

Telmar Introduces Telmar Matterhorn ROI for Impact Based Planning

Telmar and Marketing Evolution Release Multi-Channel Planning Tool That Optimizes Based on Impact for Dollars Spent

NEW YORK, NY (June 6, 2011) — Telmar, a global supplier of advertising media software and services, and Marketing Evolution, the leader in Marketing ROI measurement, announced today at Federated Media’s Conversational Marketing Summit the release of TMR (Telmar Matterhorn ROI), a new software tool that lets advertising agency planners create media plans optimized to have the most brand impact for dollars spent. The tool is the first that optimizes media plans for maximal brand impact based on empirical data. It is also the first such tool that puts digital media, including social media, into an apples-to-apples comparison with traditional media channels.

Rex Briggs, CEO of Marketing Evolution shared with event attendees “We’ve taken the billions of dollars in marketing ROI measurement and, we’ve used it to help marketers answer the question: ‘Where should they put their money?’”

The TMR tool recognizes that the same media impressions perform very differently for different types of advertisers, different types of campaigns, and different types of objectives. TMR’s optimization algorithm takes into account the advertiser’s marketing objective, advertiser category, target audience, reach, and frequency. It then models those factors against normative lift data from hundreds of Marketing Evolution’s cross-media optimization studies for Fortune 500 clients together with media reach and frequency audience data from the Telmar suite of planning tools.

“The reality is that the same number of impressions can result in vastly different reach, frequency and impact patterns, and if you aren’t accounting for that, you are missing a huge part of ROI insight,” said Stanley Federman, Chairman and CEO of Telmar. “For example, some impressions of the same media are better at building awareness and others are better at purchase conversion. TMR integrates ROI data with media planning data and allows you to cherry-pick placements that best match your objectives.”

Basing media plans on impact rather than just price and reach is a dramatic shift in the way media is traded, but comes in response to acute demand for such a solution from advertisers and agencies.

“Every planner wants to be able to compare on impact, but they haven’t been able to. Data from a lot of sources needs to be united and conformed. With **TMR** we saw that it really was possible to achieve impact based planning. That was an ‘ah-ha’ moment for us” noted *RPA’s Vice President/Director of Media Research, Claire Browne*.

Historically, ROI reporting has been a costly and labor-intensive process, draining valuable client hours and budgets. Matterhorn takes on this administrative task and lets agencies focus their time on strategic planning.

Strengths of TMR include:

- Impact Reach Targeting: Media planners can quickly produce reports that visually display media plans optimized for the greatest impact for investment.
- Position in the sales cycle (across media): The system analyzes and reports the optimal mix of media levers for each stage of the consumer purchase cycle (awareness, familiarity, and purchase intent). Customized recommendations: TMR allows planners to set constraints, adjust pricing, or choose to exclude certain media to refine the plan to unique campaign conditions.
- TMR is designed with special relevance for select advertiser segments, built on empirical ROI analyses from sectors including automotive, entertainment, consumer packaged goods and pharmaceutical. TMR can also be customized with client's proprietary data for additional data loading fees.
- TMR is an "open and transparent box," not a "black box." Marketing Evolution publishes exactly how impact is calculated for each media for those subscribing to TMR.
- Marketing Evolution and Telmar brought in top-level digital expertise to make the digital models work as they truly work in digital. Industry veterans Rex Briggs and Rick Bruner collaborated with leading media owners such as Facebook, Twitter, Net Shelter, Google, the IAB and others to ensure that TMR handles digital impact properly.
- TMR is available now. RPA, Universal McCann, NCM are among the charter subscribers.

About Telmar

Telmar is a world-wide leading supplier of advertising and media information software and services. Telmar's 10,000 users across 85 countries include many of the world's leading advertising agencies, digital and print publishers, broadcasters and advertisers. For advertisers and advertising agencies, Telmar provides software for survey analysis, data integration, media planning and optimization and more. For digital and print publishers, broadcasters and outdoor operators, Telmar offers the ability to collect, store and manage media research for media planning, media sales, revenue management and optimization. Telmar has offices around the world and is headquartered in New York City, New York. For more information on Telmar and its international services, please visit www.telmar.com.

About Marketing Evolution

Marketing Evolution is a full service provider of custom marketing ROI management and optimization solutions. It is the only company in its field that can measure cross-media ROI impact in "real time" and then fast-forward that learning into the most comprehensive set of planning ROI management tools available to marketers today. Measuring ROI is about understanding cross-media performance at a given point in time. Managing ROI is what's done with that information going forward. To address these challenges, Marketing Evolution has two award-winning ROI measurement / management platforms; ROMO (Return on Marketing Objectives) and Matterhorn, a custom planning simulator. For more information on Marketing Evolution, please visit us www.marketingevolution.com.