



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?**

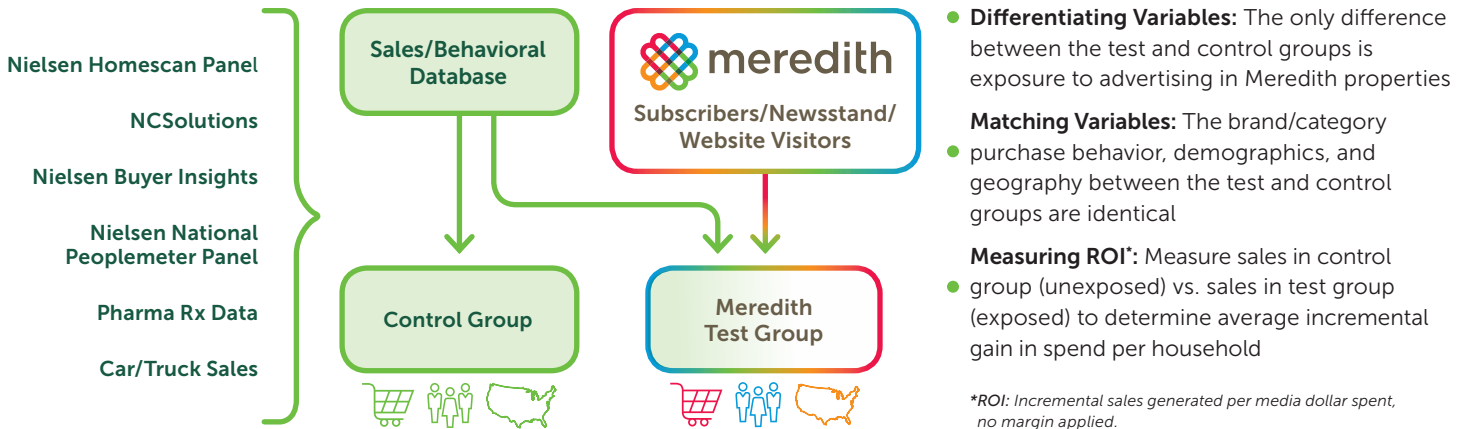
Did exposure **change behavior?**

Did it **steal share from competitors?**



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

Test vs. Control



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

A summary of **success**

Meredith print and digital outperform digital and TV:

	ROI*
Meredith Magazines	\$7.08
Meredith Digital	\$5.18
Television	\$3.23
Digital (Mobile, Video, Display)	\$2.43

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:

Britta Cleveland
SVP, Research Solutions
britta.cleveland@meredith.com

Marla Newman
EVP, Digital Sales
marla.newman@meredith.com

Michael Brownstein
EVP, Chief Revenue Officer
michael@meredith.com

