Measuring ROI

RESPONSE TO QUESTIONS

Exchange would expect to see on an ongoing basis:

Describe the methodology to justify creative and media investments and describe how a ROI can be established and measured.

When technologies have you developed and/or utilize in order to

Provide a sample of a report or campaign and analysis that the

30+ expert researchers and analysts who specialize in ways to

We also utilize social media listening software, so this is one of the

Customized business model — particularly in a segmented, direct and digital messaging optimization model. The latter is particularly valuable for adjusting optimization with above-the-line media and programs. A more compelling

If our goals are competitive, we recommend providing dashboards reporting on a

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focus on key drivers, key pain points, and strategies that drive
towards the customer at the center.

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### Sample Dashboard (1)

**Digital Dashboard - Monthly Report**

**Response to Questions**

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**Graphs**

- **Sales Growth**
- **Profits Increase**
- **Customer Satisfaction**

**Notes**

- Balanced growth in sales and profits across the quarter.
- Customer satisfaction remains high with continuous improvement efforts.

**Additional Insights**

- Q2 is expected to show even better performance based on current trends.
- Focus on maintaining growth and improving efficiency in operations.

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### Digital Dashboard - Monthly Report (2)

**Overall Performance**
- Total Revenue: $12,345
- Net Income: $2,345
- Conversion Rate: 4.5%

**Social Media**
- Twitter Followers: 11,234 (Month: 534)
- Facebook Fans: 7,890 (Month: 230)
- Total Social Engagement:
  - Likes: 4,567
  - Comments: 345
  - Shares: 234

**Mobile Analytics**
- Average Session Time: 3.2 minutes
- Session Exit Rates: 45%
- Bounce Rate: 20%

**Engagement**
- Average Time on Site: 8.5 minutes
- Conversion Rate: 3.7%
- Total Conversions: 1,234

**Net Sales**
- Total Orders: 789
- Average Order Value: $34.56

**Financials**
- Gross Revenue: $15,678
- Net Profit: $2,345
- Cash Flow: $1,234