

Measuring ROI

Describe the methodology to justify creative and media investments and describe how a ROI is established and measured. What technologies have you developed and/or utilize in order to flawlessly execute and seamlessly track and report? Please provide a sample of a report or campaign and analysis that the Exchange would expect to see on an ongoing basis.

BDDO Proximity has one of the deepest and most diverse research and analytics departments of any agency in the country: The Worth. The Worth is a proprietary measurement infrastructure that creates segmentations, builds models (message mix, media mix, propensity, churn, response, etc) and performs regression analysis and data mining using SAS and SPSS tools. Additionally, The Worth has several tools specifically in the area of media optimization. Not only can we evaluate above- and below-the-line media, including social media, but also the impact on messaging in the mix. The output is not only a media optimization recommendation that can tightly integrate with above-the-line media-led programs, but a message optimization model. The latter is particularly valuable for adjusting Direct and Digital messaging — particularly in a segmented, customized business model.

We also utilize social media listening software, as this is one of the best ways to track conversation, buzz and sentiment for the social strategy proposed, as well as ongoing outreach to the community, events, and corporate partnership activities. Our custom sentiment analysis, known as Social Emotion Score, has shown a high correlation to sales and is a very effective way of measuring sponsorships and campaign efforts. Placed in a model, this provides more explanatory power on how your efforts are impacting your business.

With 30+ expert researchers and analysts who specialize in ways to get the most out of every dollar you invest in your marketing program, our clients experience, on average, between 5% and 12% lift in revenues at constant spend.

We never stop learning, testing and optimizing our campaigns. For each client, we customize, create and operationalize an integrated framework that puts the “customer” at the center. This framework is built to deliver a continual improvement structure, leveraging campaign performance data with customer data and insights from our tools and models. Paramount to this framework are regular “Strategic Task Forces” that comprise key client and agency stakeholders to review, discuss and action insights from voice-of-the-customer research, analytics and modeling.

On the next page you will find a sample dashboard for an integrated campaign. We recommend providing dashboard reporting on a bi-weekly basis throughout the campaign, with a more in-depth analysis completed at the end of each phase of the campaign.

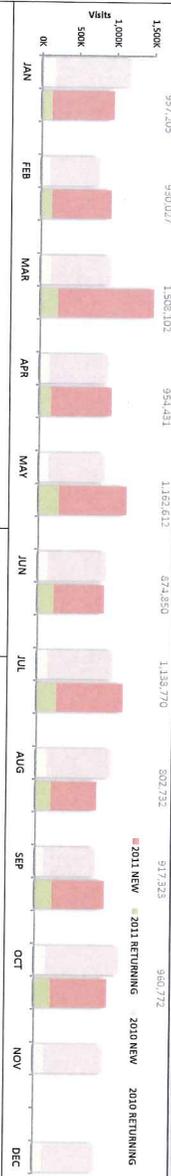
Sample dashboard (1)

Digital Dashboard - Monthly Report

With the increase in site traffic by 5% MOM, overall engagement increased with higher pageviews, more store locator searches, and increased interaction with nutrition tools. Online conversation increased by 17% MOM and Abby's social media communities continue to grow. Sentiment around Abby's, however, is 8% points below the competitive set's average.

SITE PERFORMANCE

TRAFFIC (Abby's.com, Abby's.com/Mobile, and Abby'scastingcall.com)



VISITS

MOM Δ ↑ 5%
YTD Δ ↑ 7%
Benchmark Stats

Oct Nutrition Info Clicks: 252,603
Oct Calculator Usage: 179,193
Oct PDF Downloads: 34,795

UNIQUE VISITORS

MOM Δ ↑ 5%
YTD Δ ↑ 4%
Benchmark Stats

Oct Unique Visitors: 872,846
2011 Total Unique Visitors: 9,300,466

PAGEVIEWS

MOM Δ ↑ 11%
YTD Δ ↑ 50%
Benchmark Stats

Oct Special Offer Pageviews: 178,814
Oct New Emails: 33,045
Conversion: 18%

EMAIL REGISTRATION

MOM Δ ↑ 37%
Benchmark Stats

Oct Total Searches: 550,564
Oct Mobile Searches: 307,599

STORE LOCATOR SEARCHES

MOM Δ ↑ 6%
Benchmark Stats

Oct Nutrition Info Clicks: 252,603
Oct Calculator Usage: 179,193
Oct PDF Downloads: 34,795

NUTRITION INFO

MOM Δ ↓ -15%
YTD Δ ↑ 11%
Benchmark Stats

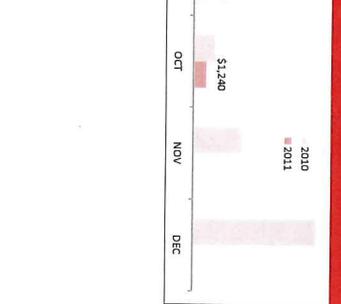
2011 Total Sales: \$22,720
Number of \$20 cards sold: 25
Number of \$10 cards sold: 74

