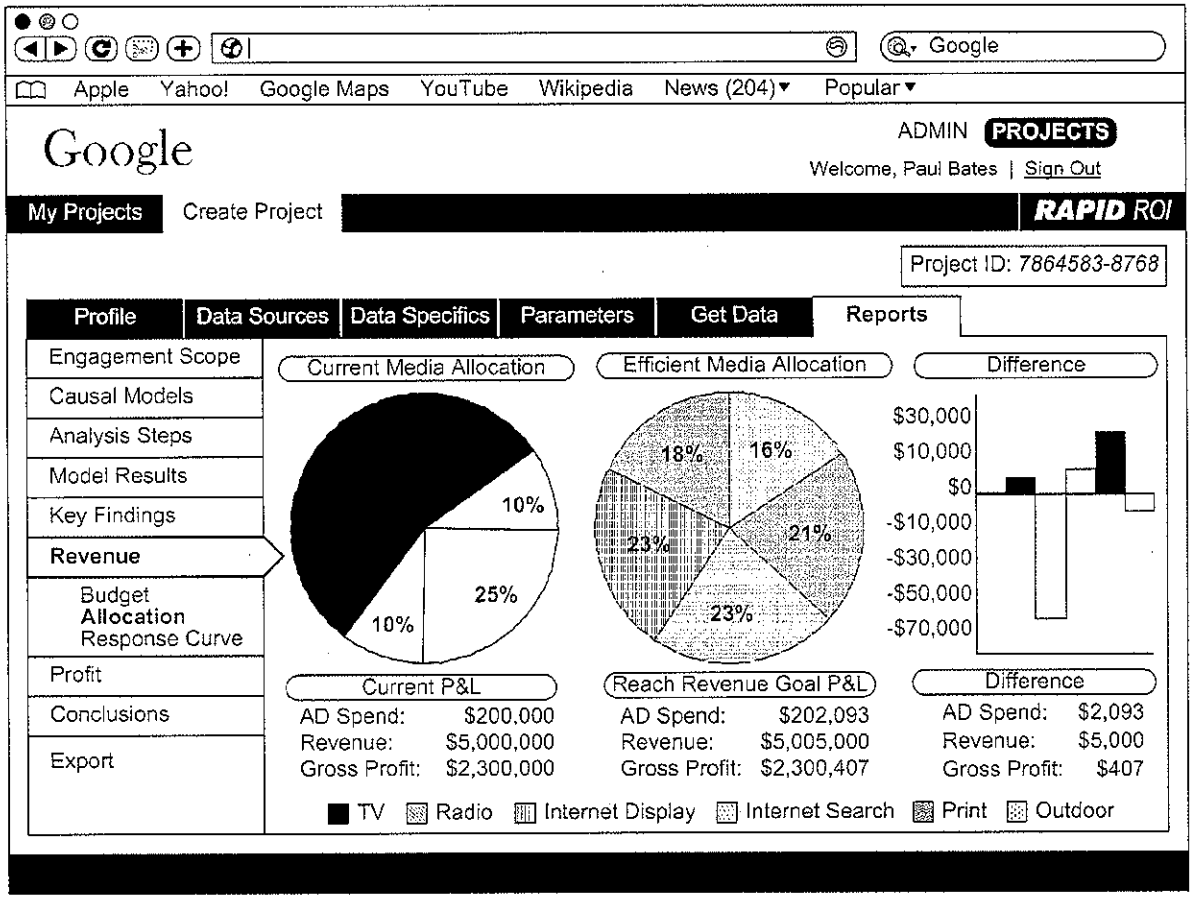

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Key Findings
Revenue
Budget Allocation Response Curve
Profit
Conclusions
Export
Current Media Allocation
10%
25%
10%
Efficient Media Allocation
18%
16%
21%
23%
23%
Difference
$30,000
$10,000
$0
-$10,000
-$30,000
-$50,000
-$70,000
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Reach Revenue Goal P&L
AD Spend: $202,093
Revenue: $5,005,000
Gross Profit: $2,300,407
Difference
AD Spend: $2,093
Revenue: $5,000
Gross Profit: $407
TV
Radio
Internet Display
Internet Search
Print
Outdoor

FIG. 32

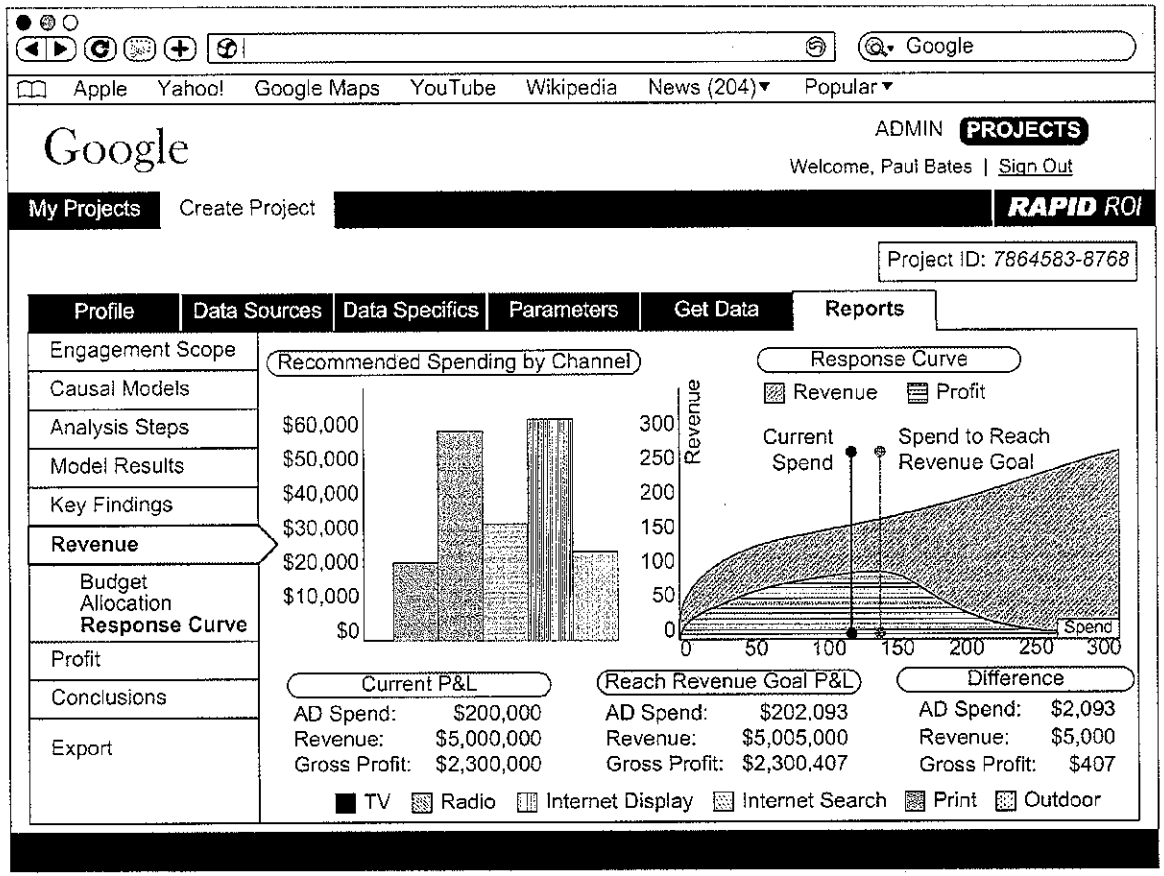

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Project ID: 7864583-8768
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Key Findings
Revenue
Budget Allocation
Response Curve
Profit
Conclusions
Export
Recommended Spending by Channel
$60,000
$50,000
$40,000
$30,000
$20,000
$10,000
$0
Response Curve
Revenue
Profit
Revenue
300
250
200
150
100
50
0
Current Spend
Spend to Reach Revenue Goal
Spend
0
50
100
150
200
250
300
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Reach Revenue Goal P&L
AD Spend: $202,093
Revenue: $5,005,000
Gross Profit: $2,300,407
Difference
AD Spend: $2,093
Revenue: $5,000
Gross Profit: $407
TV
Radio
Internet Display
Internet Search
Print
Outdoor

