

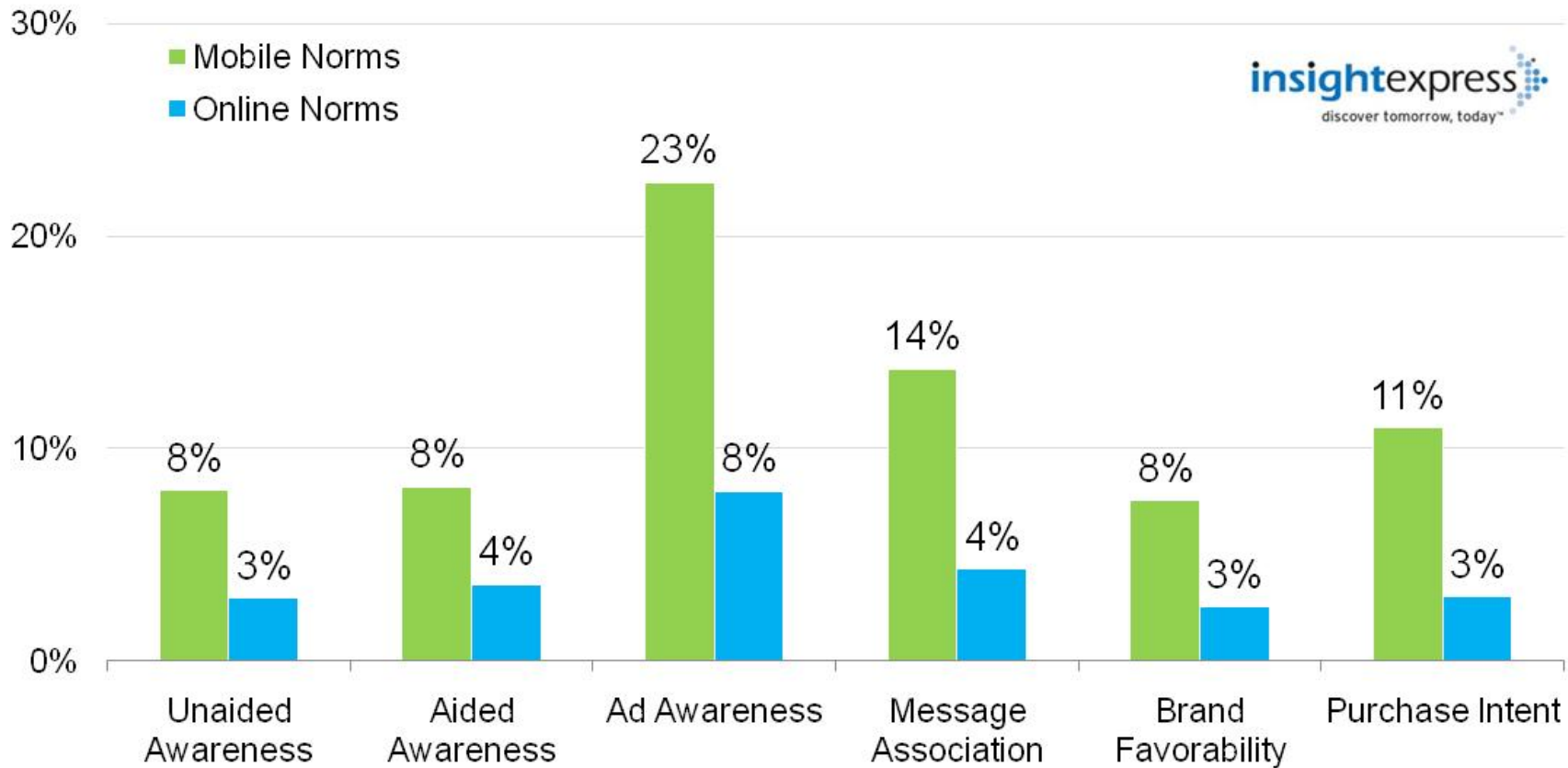


InsightExpress' Mobile InsightNorms



January 2011

Campaign Effectiveness Brand Metric Deltas Mobile vs. Online November 2007 – December 2010

