



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

In today's marketplace, it's more important than ever to see the return on your media investment. 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—**now including video**.

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

Was there a **positive lift and ROAS?**

Did my campaign **drive sales?**

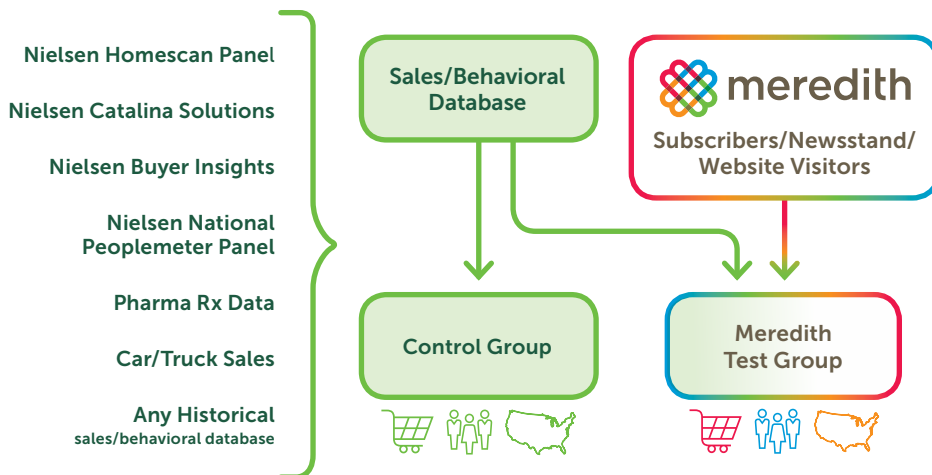
Did exposure **change behavior?**

Did it **steal share** from competitors?



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

Test vs. Control



- **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**:



Print

150 Adults 18+ GRPs
(150 ailment sufferer GRPs for pharma)



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, TV and radio:

	ROI*
Meredith Magazines	\$7.64
Meredith Digital	\$5.50
Television/Radio	\$3.18
Digital (Mobile, Video, Display)	\$2.51

7+ Year History of measurement & accountability

Positive ROI in over 100 studies across multiple categories & platforms

At the Forefront of a now industry-wide guarantee program

Over \$1B in sales impact

*ROI: Incremental sales generated per media dollar spent, no margin applied.
Source: Nielsen Catalina Solutions, 2,200+ Multi-Media Sales Effect studies from 2004-2017

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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