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(54) Title: SYSTEM AND METHOD FOR ANALYZING MARKETING EFFORTS

1999–2001 U.S. AD EXPENDITURES

	1999 ($MILLIONS)	2000 ($MILLIONS)	2001 ($MILLIONS)	% CHANGE (99-00)	% CHANGE (00-01)
NATIONAL					
NEWSPAPERS	6,358	7,229	$6,615	13.7%	-8.5%
MAGAZINES	11,433	12,370	11,095	8.2%	-10.3%
NETWORK TV (4 Networks	13,961	15,888	14,300	13.8%	-10.0%
SPOT TV	10,500	12,264	9,223	16.8%	-24.8%
CABLE TV	9,405	11,765	11,883	25.1%	1.0%
SYNDICATED TV	2,870	3,108	3,102	8.3%	-0.2%
NETWORK RADIO	684	780	711	14.0%	-8.8%
SPOT RADIO	3,275	3,668	2,956	12.0%	-19.4%
YELLOW PAGES	1,986	2,093	2,087	5.4%	-0.3%
INTERNET	2,832	6,507	5,752	129.8%	-11.6%
BUSINESS Papers	4,274	4,915	4,468	15.0%	-9.1%
OUT OF HOME	1,910	2,068	2,051	8.3%	-0.8%
DIRECT MAIL	41,403	44,591	44,725	7.7%	0.3%
MISCELLANEOUS	21,279	24,418	22,829	14.8%	-6.5%
TOTAL NATIONAL ADV.	**132,170**	**151,664**	**141,797**	14.7%	-6.5%
LOCAL					
NEWSPAPERS	40,290	41,821	37,640	3.8%	-10.0%
LOCAL TV	12,680	13,542	12,256	6.8%	-9.5%
CABLE TV	3,165	3,690	3,653	16.6%	-1.0%
LOCAL RADIO	13,256	14,847	14,194	12.0%	-4.4%
BILLBOARDS	2,870	3,108	3,083	8.3%	-0.8%
YELLOW PAGES	10,666	11,135	11,505	4.4%	3.3%
MISCELLANEOUS	7,211	7,665	7,159	6.3%	-6.6%
TOTAL LOCAL ADV.	**90,138**	**95,808**	**89,490**	6.3%	-6.6%
TOTAL ALL ADVERTISING	**222,308**	**247,472**	**231,287**	**11.3%**	**-6.5%**

Note: Expenditures include all commissions and expenses in the advertising budget.
Source: Robert J. Coen, Universal McCann, 2002.

(57) Abstract: The present invention relates to a method and system for evaluating the cause and effect of advertising and marketing programs using card transaction data. In one embodiment, access is provided to voluminous card-holder transaction data detailing accurate-to-the-penny transaction amounts, twenty-four hour active customers, and a multi-year transaction history per customer. Furthermore, such data is captured in real-time, and due to the sample size, can provide granular, statistically significant information at a local level for client and merchant coverage.

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