FIG. 33

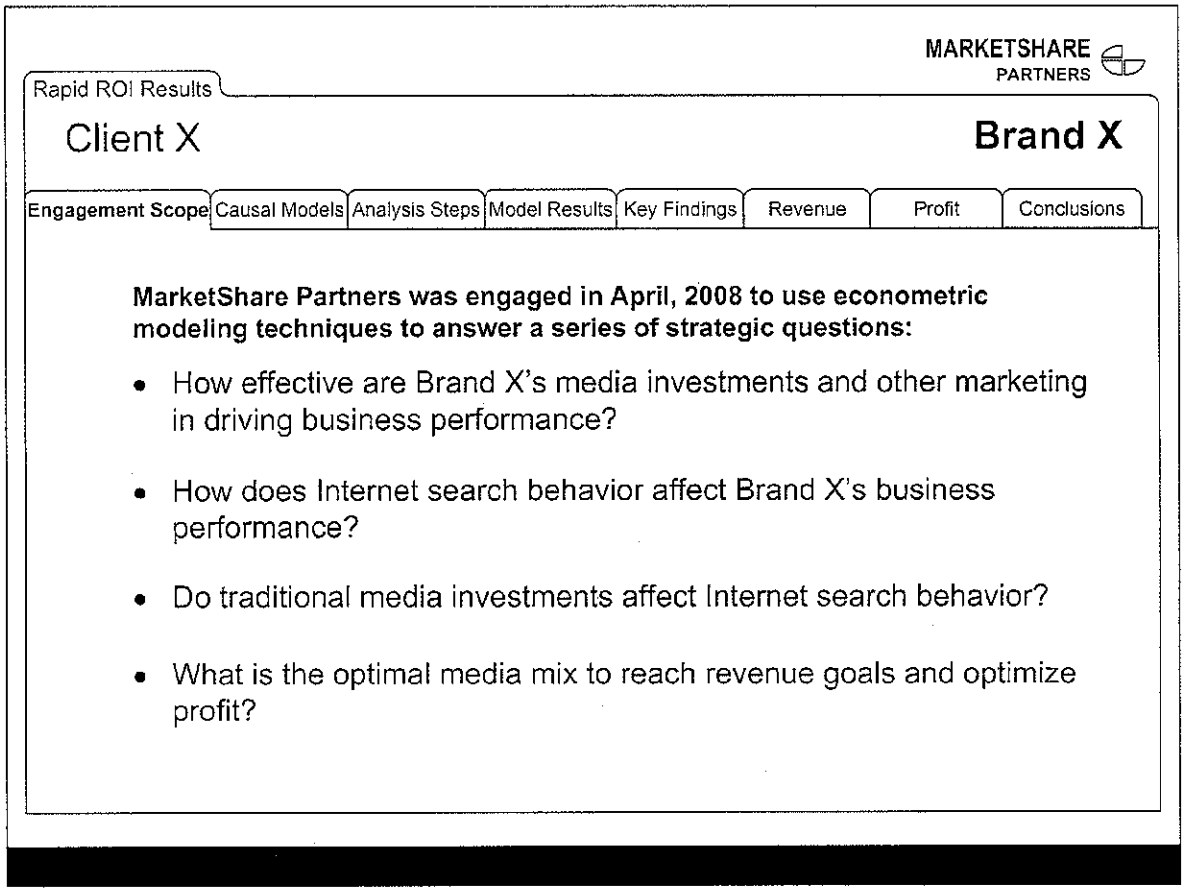

MARKETSHARE
PARTNERS
Rapid ROI Results
Client X
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Engagement Scope
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Key Findings
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Profit
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MarketShare Partners was engaged in April, 2008 to use econometric modeling techniques to answer a series of strategic questions:
• How effective are Brand X's media investments and other marketing in driving business performance?
• How does Internet search behavior affect Brand X's business performance?
• Do traditional media investments affect Internet search behavior?
• What is the optimal media mix to reach revenue goals and optimize profit?

FIG. 34

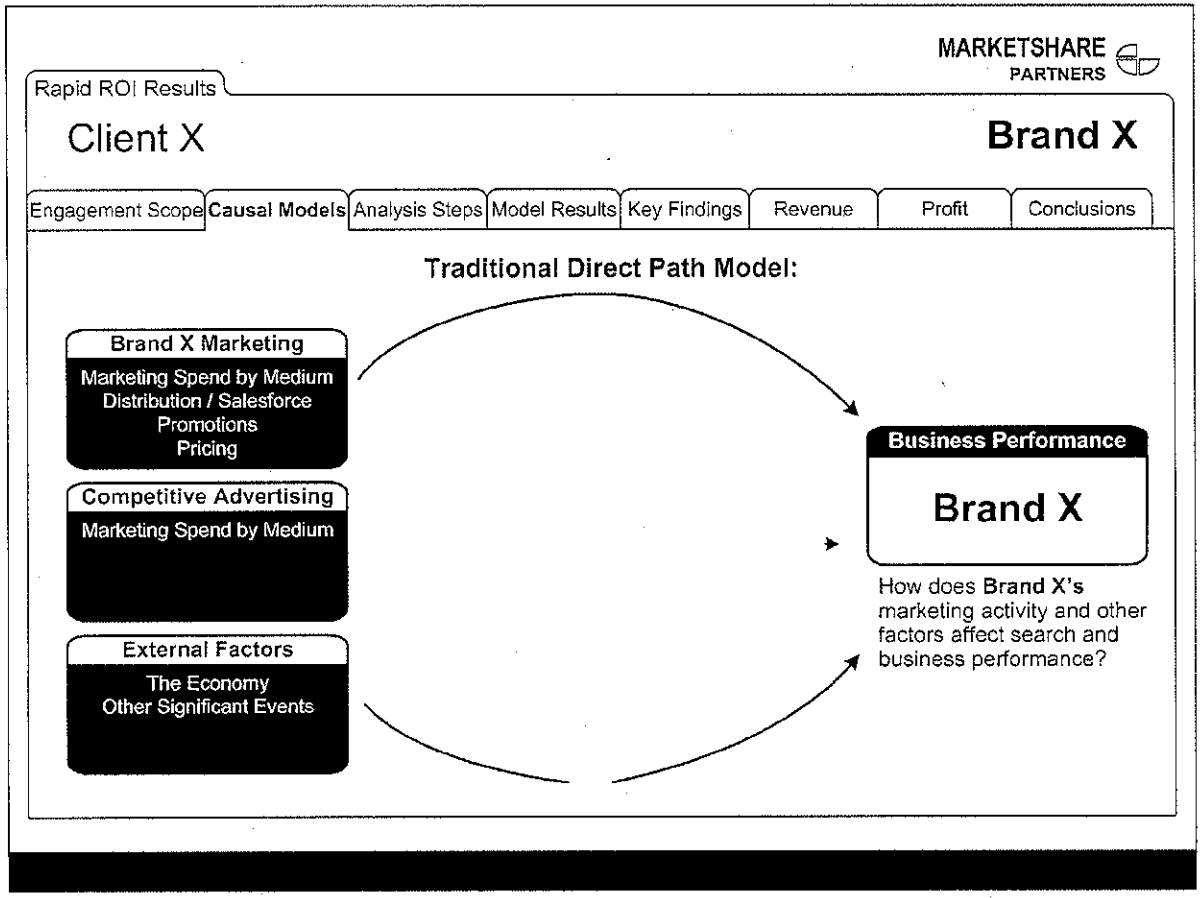

MARKETSHARE PARTNERS
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Traditional Direct Path Model:
Brand X Marketing
Marketing Spend by Medium
Distribution / Salesforce
Promotions
Pricing
Competitive Advertising
Marketing Spend by Medium
External Factors
The Economy
Other Significant Events
Business Performance
Brand X
How does Brand X's marketing activity and other factors affect search and business performance?

