

**Advertising
a product,
a service,
a brand?**

What

sales are you generating from TV, compared to radio?

Which

channels and stations work best—and when?

How do

your **online and press** adverts compare?

Are your

promotions driving profit or eroding it?



rational, rapid results

■ *using real world response and sales volumes*

Enterprise

answers these and other challenges by presenting previously incompatible advertising and sales data in one **powerful marketing intelligence platform**.

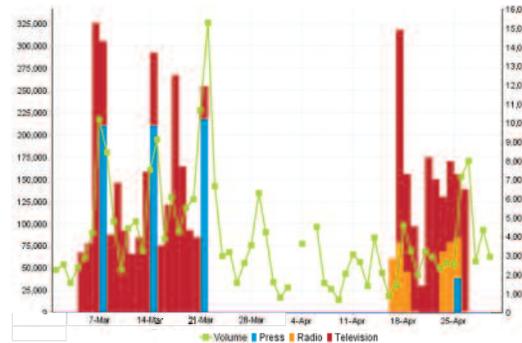
Enterprise allows comprehensive scrutiny of online and offline media performance, including TV, radio, digital, promotional and print.

And it uses your actual response and sales volumes to deliver **evidence-based analysis** to your desktop. Daily or even hourly.



forensic discovery

■ prove how much revenue is generated for every £ spent on any and all advertising



Investment Performance over Time Reports the Relationship between the volume of Sales Revenue or Web page views against Media investment by type — at a daily event level over a defined date range period. The default view reports Sales Revenue against Media spend (\$) for the last complete calendar month.

Enterprise is focused on cause and effect, helping you to link the creative, channel, media and timing elements of your campaign with actual increases in your footfall, calls, web hits, sales...

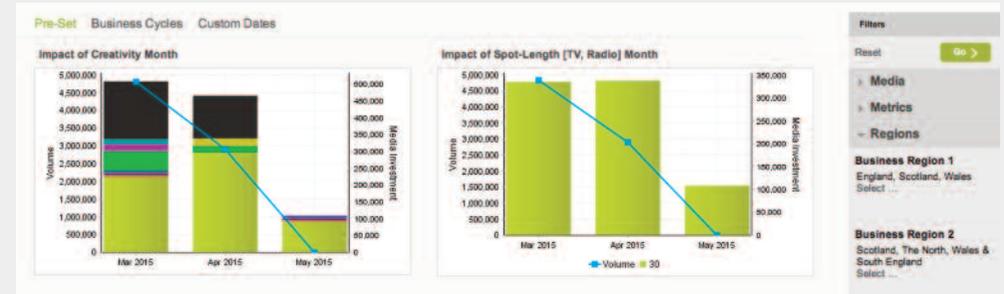
And it's proven to work for **retailers, services companies, and brands selling via distribution and channel partners** by revealing how well their advertising mix is driving profitable growth.

actionable insight

■ continuously adapt and evolve your strategy

Your **Enterprise** dashboard shows every:

sku
store
region



Letting you compare days, weeks and months of:

advertising performance
total sales/calls/web hits...
basket analysis



For a fast, detailed analysis of:

