

For Immediate Release

Contact: Steve Honig  
The Honig Company, Inc.  
818-986-4300  
[press@honigcompany.com](mailto:press@honigcompany.com)

**MULTI-PLATFORM ADVERTISING PROVEN TO INCREASE EFFECTIVENESS OF CAMPAIGNS ABOVE-AND-BEYOND BOOST IN FREQUENCY AND REACH**

**Just-released white paper shows advertising on more than one platform significantly increases conversion rate**

NEW YORK, June 24, 2008 – According to new data released today by [Integrated Media Measurement Inc.](#) (IMMI) at The Advertising Research Foundation’s Audience Measurement conference, advertising on multiple platforms results in a significant increase in a campaign’s conversion rate – the percentage of consumers exposed to ads who actually purchase the product or service being advertised. This is in addition to an increase in the exposure and frequency of a campaign. IMMI is a leading provider of consumer behavior and audience exposure data to media companies and advertisers.

The Advertising Research Foundation’s Audience Measurement 3.0 runs June 24-25 at the Millennium Broadway Hotel in New York. The conference will examine the most urgent industry measurement need – getting out in front of the consumer. The challenge for audience measurement is keeping up with the consumer, not technology.

The 35-page white paper, titled “[Understanding The True Value Of Multi-Platform Advertising](#),” uses ad campaigns for television programming and theatrical releases as examples of how advertising that spans multiple media platforms drives conversion well beyond the effects of increased frequency, recentness and targeting.

“Until now, the value of a multi-platform advertising campaign was thought to be just an increase in reach,” said Amanda Welsh, head of research of Integrated Media Measurement Inc. “This new data shows the increase in reach is real, but the impact of advertising on multiple platforms on conversion and getting consumers to engage in the target behavior is potentially more important.”

Highlights from the white paper:

- A close examination of 18 television shows, five movies and a DVD release all show that exposure to television ads results in a much lower conversion rate than exposure to ads on television plus one additional media platform.
- The value of multiple platform campaigns goes significantly beyond maximizing reach.
- Six television shows ran significant television and radio campaigns before their season premieres. For each show, the conversion rates were consistently higher among consumers exposed to ads on a combination of platforms than among those exposed to one platform alone.

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- Consumers exposed to television ads for the four cable shows tracked had an average conversion rate of 4.35 percent; consumers exposed to ads on television plus at least one other platform had an average conversion rate of 12.38 percent, representing a 285 percent increase in conversion.
- Consumers exposed to television ads for the five movies tracked had an average conversion rate of 5.52 percent; consumers exposed to ads on television plus at least one other platform had an average conversion rate of 13.52 percent, representing a 245 percent increase in conversion.

Recognizing that consumers exposed to ads on more than one platform are generally exposed to more ads than individuals without multiple platform exposure, IMMI compared data for consumers exposed to the same number of ads on single and multiple platforms. The results clearly showed the effects of increased frequency are not responsible for the increased conversion rates for multiple platform ad exposure.

While previous studies have examined the impact of advertising on multiple platforms, the data contained in those studies has relied on self-reported awareness and intent-to-purchase rather than using real measures of consumer behavior. The IMMI data is based on actual consumer behavior.

“Understanding The True Value Of Multi-Platform Advertising” is available for download at <http://www.immi.com/platform.html>.

The studies in the white paper were implemented through a research panel built by IMMI that mirrors U.S. Census data for fundamental demographics in key markets. IMMI provides thousands of panel members in key markets with a mobile phone, asking them to carry it with them wherever they go. The mobile phone is equipped with a technology that creates digital signatures of all the audio media (television, radio and movies) to which it has been exposed. IMMI can determine viewing audiences, as well as certain types of consumer behavior based on a timeline of when the media was viewed or heard.

Integrated Media Measurement Inc. (IMMI) is the developer of an end-to-end media measurement system that links media exposure to consumer action. Using a mobile-phone-based digital monitoring system, IMMI tracks almost all media 24/7 and helps businesses evaluate the effectiveness of their advertising campaigns. IMMI is based in San Mateo, Calif. More information is available at <http://www.immi.com>.

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