FIG. 35

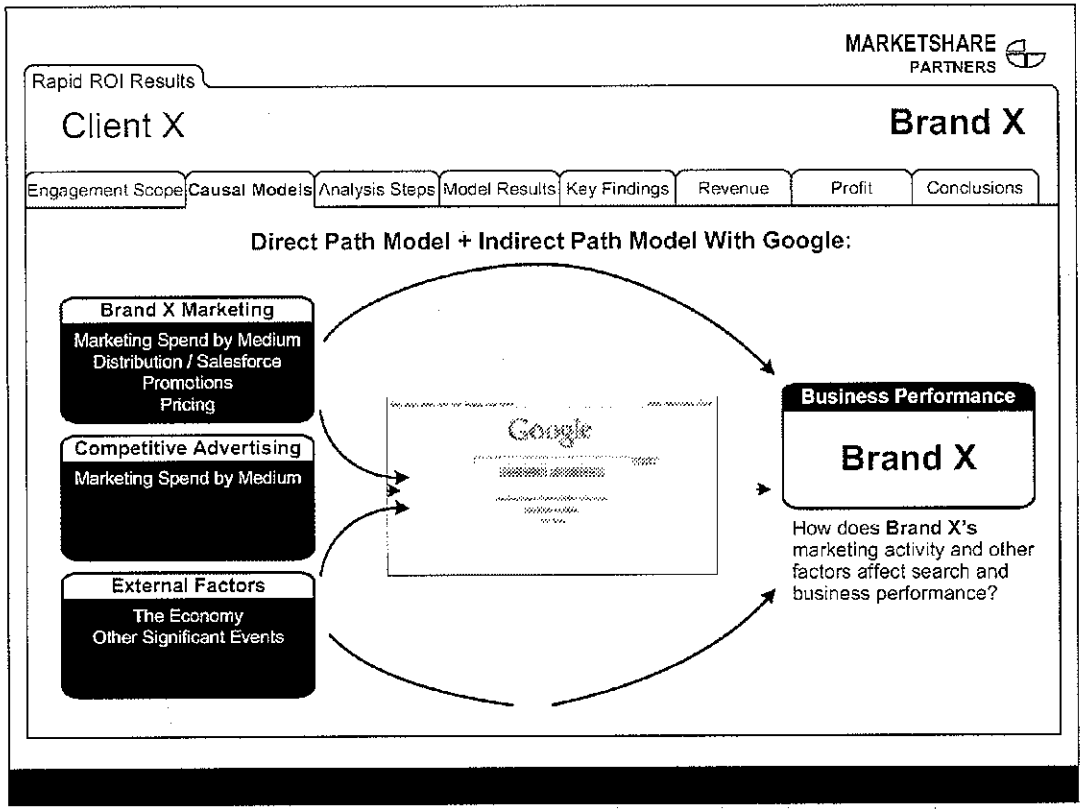

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Direct Path Model + Indirect Path Model With Google:
Brand X Marketing
Marketing Spend by Medium
Distribution / Salesforce
Promotions
Pricing
Competitive Advertising
Marketing Spend by Medium
External Factors
The Economy
Other Significant Events
Google
Business Performance
Brand X
How does Brand X's marketing activity and other factors affect search and business performance?

FIG. 36

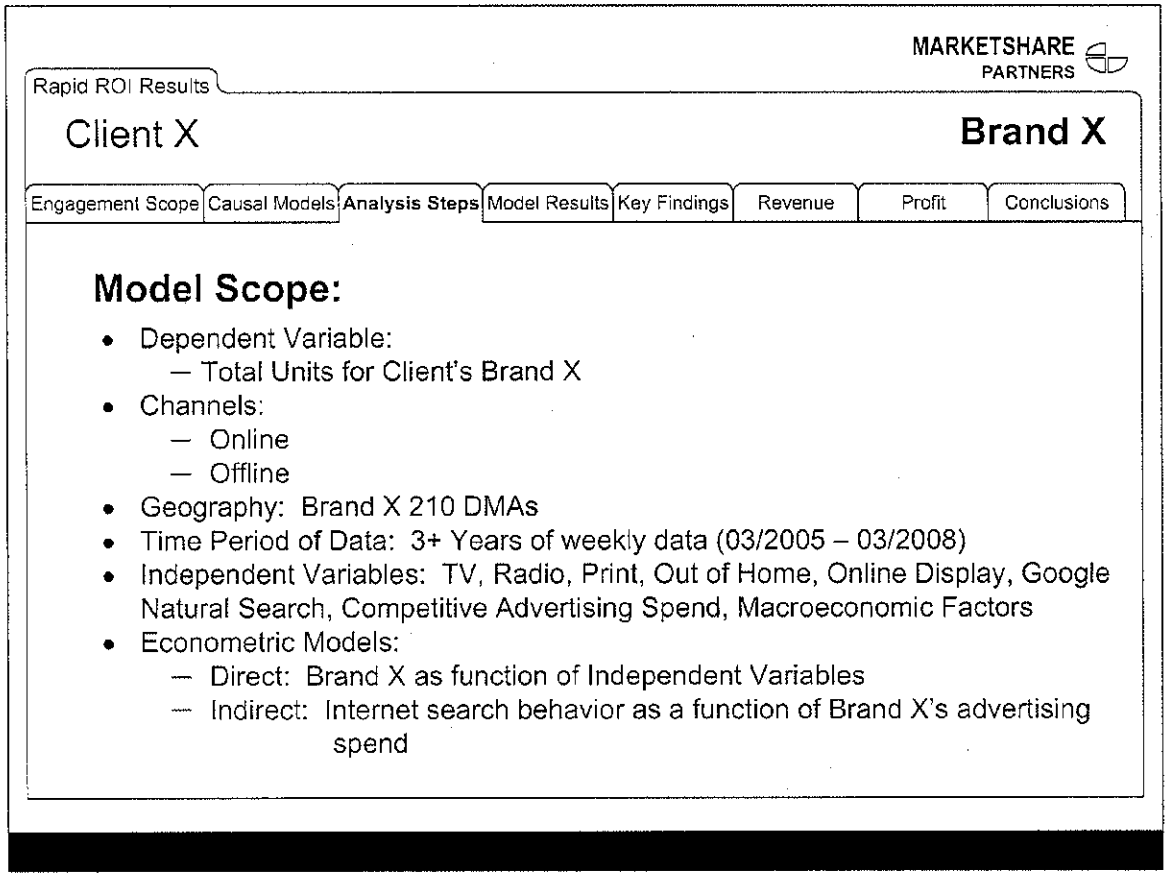

MARKETSHARE
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Profit
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Model Scope:
• Dependent Variable:
— Total Units for Client's Brand X
• Channels:
— Online
— Offline
• Geography: Brand X 210 DMAs
• Time Period of Data: 3+ Years of weekly data (03/2005 – 03/2008)
• Independent Variables: TV, Radio, Print, Out of Home, Online Display, Google Natural Search, Competitive Advertising Spend, Macroeconomic Factors
• Econometric Models:
— Direct: Brand X as function of Independent Variables
— Indirect: Internet search behavior as a function of Brand X's advertising spend

FIG. 37

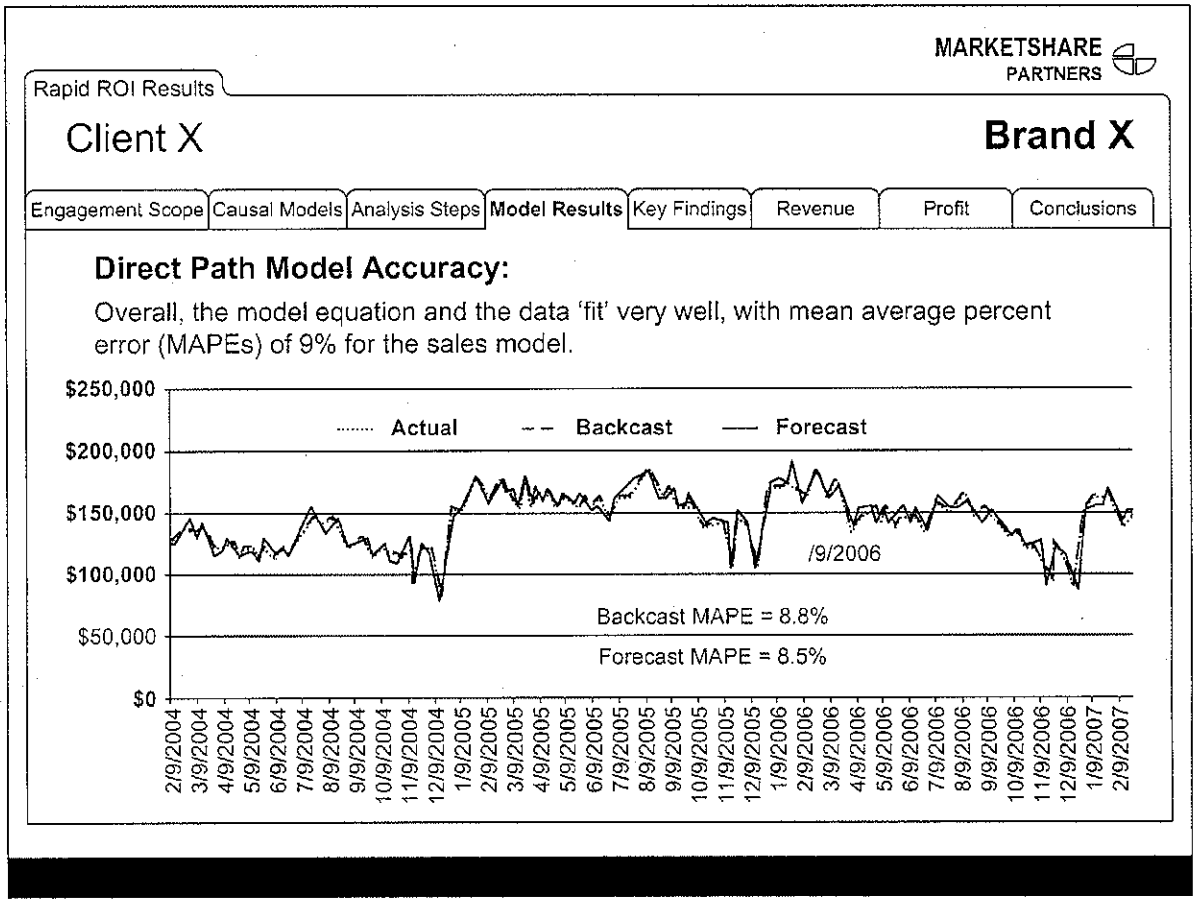

MARKETSHARE
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Direct Path Model Accuracy:
Overall, the model equation and the data 'fit' very well, with mean average percent error (MAPEs) of 9% for the sales model.
$250,000
$200,000
$150,000
$100,000
$50,000
$0
Actual
Backcast
Forecast
/9/2006
Backcast MAPE = 8.8%
Forecast MAPE = 8.5%
2/9/2004
3/9/2004
4/9/2004
5/9/2004
6/9/2004
7/9/2004
8/9/2004
9/9/2004
10/9/2004
11/9/2004
12/9/2004
1/9/2005
2/9/2005
3/9/2005
4/9/2005
5/9/2005
6/9/2005
7/9/2005
8/9/2005
9/9/2005
10/9/2005
11/9/2005
12/9/2005
1/9/2006
2/9/2006
3/9/2006
4/9/2006
5/9/2006
6/9/2006
7/9/2006
8/9/2006
9/9/2006
10/9/2006
11/9/2006
12/9/2006
1/9/2007
2/9/2007

