



## Your Key to Effective Allocation

The consumer-centric Prosper MediaPlanIQ™ is the next plateau in driving ROI. Knowing how consumers are influenced to purchase through consumption of 31 different media categories (including traditional, digital, and in-store) is essential for consumer-centric allocation. It is resource allocation at the beginning that holds the key to in-

### About Prosper MediaPlanIQ

For almost a century, marketers have struggled at attempting to estimate or calculate the returns received from their marketing and communication investments. It is resource allocation at the beginning that holds the key to measurement success. The issue in marketing measurement is not how much the firm spends or what media and communication tools it uses. It is whether or not the consumer accepted or internalized those efforts.

By connecting media usage, media influence to purchase in nine product categories, and shopping/consumption data from BIGresearch's Simultaneous Media Usage® (SIMM®) survey with advanced proprietary analytics developed by Don Schultz, Ph.D., Martin Block, Ph.D. and Prosper Technologies, advertisers are now able to generate idealized media allocation plans for a broad array of products and services using **Prosper MediaPlanIQ**.

### About SIMM

Since 2002, Schultz and Block have been studying BIGresearch's SIMM data. The online SIMM media usage database consists of over 230,000 individual responses across 31 separate marketing communication techniques. The data ranges from media usage by dayparts with each medium, which media forms are used simultaneously, which media forms have the most impact on consumers' purchase decisions, to shopping behaviors for retail and products. SIMM is conducted by BIGresearch two times each year with over 20,000 respondents per survey.

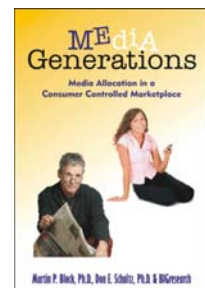
### Prosper MediaPlanIQ Advantages

- Holistic view of consumers and their media behaviors
- True inter-media usage knowledge (across media categories)
  - Other solutions are intra-media (comparison of vehicles within a media format)
- Only view of media consumption in both online and offline media forms
- Beyond Media
  - Sales promotion, in-store, word of mouth
- Trends—SIMM

*Two key questions that advertisers need to ask themselves:*

1. *Are they listening to the consumer?*
2. *How well are they allocating their marketing dollars to match what consumers say influences their purchase decisions?*

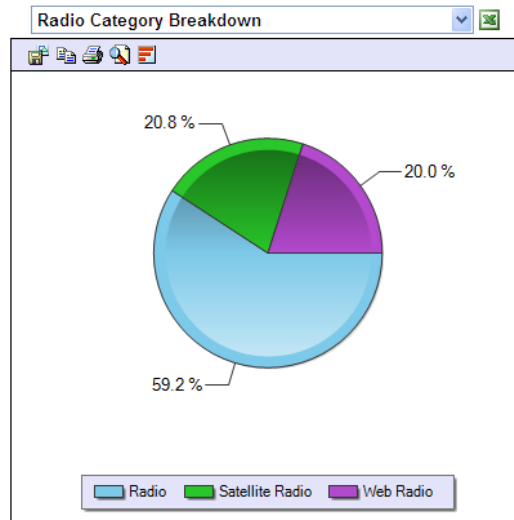
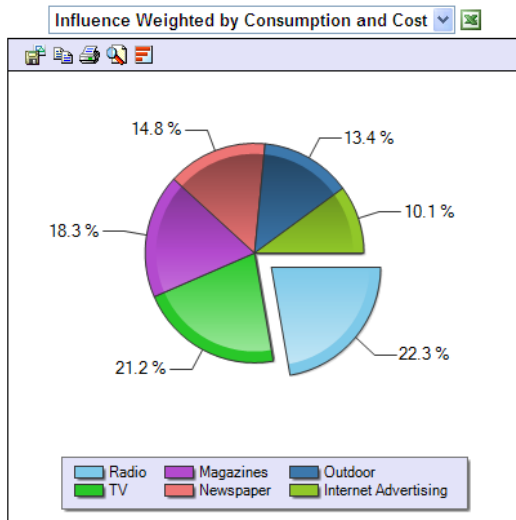
- Don Schultz, Ph.D.  
Co-Author of *Media Generations*



# Your Key to Effective Allocation

## Automotive Example

Automotive Purchase Intenders (n=2117, 6-2009) : Car/Truck  
 Assumption: Measured Media [New](#) [Edit](#) [Delete](#)