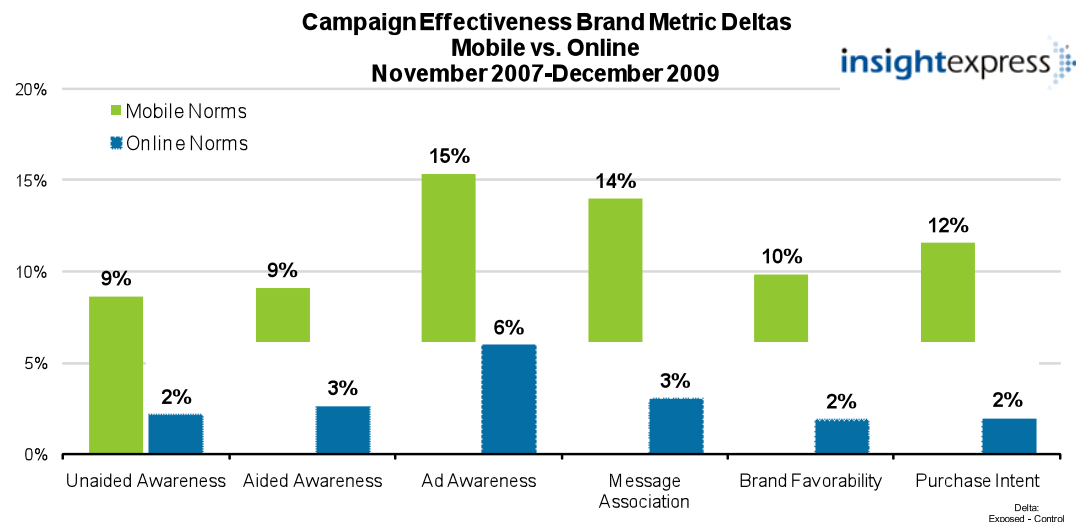



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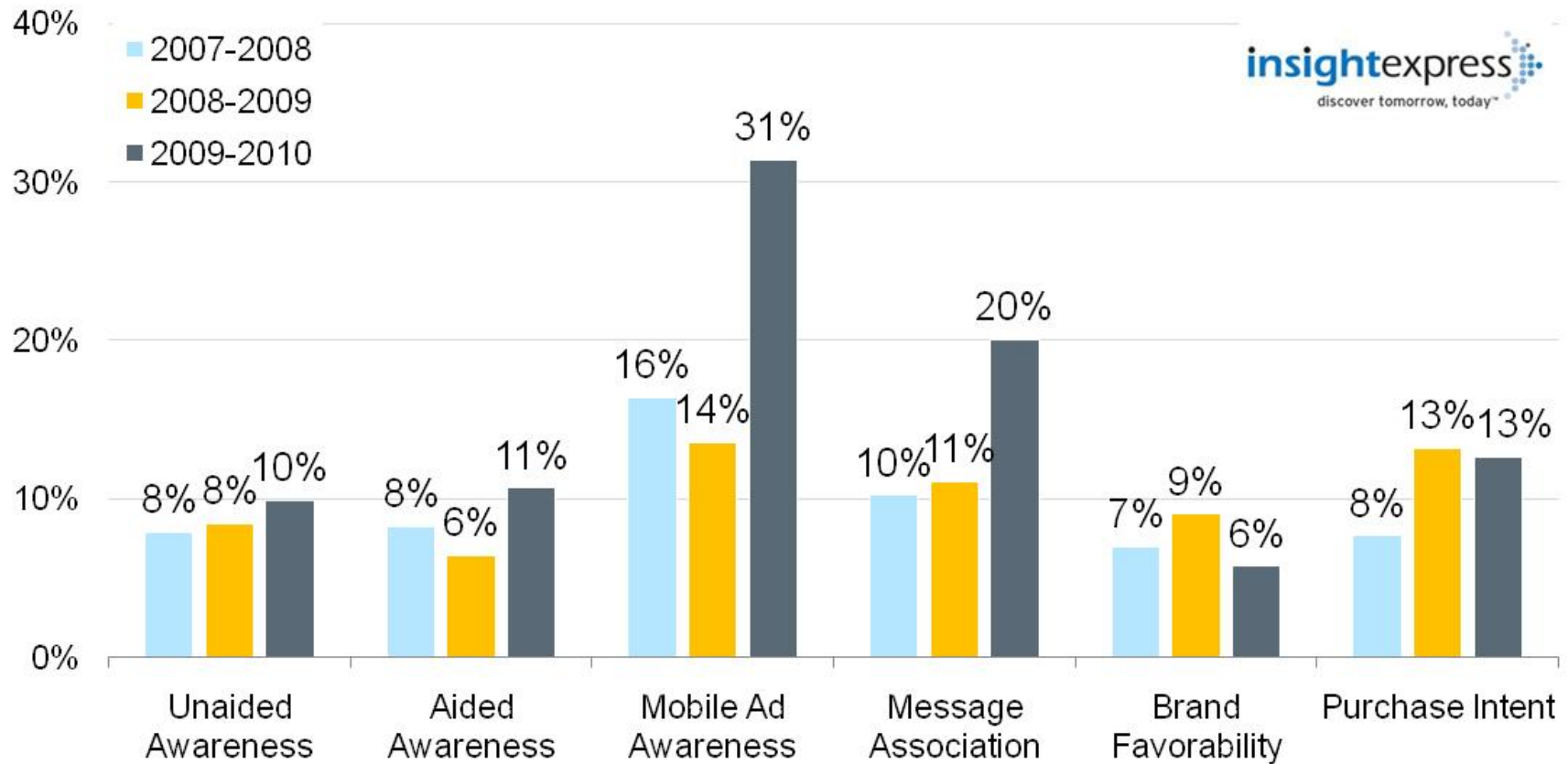
The study used norms developed in online ad testing as a benchmark to draw conclusions around the performance of advertising on mobile devices. InsightExpress compared the two using InsightNorms, the company's normative database containing over one thousand online ad effectiveness campaigns and over one hundred mobile ad effectiveness campaigns. Mobile InsightNorms are based on InsightExpress' flagship mobile brand effectiveness solution, Mobile AdInsights, which employs a test/control design to measure the brand impact of mobile advertising campaigns.

Commentary

- We continue to see Mobile campaigns perform well in comparison to Online campaigns; however, we are seeing the gap between the two digital mediums decreasing as compared to last year (see below). The reasons for this is online campaigns are showing an increase in effectiveness from 2009-2010



Campaign Effectiveness Brand Metric Deltas Mobile Norms Yearly Comparisons November 2007 – December 2010