FIG. 38

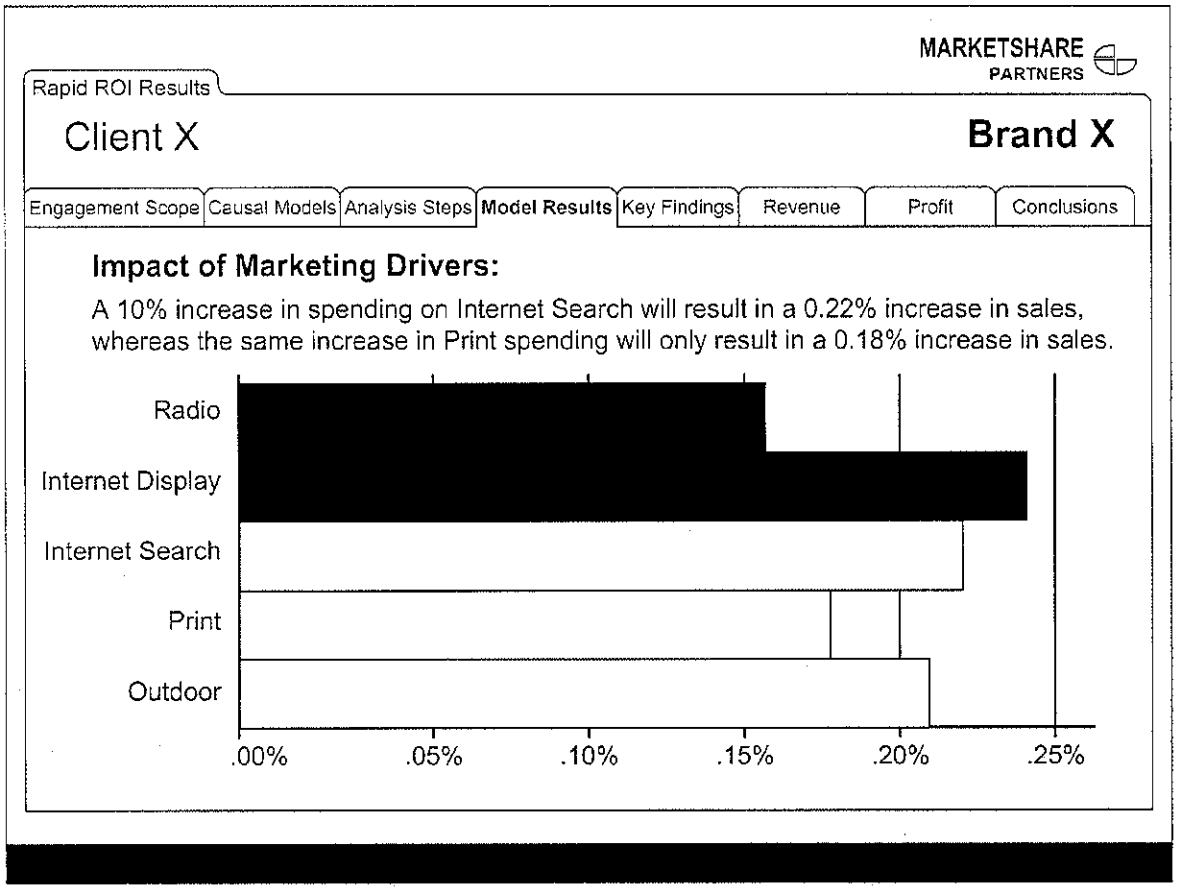

MARKETSHARE
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Impact of Marketing Drivers:
A 10% increase in spending on Internet Search will result in a 0.22% increase in sales, whereas the same increase in Print spending will only result in a 0.18% increase in sales.
Radio
Internet Display
Internet Search
Print
Outdoor
.00%
.05%
.10%
.15%
.20%
.25%

FIG. 39

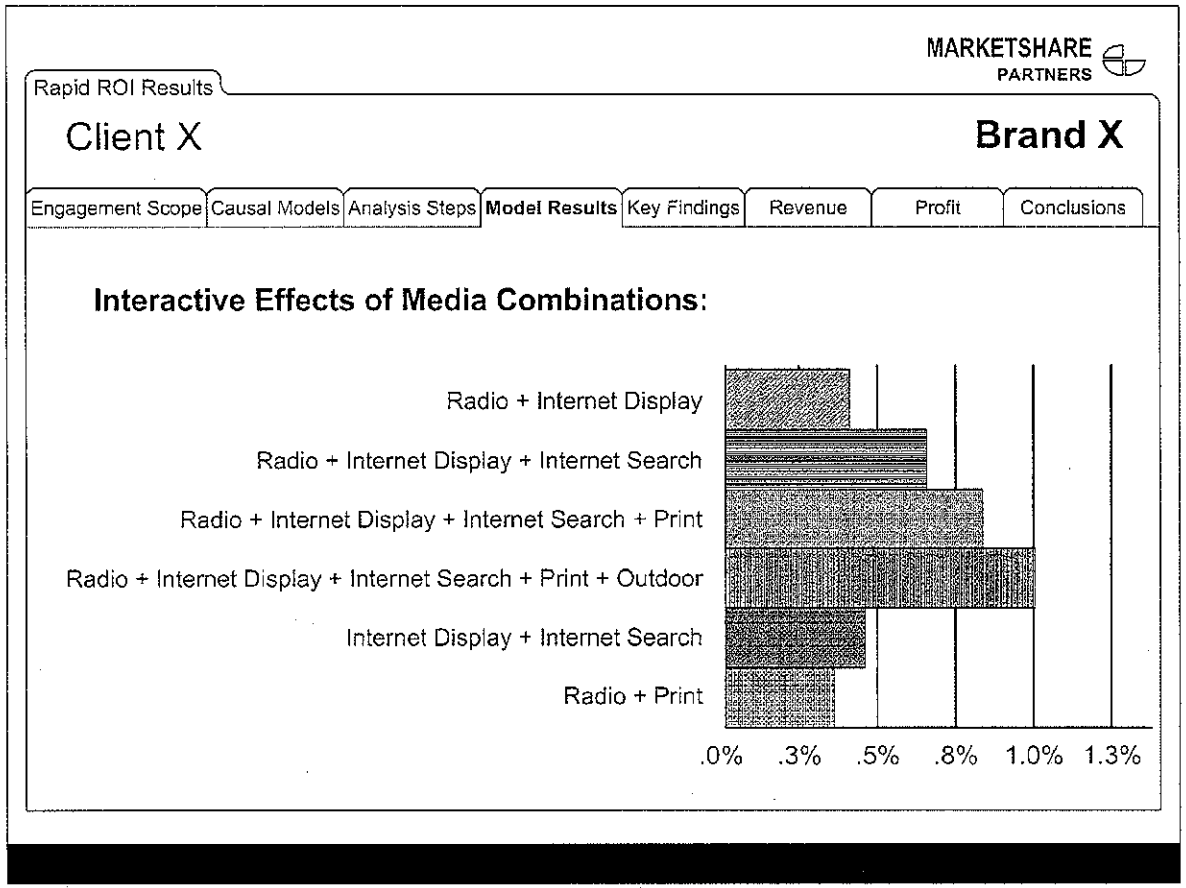

MARKETSHARE
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Profit
Conclusions
Interactive Effects of Media Combinations:
Radio + Internet Display
Radio + Internet Display + Internet Search
Radio + Internet Display + Internet Search + Print
Radio + Internet Display + Internet Search + Print + Outdoor
Internet Display + Internet Search
Radio + Print
.0%
.3%
.5%
.8%
1.0%
1.3%

