Everyone talks **ROI**. **Meredith guarantees it.**

Most marketers believe that their actions drive revenue, but many find it difficult to prove. In a marketplace that is increasingly driven by data and with more advertising choices than ever before, it’s crucial that marketers know they’ll get what they pay for. **And, at the end of the day, there’s really only one thing they want: a return on investment.**

At Meredith we believe so strongly in our products’ ability to deliver results — we guarantee it. In partnership with third-party vendors, the **Meredith Sales Guarantee** is a proprietary toolkit of measurement solutions that answers key questions critical to the success of a campaign. This enables us to guarantee incremental sales lift/conversion for our valued marketing partners and deliver positive campaign results across categories and platforms.

**Accountability. It’s never been more important.**

Learn how the **Meredith Sales Guarantee** answers these questions:

- **Was there a positive lift and ROAS?**
- **Did my campaign drive sales?**
- **Did exposure change behavior?**
- **Did it steal share from competitors?**

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**How does the Meredith Sales Guarantee work?**

**Test vs. Control**

- **Differentiating Variables:** The only difference between the test and control groups is exposure to advertising in Meredith properties.
- **Matching Variables:** The brand/category purchase behavior, demographics, and geography between the test and control groups are identical.
- **Measuring ROI:** Measure sales in control group (unexposed) vs. sales in test group (exposed) to determine average incremental gain in spend per household.

*ROI: Incremental sales generated per media dollar spent, no margin applied.*
How does an advertiser qualify & what is included?

Campaign **minimums:**

- **Magazine**
  - 150 Adults 18+ GRPs

- **Digital**
  - 75M overall impressions

- **Integrated**
  - 130 Adults 18+ GRPs
  - 60M impressions

- **Video**
  - 75M pre-roll impressions over a 3-month period

- **Plus Spend**
  - Incremental spend over the previous year

**Insights delivered:**

- Sales Lift
- Key Sales Drivers:
  - Penetration
  - Purchase amount
  - Purchase frequency
- Return on Advertising Spend (ROAS)
- Additional Insights:
  - Impact by tactic or placement
  - Competitive shift
  - Sub-brand contribution
  - Source of volume & more

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**A summary of success**

Meredith print and digital outperform digital and TV:

<table>
<thead>
<tr>
<th>Media</th>
<th>ROI*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meredith Magazines</td>
<td>$7.08</td>
</tr>
<tr>
<td>Meredith Digital</td>
<td>$5.18</td>
</tr>
<tr>
<td>Television</td>
<td>$3.23</td>
</tr>
<tr>
<td>Digital (Mobile, Video, Display)</td>
<td>$2.43</td>
</tr>
</tbody>
</table>

- **10+ Year History of measurement & accountability**
- **Positive ROI in 160+ studies across multiple categories & platforms**
- **At the Forefront of a now industry-wide guarantee program**
- **Over $1.5B in sales impact**

*ROI: Incremental sales generated per media dollar spent, no margin applied. Source: NCSolutions 2005 to Q1 2019

For more information on the **Meredith Sales Guarantee** and how it can lift sales for your brand, contact your Meredith Sales Representative or:

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