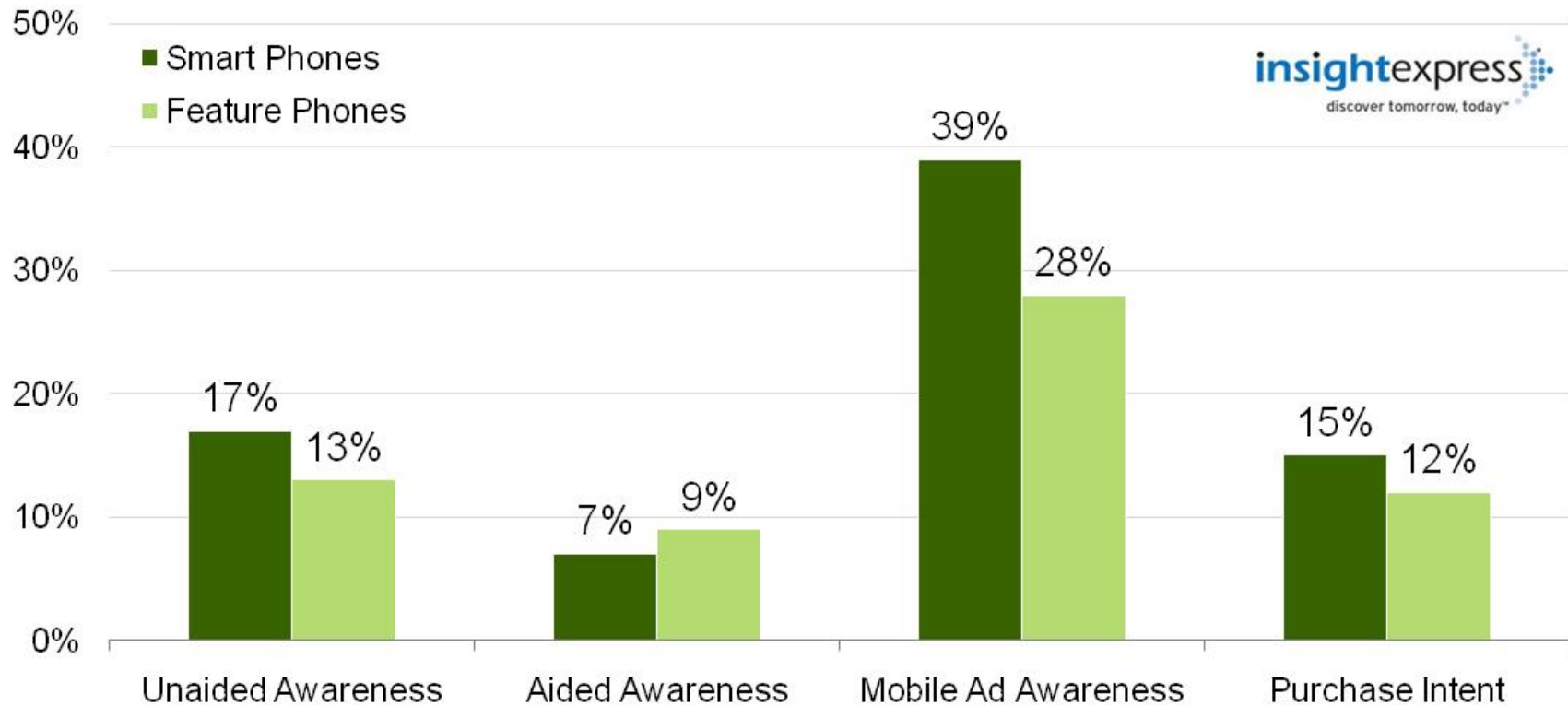




Commentary

- Yearly comparisons show that mobile campaigns in the past year have done a great job of capturing consumers' attention (Mobile Ad Awareness metric) and educating them (Message Association metric)
- For the most part, the other metrics have remained relatively stable over the past three years. This demonstrates that mobile is maintaining its effectiveness, even as it becomes more established.

Campaign Effectiveness Brand Metric Deltas Smart Phones vs. Feature Phones November 2007 – December 2010