NUTRITION CALC. USAGE & CATEGORY SELECTION

MOM Δ ↓ -15%
YTD Δ ↑ 11%
Benchmark Stats

2011 Total Sales: \$22,720
Number of \$20 cards sold: 25
Number of \$10 cards sold: 74

NUTRITION PDF DOWNLOADS



Category	2010	2011
Visits	917,323	954,431
Unique Visitors	872,846	9,300,466
Pageviews	~4,000,000	~11,000,000
Email Registrations	~33,000	~33,000
Store Locator Searches	~307,599	~550,564
Nutrition Info Clicks	~252,603	~252,603
Calculator Usage	~179,193	~179,193
Nutrition PDF Downloads	~34,795	~34,795
Total Sales	~\$22,720	~\$22,720
Number of \$20 cards sold	~25	~25
Number of \$10 cards sold	~74	~74



Sample dashboard (2)

Digital Dashboard - Monthly Report

ARBY'S.COM/MOBILE

SMS/TEXT MESSAGING

Month	2010	2011
JAN	374,459	10,095
FEB	324,288	
MAR	375,692	
APR	375,288	
MAY	326,332	
JUN		
JUL		
AUG		
SEP		
OCT	532,732	

Metric	Value	Change
MOM Δ	63%	↑
YOY Δ	-17%	↓
Benchmark Stats	532,732	
Oct Mobile Pageviews	532,732	
Oct Unique Visitors	141,080	
47% of mobile views were from iPhones, followed by Motorola DroidX, HTC Evo, and Apple iPod Touch (5% each).		

Month	2010	2011
JAN	1,000	1,000
FEB	1,000	1,000
MAR	1,000	1,000
APR	1,000	1,000
MAY	1,000	1,000
JUN	1,000	1,000
JUL	1,000	1,000
AUG	1,000	1,000
SEP	1,000	1,000
OCT	1,000	1,000
NOV	1,000	1,000
DEC	1,000	1,000

Metric	Value	Change
MOM Δ	17%	↓
YOY Δ	75%	↓
Benchmark Stats		
Overall conversation volume has increased by 17% for the pillar month of October.		

Month	2010	2011
JAN	1,000	1,000
FEB	1,000	1,000
MAR	1,000	1,000
APR	1,000	1,000
MAY	1,000	1,000
JUN	1,000	1,000
JUL	1,000	1,000
AUG	1,000	1,000
SEP	1,000	1,000
OCT	1,000	1,000
NOV	1,000	1,000
DEC	1,000	1,000

Metric	Value	Change
MOM Δ	11%	↑
YOY Δ	430%	↑
Benchmark Stats		
Oct Net New FB Fans	56,990	
Total FB Fans	700,327	
Goal Obtainment: 70% of 1 mill		

Month	2010	2011
JAN	1,000	1,000
FEB	1,000	1,000
MAR	1,000	1,000
APR	1,000	1,000
MAY	1,000	1,000
JUN	1,000	1,000
JUL	1,000	1,000
AUG	1,000	1,000
SEP	1,000	1,000
OCT	1,000	1,000
NOV	1,000	1,000
DEC	1,998,975	

Metric	Value	Change
MOM Δ	-34%	↓
YOY Δ	-1%	↓
Benchmark Stats		
Goal Obtainment: 97% of 2 mil		
Oct Database Increase	18,259	
Overall Subscriber Growth	1%	

Month	2010	2011
JAN	1,000	1,000
FEB	1,000	1,000
MAR	1,000	1,000
APR	1,000	1,000
MAY	1,000	1,000
JUN	1,000	1,000
JUL	1,000	1,000
AUG	1,000	1,000
SEP	1,000	1,000
OCT	1,000	1,000
NOV	1,000	1,000
DEC	403,407	

Metric	Value	Change
MOM Δ	-0.2%	↓
YOY Δ	48%	↓
Benchmark Stats		
Mobile subscriber database decreased by 689 during October, ending the month with 401,407.		

Month	2010	2011
JAN	50%	50%
FEB	50%	50%
MAR	50%	50%
APR	50%	50%
MAY	50%	50%
JUN	50%	50%
JUL	50%	50%
AUG	50%	50%
SEP	50%	50%
OCT	50%	50%
NOV	50%	50%
DEC	50%	50%

Metric	Value	Change
MOM Δ	9%	↑
YOY Δ	-8%	↓
Benchmark Stats		
Positive sentiment for Arby's is 53% for the month. 11% of posts for the month included mentions of the Philly. These comments had a positive sentiment of 62%.		

Month	2010	2011
JAN	1,000	1,000
FEB	1,000	1,000
MAR	1,000	1,000
APR	1,000	1,000
MAY	1,000	1,000
JUN	1,000	1,000
JUL	1,000	1,000
AUG	1,000	1,000
SEP	1,000	1,000
OCT	1,000	1,000
NOV	1,000	1,000
DEC	1,000	1,000

Metric	Value	Change
MOM Δ	5%	↑
Benchmark Stats		
Net New Twitter Followers	1,414	
Total Twitter Followers	30,993	
Goal Obtainment: 122% of 25k		

Month	2010	2011
JAN	1,000	1,000
FEB	1,000	1,000
MAR	1,000	1,000
APR	1,000	1,000
MAY	1,000	1,000
JUN	1,000	1,000
JUL	1,000	1,000
AUG	1,000	1,000
SEP	1,000	1,000
OCT	1,000	1,000

Metric	Value	Change
MOM Δ	-50%	↓
Benchmark Stats		
Oct Open Rate	25%	
Oct Coupon Pageviews	151,900	

*Conversation/Sentiment can vary significantly MOM and be influenced by factors unrelated to marketing.