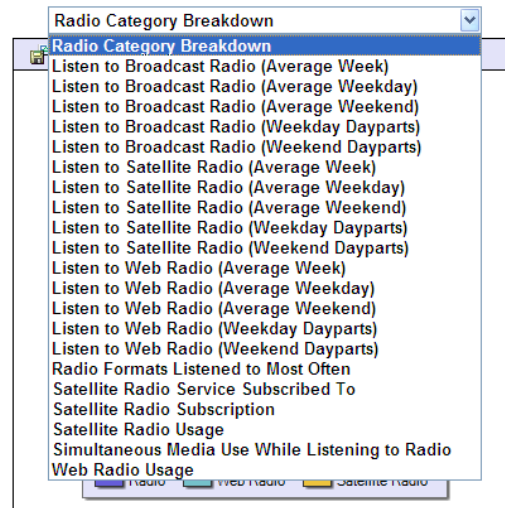


Medium selected from "Influence" chart (left) broken down in chart on right

Chart on right breaks medium down into the SIMM questions that relate to that medium and the allocation within that medium

**Example:** By choosing radio on the left (click on the "radio" section of the pie chart), you can look at all of the questions in the SIMM that relate to radio through the drop down on the right.

When targeting consumers planning to purchase a car/truck in the next 6 months, 22.3% of media dollars should be allocated to radio (based on this particular analysis). Breaking this down even further, 59.2% of radio dollars should be allocated to radio, 20.0% to web radio, and 20.8% to satellite radio.



### Customizing Your Analysis

- Add/Delete Media Types from the media mix (23 available media)
- Customize targeted consumer groups by demos, retail shopping channels, product usage, and more
- Rename Media Types to fit your company language
- Regroup Media Types for customized allocation
- Alter CPM's
  - Default CPM's are automatically included in the model

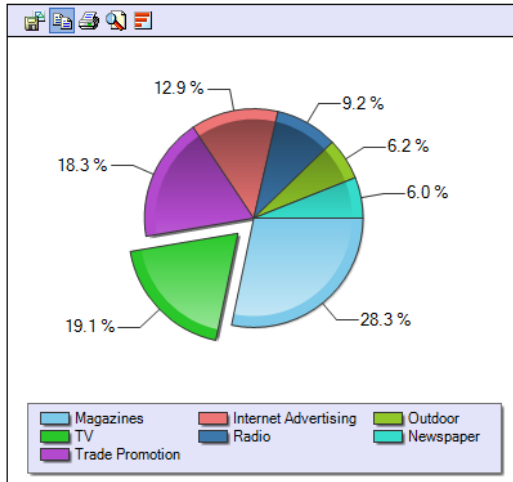
# Your Key to Effective Allocation

## Apparel Example

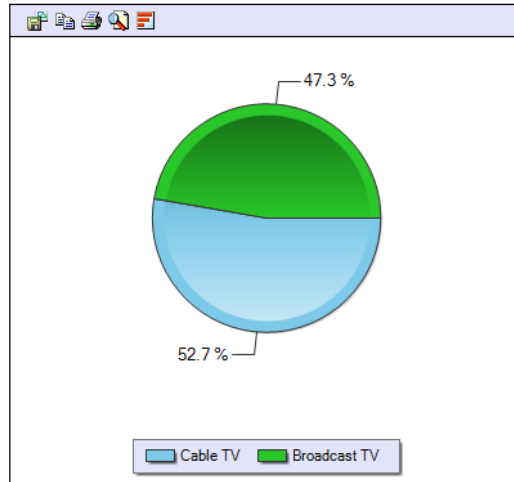
Females 18+ Who Purchase Apparel At Least Once a Month (n=4626, 6-2009) : Apparel/Clothing

Assumption: Measured Media [New](#) [Edit](#) [Delete](#)

Influence Weighted by Consumption and Cost



TV Category Breakdown

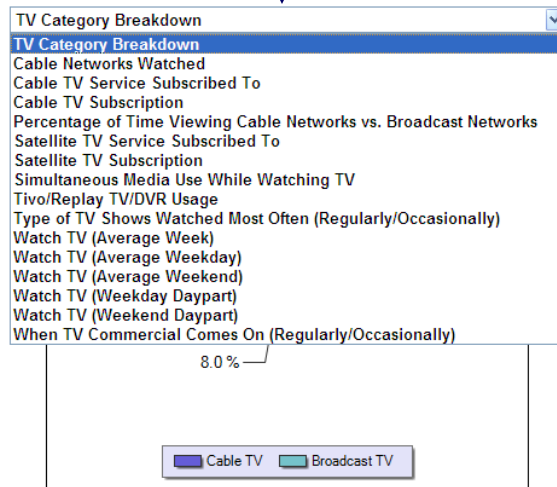


Medium selected from "Influence" chart (left) broken down in chart on right

Chart on right breaks medium down into the SIMM questions that relate to that medium and the allocation within that medium

**Example:** By choosing TV on the left (click on the "TV" section of the pie chart), you can look at all of the questions in the SIMM that relate to TV through the drop down on the right.