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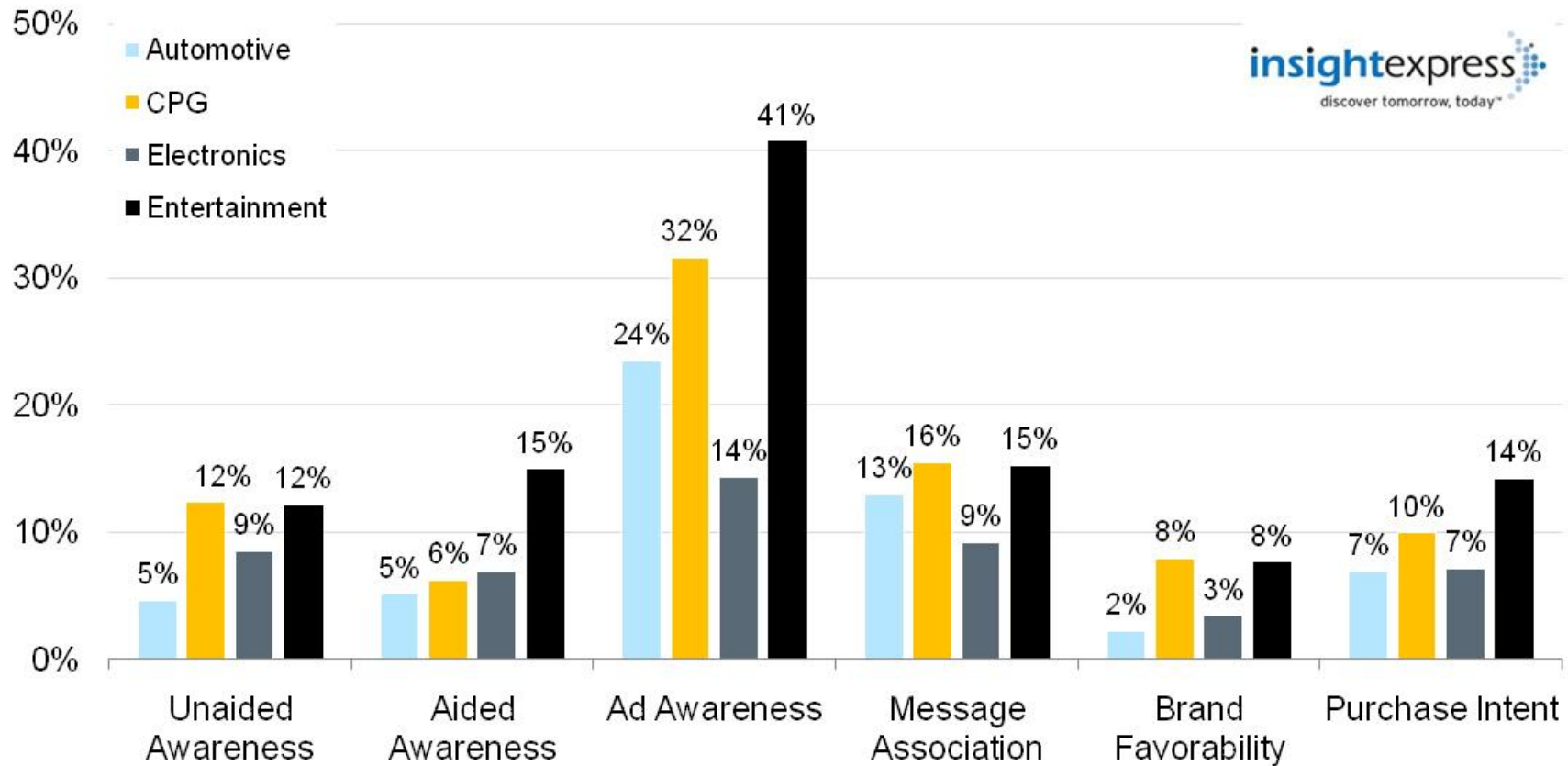
Smart phones defined as iPhone, Android, Blackberry, Palm, Windows devices
Feature phones defined as all other mobile phones



Commentary

- It's not surprising that consumers who view campaigns on Smart phones are more impacted by the campaign, the screen size is often larger and ads themselves can offer a richer message. However, the relatively small discrepancy between the two types of devices across metrics indicates that mobile advertising can be effective, regardless of device.

Campaign Effectiveness Brand Metric Deltas Mobile Norms By Vertical November 2007 – December 2010



Campaign Effectiveness Brand Metric Deltas Mobile Norms By Vertical November 2007 – December 2010