FIG. 40

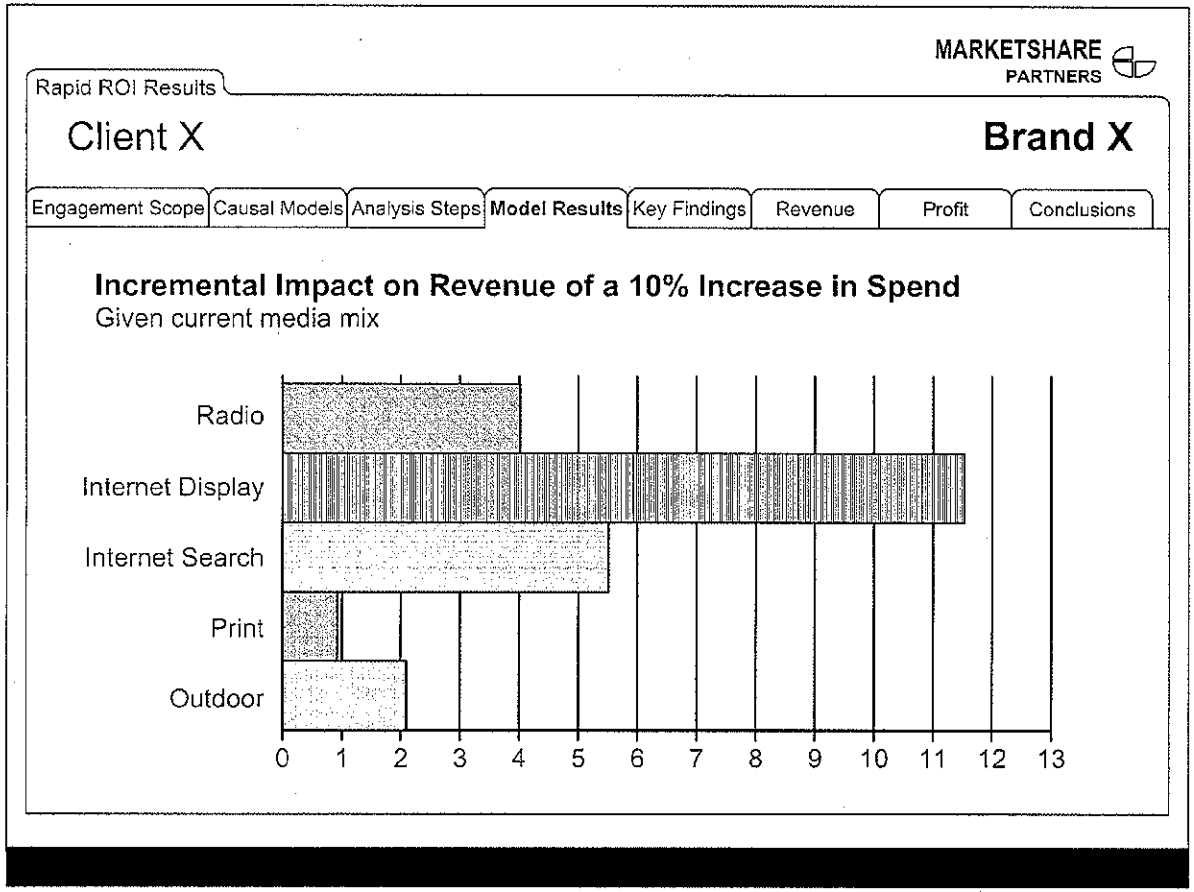

MARKETSHARE
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Conclusions
Incremental Impact on Revenue of a 10% Increase in Spend
Given current media mix
Radio
Internet Display
Internet Search
Print
Outdoor
0
1
2
3
4
5
6
7
8
9
10
11
12
13

FIG. 41

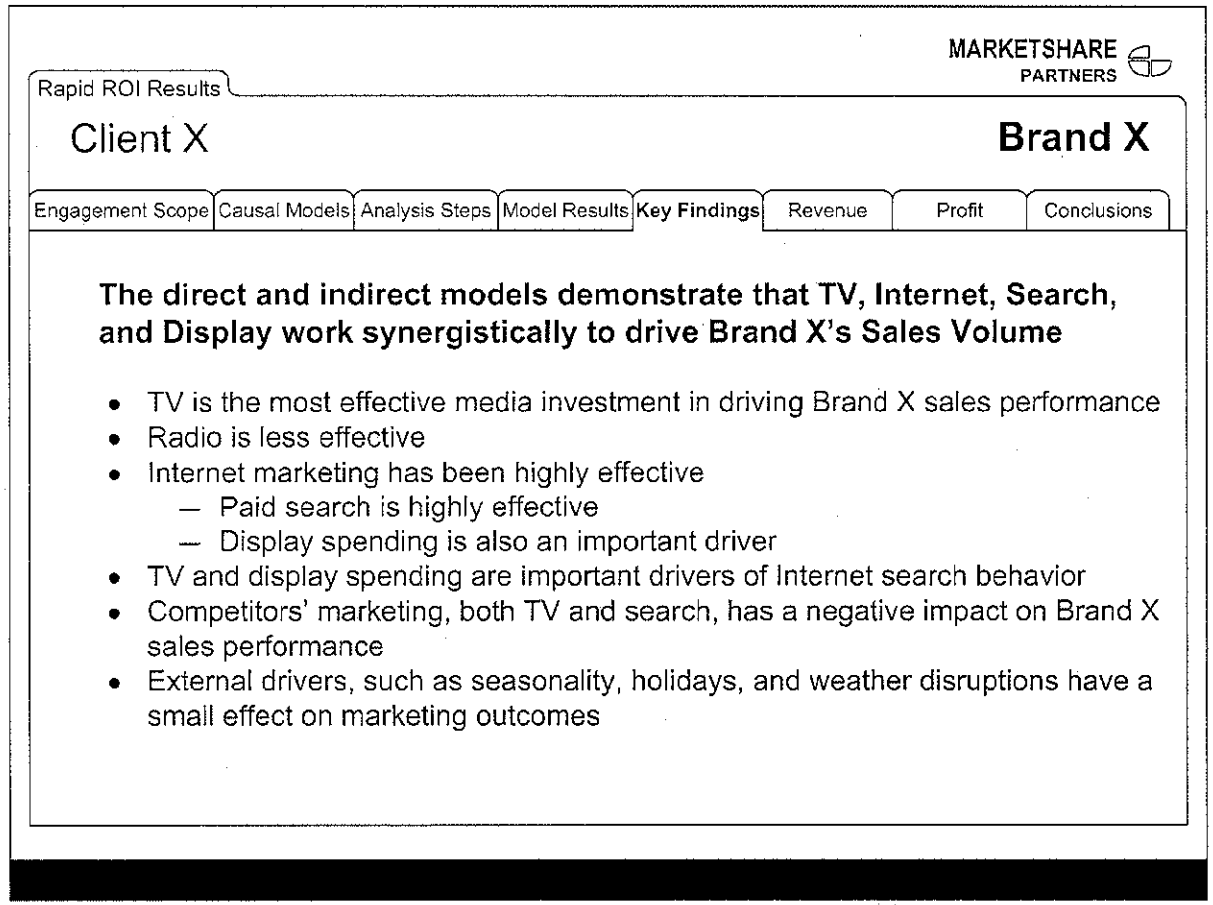

MARKETSHARE
PARTNERS
Rapid ROI Results
Client X
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Conclusions
The direct and indirect models demonstrate that TV, Internet, Search, and Display work synergistically to drive Brand X's Sales Volume
• TV is the most effective media investment in driving Brand X sales performance
• Radio is less effective
• Internet marketing has been highly effective
— Paid search is highly effective
— Display spending is also an important driver
• TV and display spending are important drivers of Internet search behavior
• Competitors' marketing, both TV and search, has a negative impact on Brand X sales performance
• External drivers, such as seasonality, holidays, and weather disruptions have a small effect on marketing outcomes