When targeting females 18+ who purchase apparel at least once a month, 19.1% of media dollars should be allocated to TV (based on this particular analysis). Breaking this down even further, 52.7% of TV dollars should be allocated to Cable TV and 47.3% should be allocated to Broadcast TV.



### Customizing Your Analysis

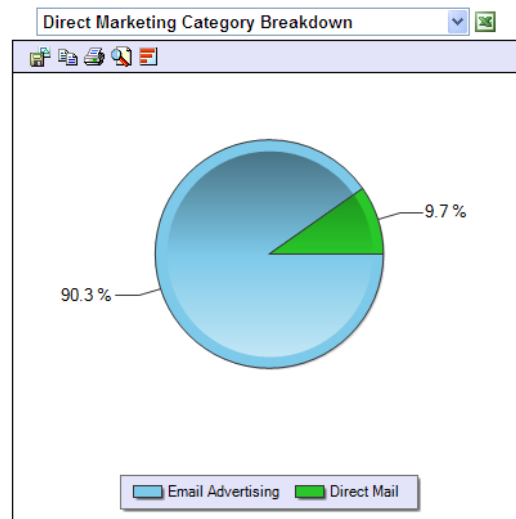
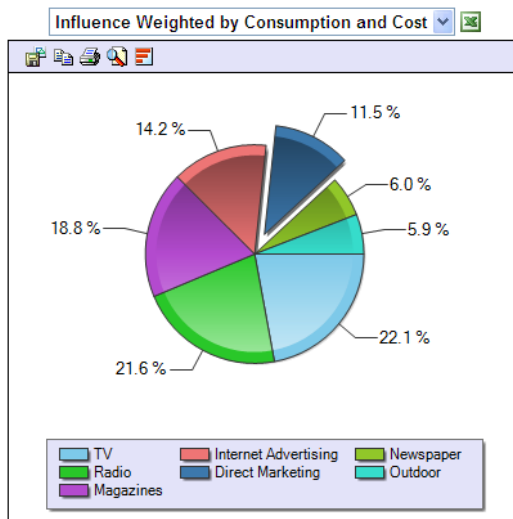
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## Electronics Example

Plan to Purchase TV within the Next 6 Months (n=2667, 6-2009) : Electronics

Assumption: Default [New](#) [Edit](#) [Delete](#)

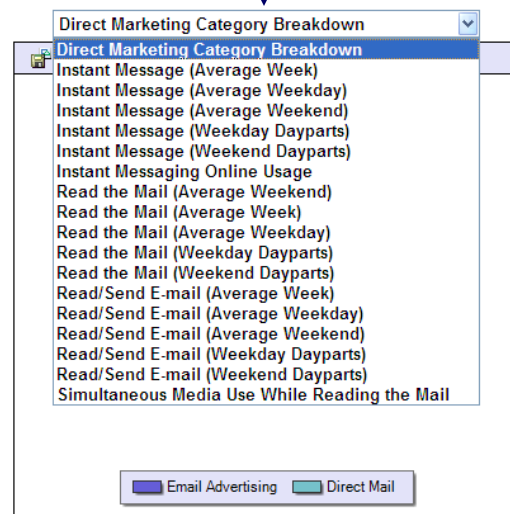


Medium selected from "Influence" chart (left) broken down in chart on right

Chart on right breaks medium down into the SIMM questions that relate to that medium and the allocation within that medium

**Example:** By choosing direct marketing on the left (click on the "direct marketing" section of the pie chart), you can look at all of the questions in the SIMM that relate to radio through the drop down on the right.

When targeting consumers planning to purchase a TV in the next 6 months, 11.5% of media dollars should be allocated to direct marketing (based on this particular analysis). Breaking this down even further, 90.3% of direct marketing dollars should be allocated to email advertising and 9.7% to direct mail.



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