



A medicine for media effectiveness

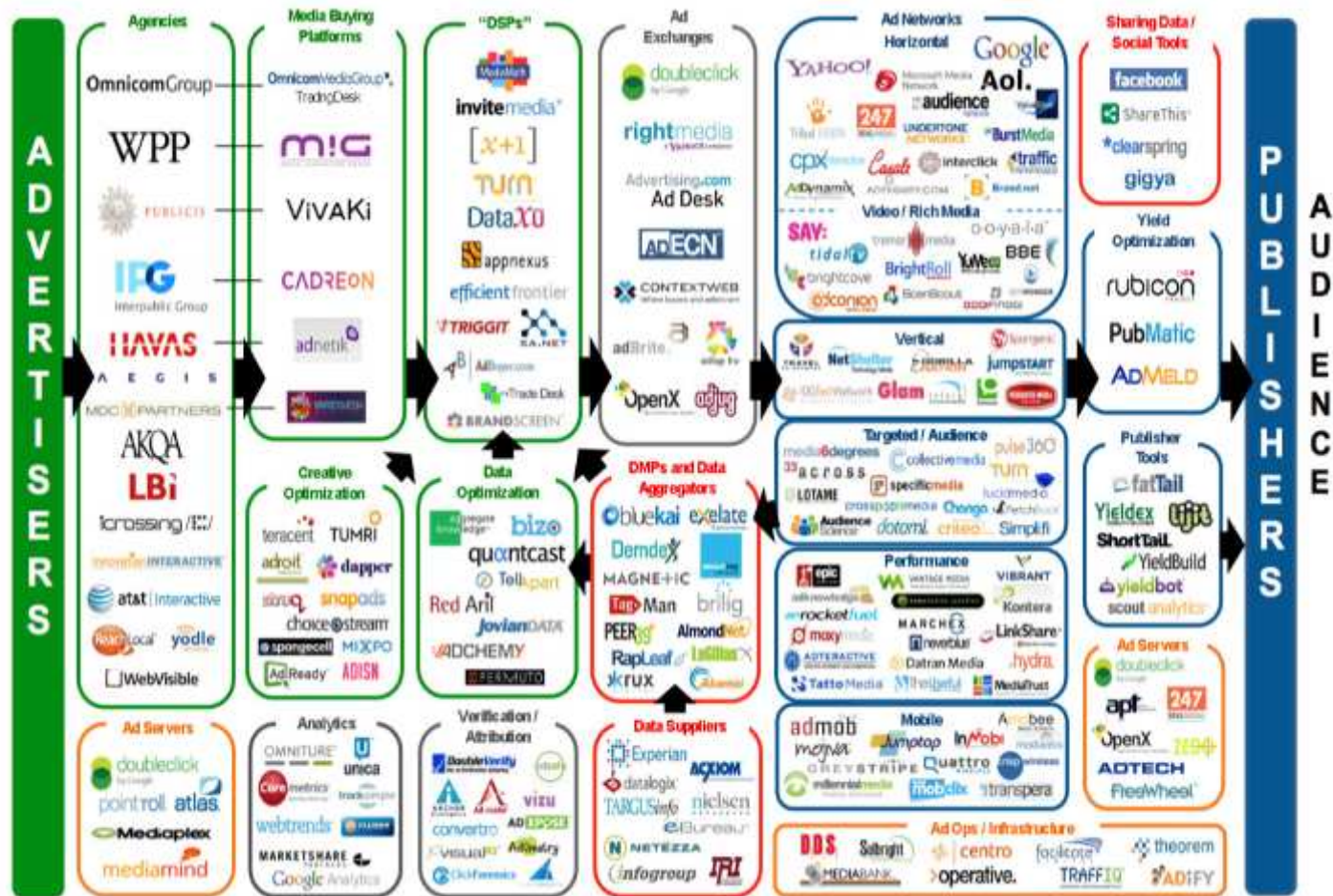
Media ROI Forum

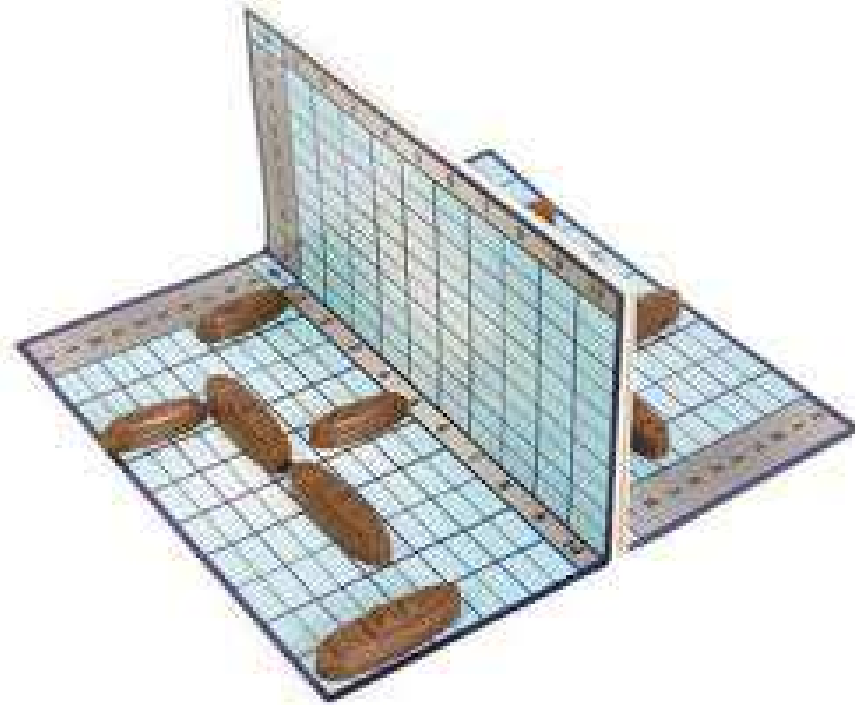
Athens

October 2012







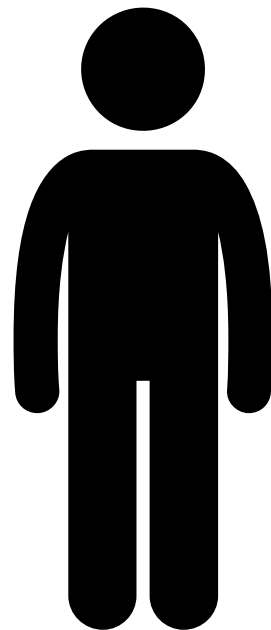




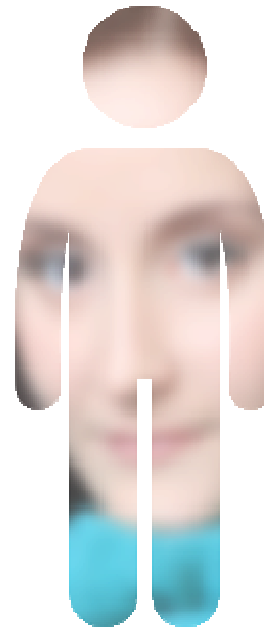
Moving from 'unknown' to 'known' consumers

```
..
.001.^
u$0N=1
z00BAI
l..=^
;s<^
NRX^=-^
z0c^<X^
^B0s^~^
00$H^
n$0=XN;.^
iBBB0vU1=^
`$000cRr^vul
FAHZuqr-^
ZZUFA0FI.^
;BRHv n$U^
^ARN1 ^@si
'Onv^ 01.^
c0qr ns.^
aUU^ ul
`RO- :.
nn^ =.^|-^
=1^'..
```

Observed
Limited known info



Assumed
Actual behaviour



Partially Known
Known via registration



Known
Identity sync'd across channels
With 3rd party data enhancement



→ **C**omplete **C**ommitment

→ **F**ancy **F**ramework

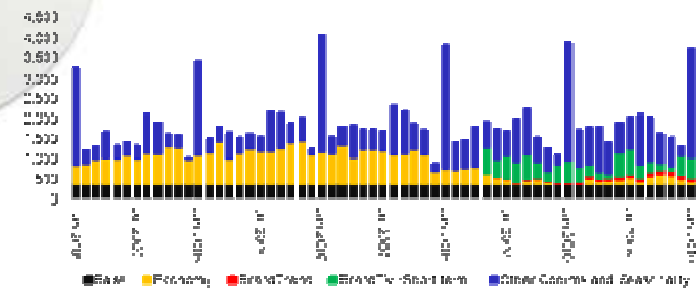
→ **T**errific **T**ools

→ **P**erfect **P**eople

Complete Commitment



Fancy Framework



Terrific Tools



Perfect People