FIG. 42

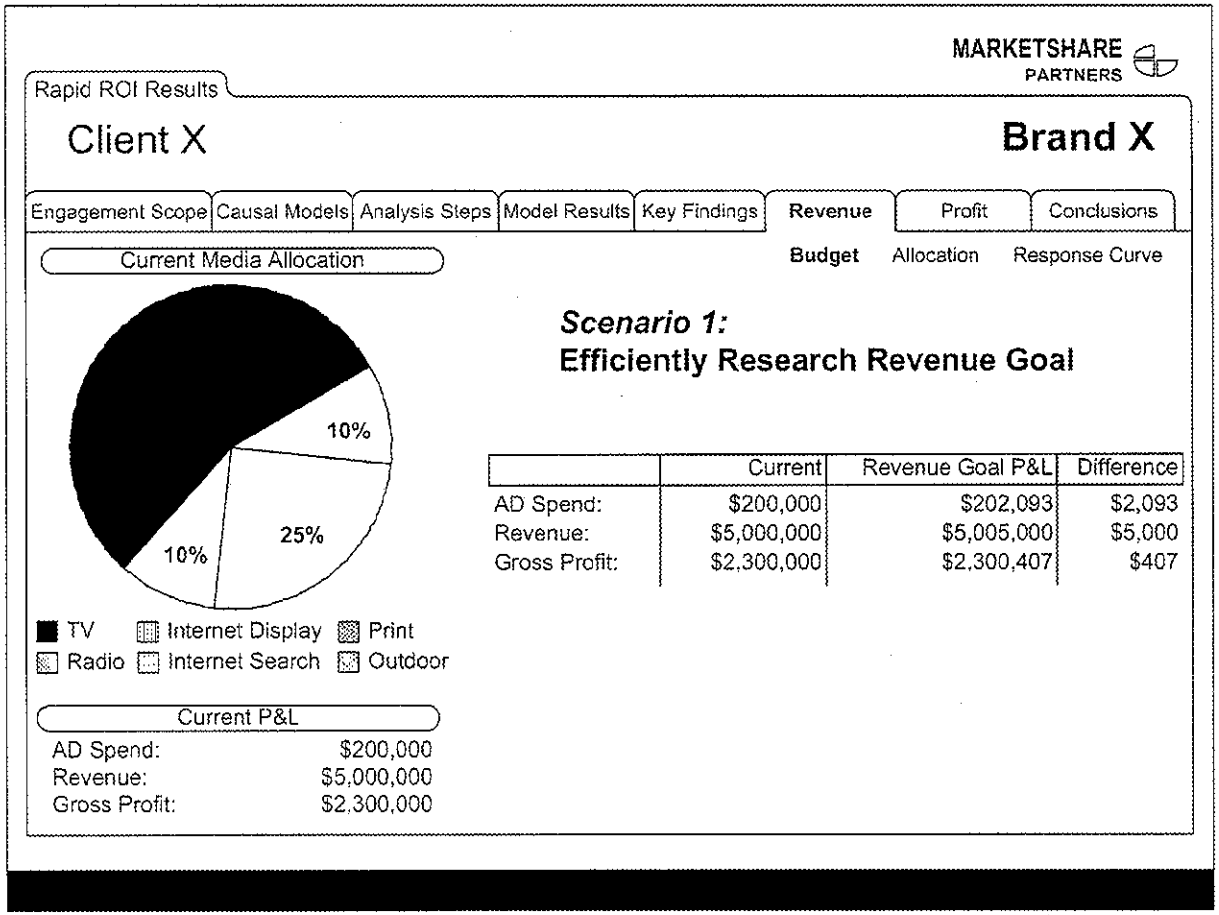

MARKETSHARE PARTNERS
Rapid ROI Results
Client X
Brand X
Engagement Scope
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Analysis Steps
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Revenue
Profit
Conclusions
Budget
Allocation
Response Curve
Current Media Allocation
10%
25%
10%
TV
Internet Display
Print
Radio
Internet Search
Outdoor
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Scenario 1:
Efficiently Research Revenue Goal
Current
Revenue Goal P&L
Difference
AD Spend: $200,000 $202,093 $2,093
Revenue: $5,000,000 $5,005,000 $5,000
Gross Profit: $2,300,000 $2,300,407 $407

FIG. 43

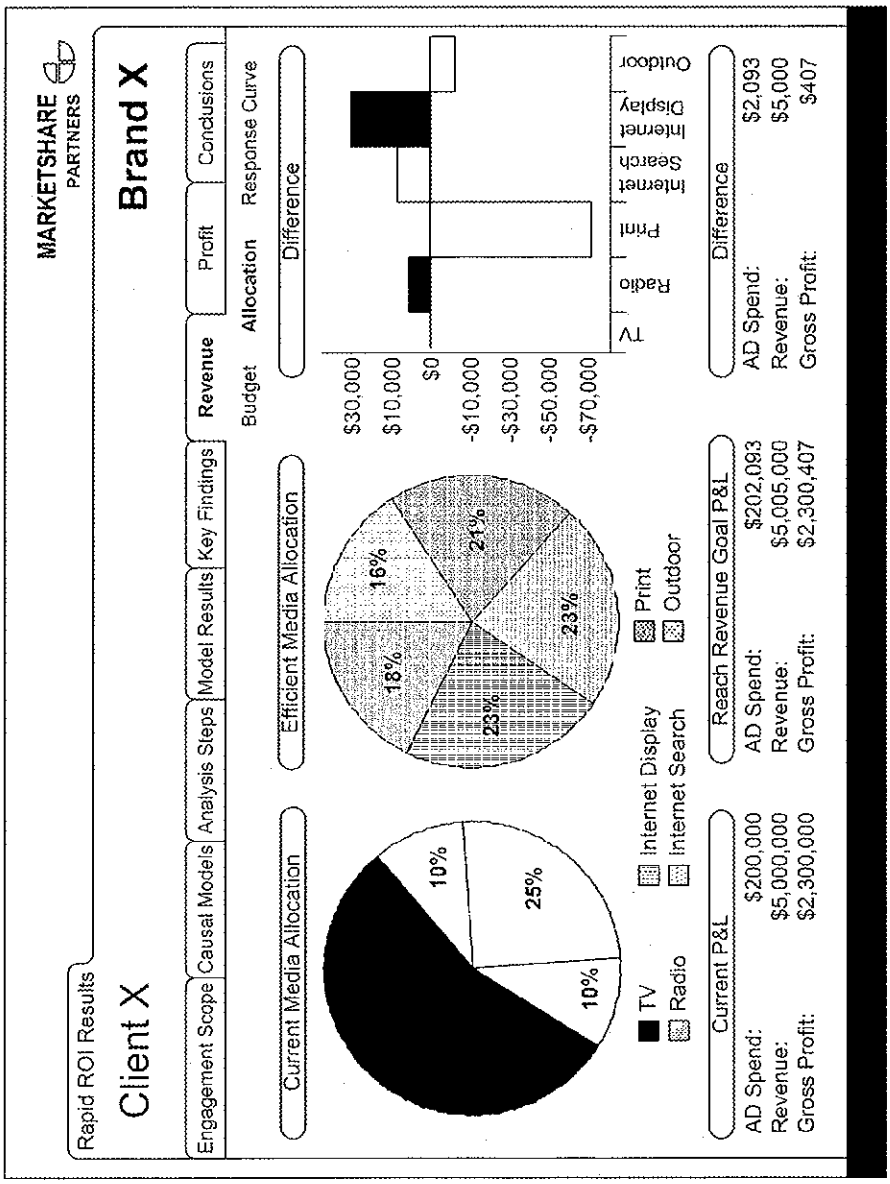

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Client X
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Budget
Allocation
Response Curve
Current Media Allocation
10%
25%
10%
TV
Radio
Internet Display
Internet Search
Print
Outdoor
Efficient Media Allocation
18%
16%
21%
23%
23%
Difference
$30,000
$10,000
$0
-$10,000
-$30,000
-$50,000
-$70,000
TV
Radio
Print
Internet Search
Internet Display
Outdoor
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Reach Revenue Goal P&L
AD Spend: $202,093
Revenue: $5,005,000
Gross Profit: $2,300,407
Difference
AD Spend: $2,093
Revenue: $5,000
Gross Profit: $407