advertising return
optimum media investment
and growth opportunities

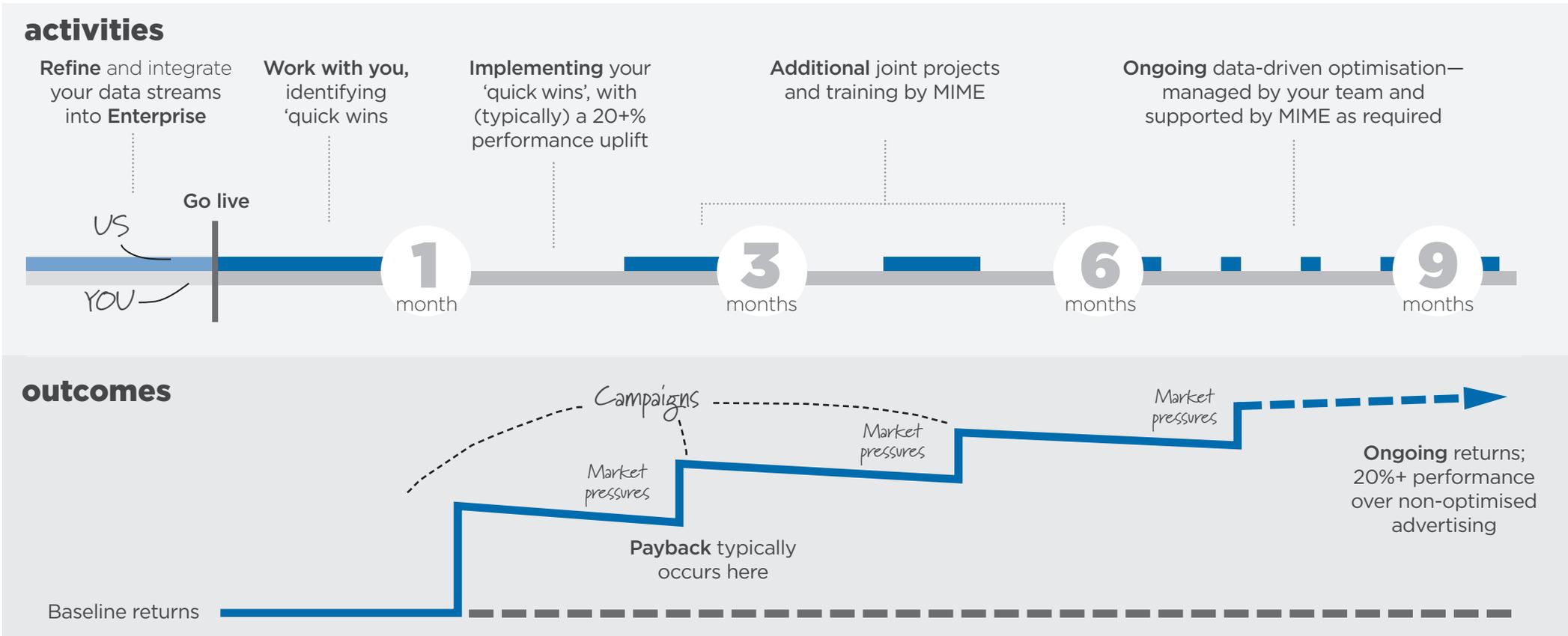


providing the guidance

■ *empowering your team*

We initially embed ourselves with your team, coaching them in the use of **Enterprise**, helping capture early results and ensuring a strong platform for continued returns.

While clients' data, processes and gains differ you'll typically see results within weeks of 'going live' and enjoy compounding benefits thereafter.



implemented for you

■ *comprehensive visual presentation, delivered in real time and shared instantly*

▶ **Our advertising is performing well; what is the benefit?**

Firstly, **Enterprise** helps marketers prove how much their campaigns are contributing to the business. And by massively simplifying data collection and analysis, it helps them deliver even faster, better informed decisions.

▶ **Our agency/analysts already provide this service?**

Usually 'media analytics' concentrates on media performance statistics, looking at: whether ratings purchased were delivered; were the costs per 'gross rating point' exceeded; were reach and frequency metrics achieved...

Enterprise is purely results-oriented as its reports use actual business data, including sales, calls, web hits and footfall. And it delivers them in minutes not days.

▶ **How would Enterprise benefit our analysts?**

It lets them focus on what the results are revealing, rather than losing time gathering and sifting through mountainous data.

▶ **How up to date can Enterprise be?**

As up to date as the data loaded into it—daily or even hourly.

▶ **What's the limit to the data you can handle?**

Enterprise is proven with clients generating 100's of gigabytes and millions of monthly transactions.

▶ **Where will our data be stored?**

We need to centralise your data tables to run our complex queries. **Enterprise** is hosted by Rackspace, the gold standard in security and reliability.

▶ **What data does Enterprise need?**

You probably have at least 90% of it now. We need sales data (**Enterprise** draws on individual transactions and sku's, but it's not always necessary for some clients), your calls, web and other 'response' data, and your media channel data.

We analyse what you have, how it is stored, what it will contribute and, where necessary, what's needed to ensure it will go into **Enterprise**.

▶ **How much 'IT' is involved?**

Enterprise is a marketing tool, not an IT project. It's cloud-based and engineered to be as simple to implement as it is to use. We generally only require IT help in automating regular reports from your data.

▶ **What is our initial cost?**

Nothing—as we charge a monthly service fee there is no up front cost to you.

▶ **What is our investment?**

While this depends on the amount and complexity of your data, **Enterprise's** annual cost is typically recovered from cost savings or sales uplift within the first 3 months.

Enterprise

better performance

■ *combining media data with business outcomes identifies what advertising is working and what isn't*

Enterprise

is engineered to raise your expectations:

- readily comparing myriad data sources
- contrasting pre-, during- and post-campaign performance
- empowering staff to make better decisions
- driving **15-30% improvement** in advertising ROI
- **outperforming your competitors**

30%

richer insight, better outcomes

If you need your advertising to make the **biggest impact for the least investment**, call us to arrange an in-depth discussion and demonstration of **Enterprise**.

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Enterprise