FIG. 44

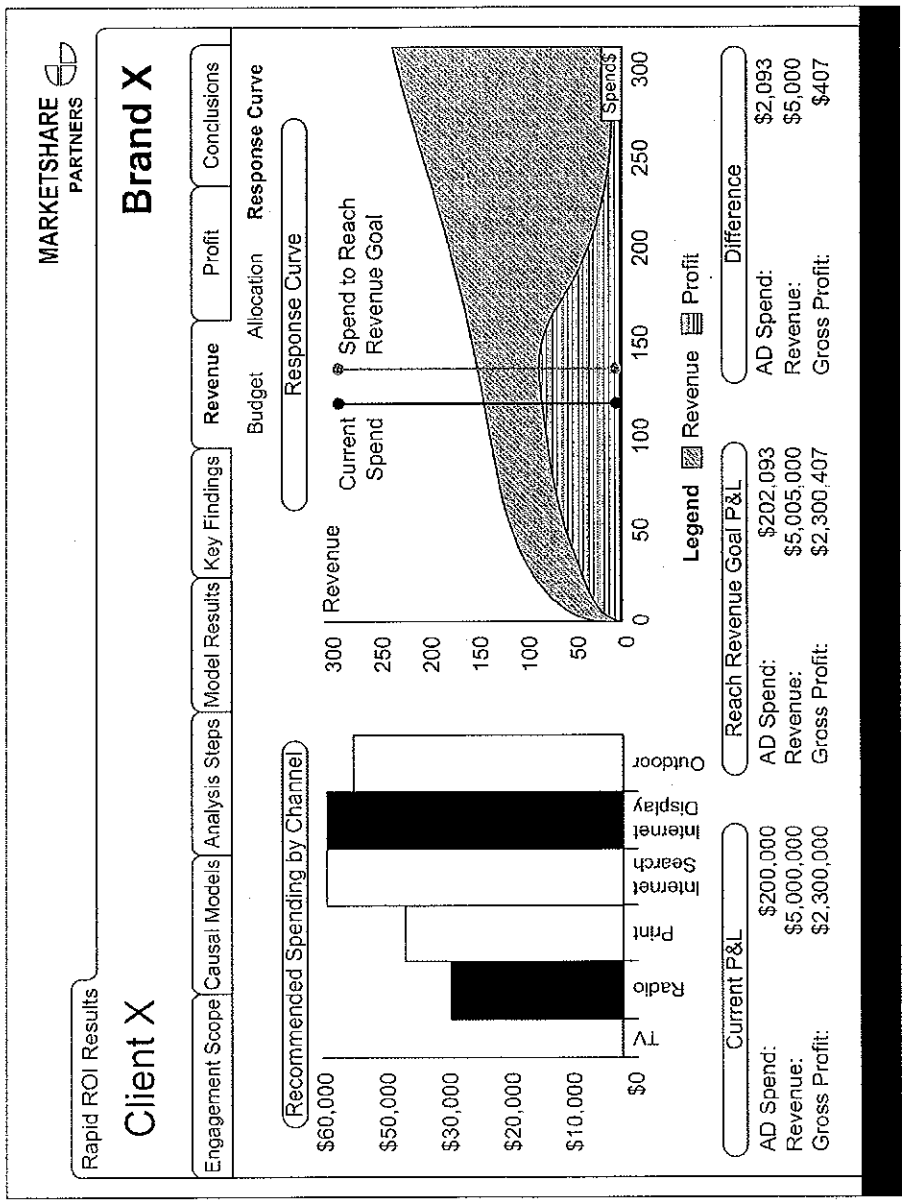

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Recommended Spending by Channel
$60,000
$50,000
$30,000
$20,000
$10,000
$0
TV
Radio
Print
Internet Search
Internet Display
Outdoor
Response Curve
Revenue
300
250
200
150
100
50
0
0 50 100 150 200 250 300
Current Spend
Spend to Reach Revenue Goal
Spend$
Legend Revenue Profit
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Reach Revenue Goal P&L
AD Spend: $202,093
Revenue: $5,005,000
Gross Profit: $2,300,407
Difference
AD Spend: $2,093
Revenue: $5,000
Gross Profit: $407

FIG. 45

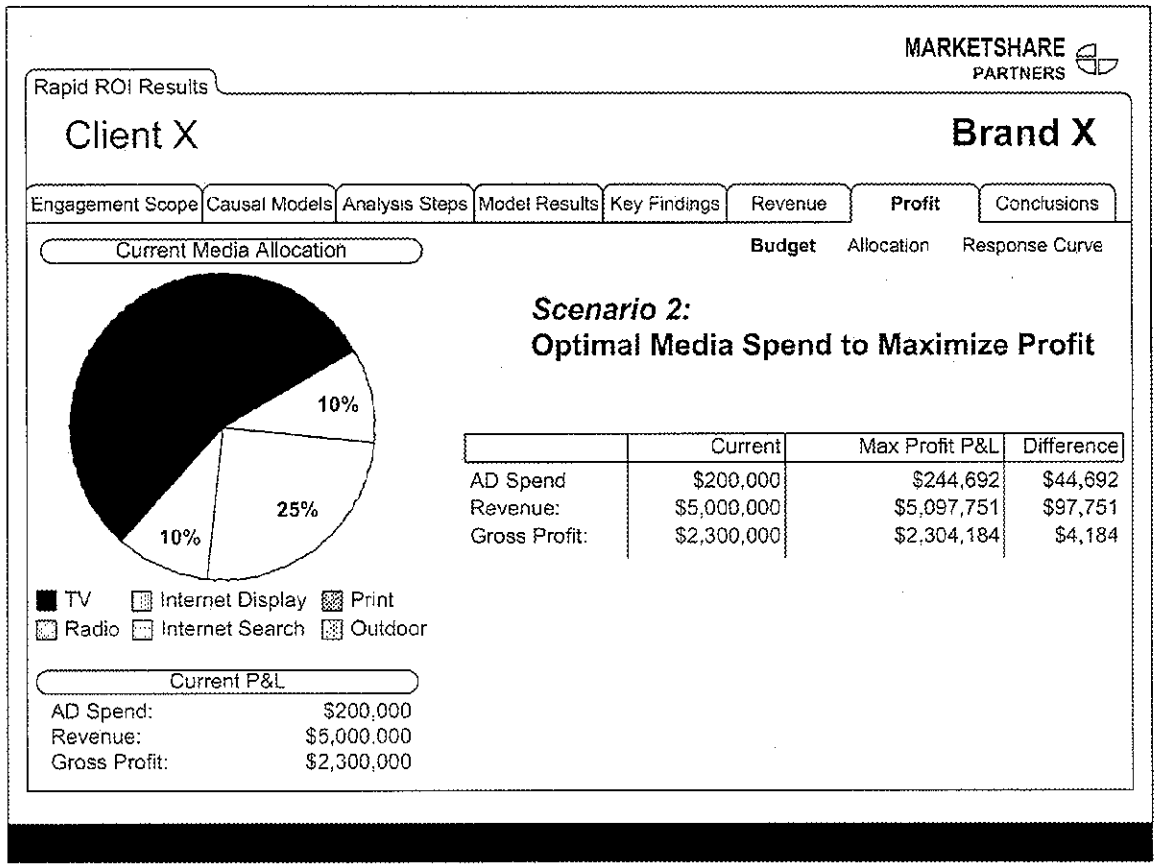

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10%
TV
Internet Display
Print
Radio
Internet Search
Outdoor
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Scenario 2:
Optimal Media Spend to Maximize Profit
Current
Max Profit P&L
Difference
AD Spend $200,000 $244,692 $44,692
Revenue: $5,000,000 $5,097,751 $97,751
Gross Profit: $2,300,000 $2,304,184 $4,184

FIG. 46

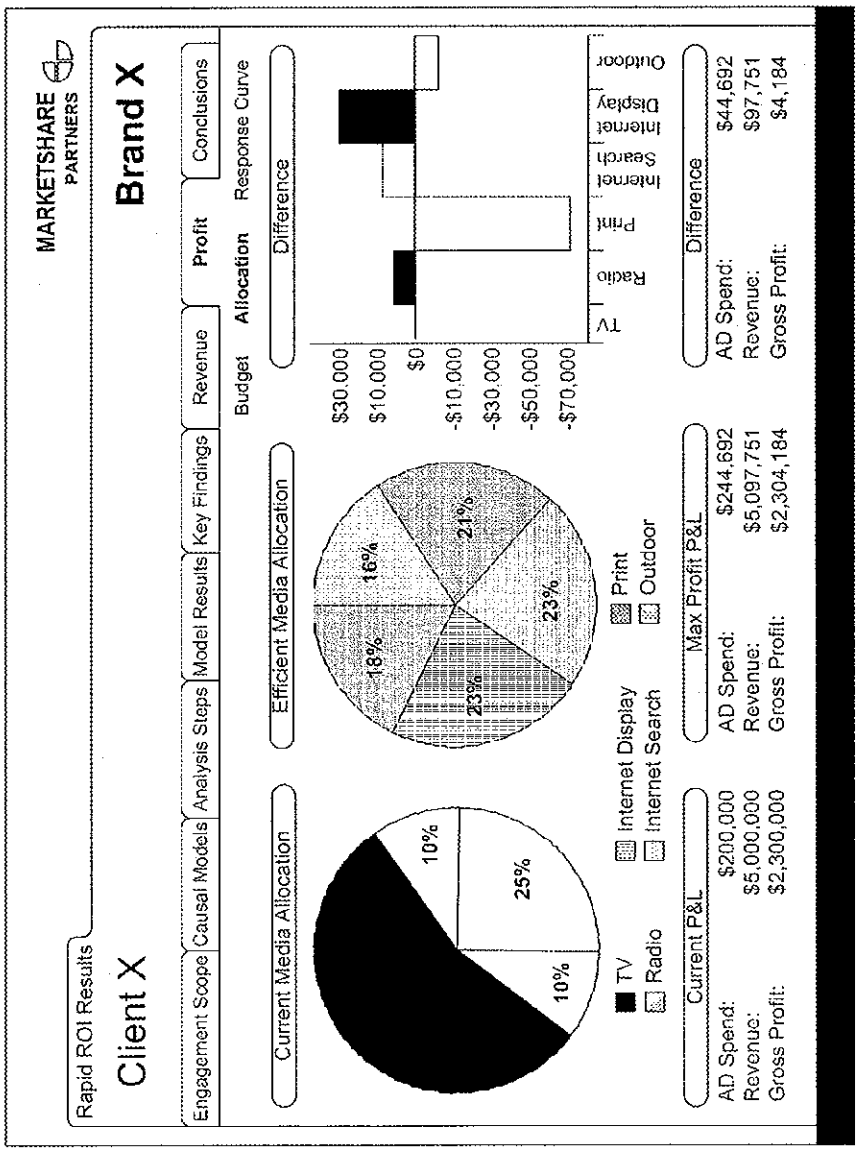

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10%
25%
10%
TV
Radio
Internet Display
Internet Search
Efficient Media Allocation
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21%
23%
23%
18%
Print
Outdoor
Difference
$30,000
$10,000
$0
-$10,000
-$30,000
-$50,000
-$70,000
TV
Radio
Print
Internet Search
Internet Display
Outdoor
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Max Profit P&L
AD Spend: $244,692
Revenue: $5,097,751
Gross Profit: $2,304,184
Difference
AD Spend: $44,692
Revenue: $97,751
Gross Profit: $4,184

FIG. 47

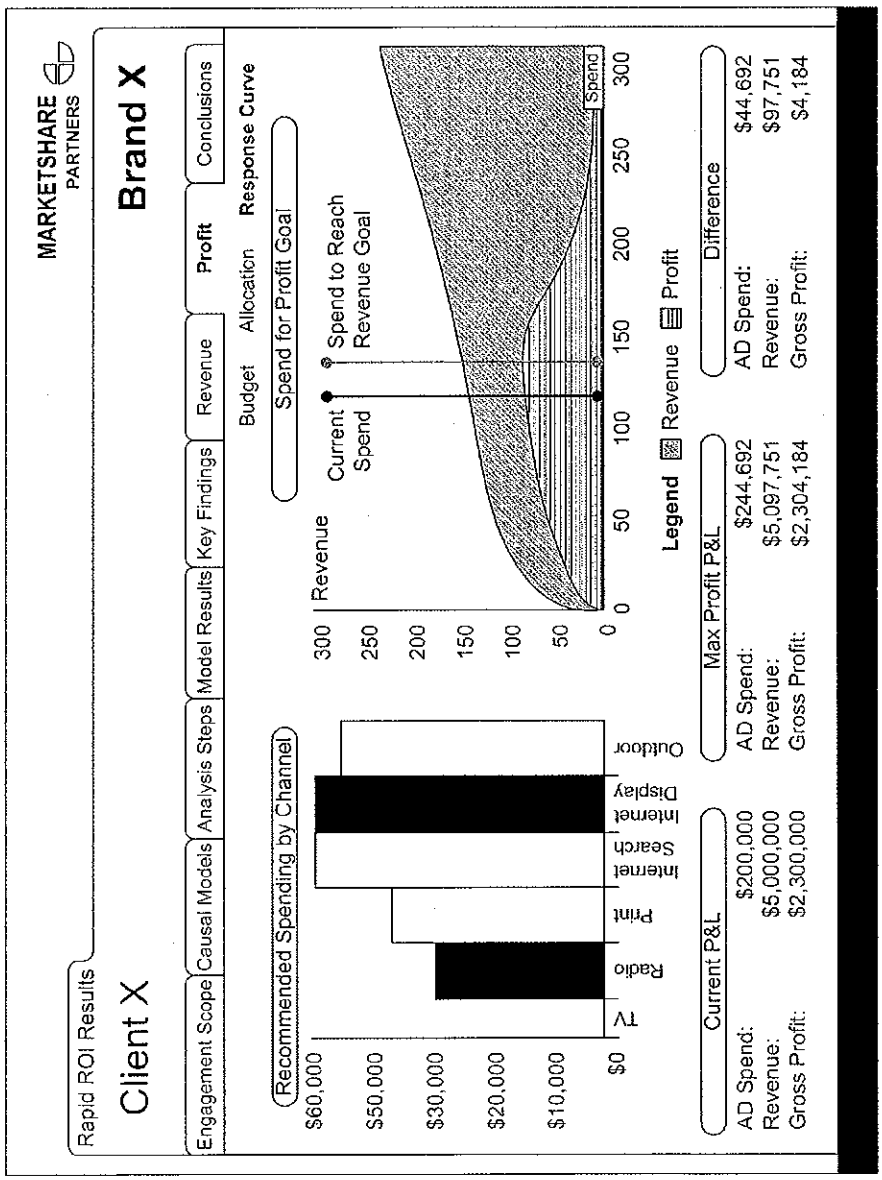

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Spend for Profit Goal
$60,000
$50,000
$30,000
$20,000
$10,000
$0
TV
Radio
Print
Internet Search
Internet Display
Outdoor
Revenue
300
250
200
150
100
50
0
Current Spend
Spend to Reach Revenue Goal
0 50 100 150 200 250 300
Spend
Legend Revenue Profit
Current P&L
AD Spend: $200,000
Revenue: $5,000,000
Gross Profit: $2,300,000
Max Profit P&L
AD Spend: $244,692
Revenue: $5,097,751
Gross Profit: $2,304,184
Difference
AD Spend: $44,692
Revenue: $97,751
Gross Profit: $4,184

FIG. 48

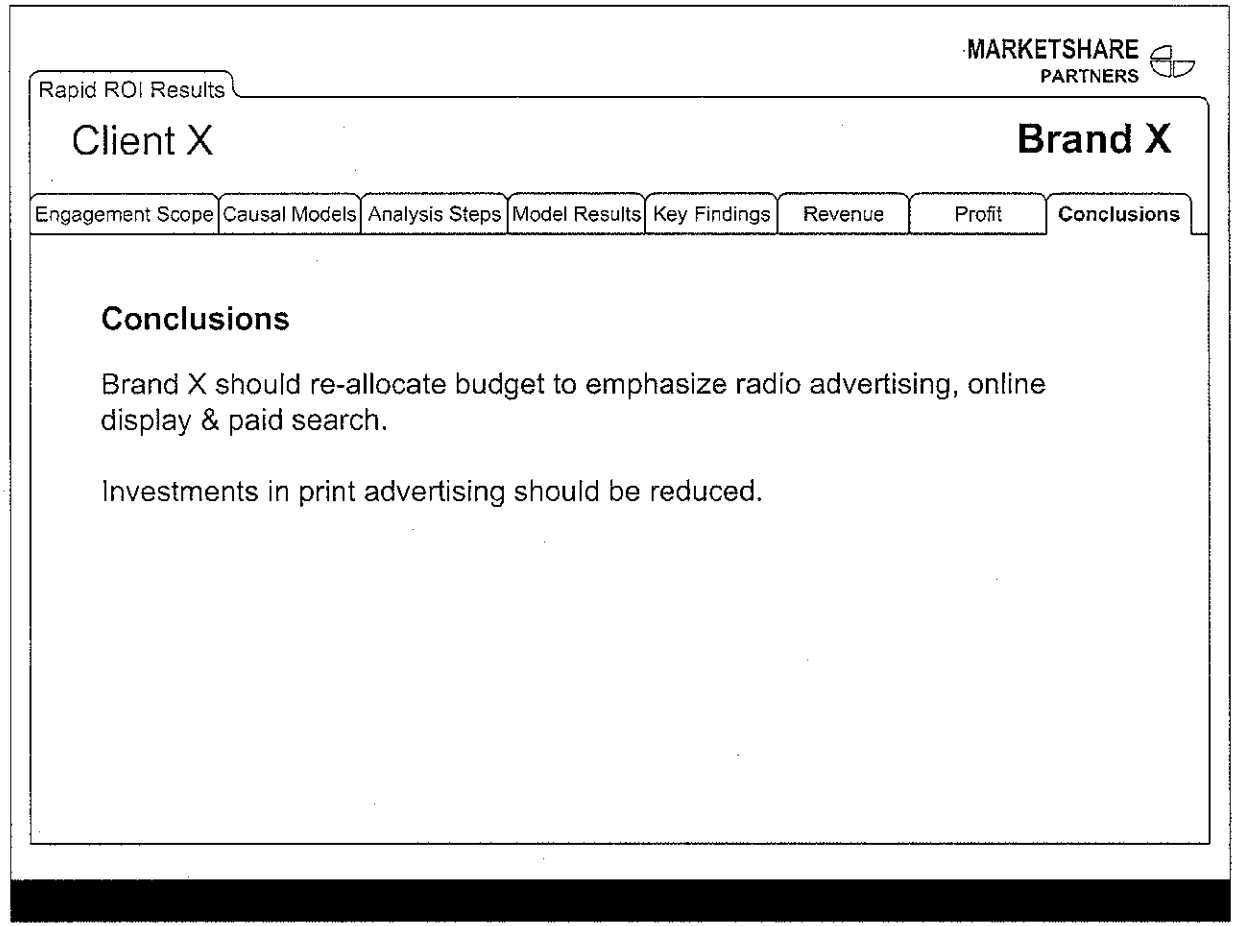

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Conclusions
Brand X should re-allocate budget to emphasize radio advertising, online display & paid search.
Investments in print advertising should be reduced.

FIG. 49