

# The Best Media Prospects for the Money

LogicLab | A Merkle Company

**LOGICLAB™**



# Background



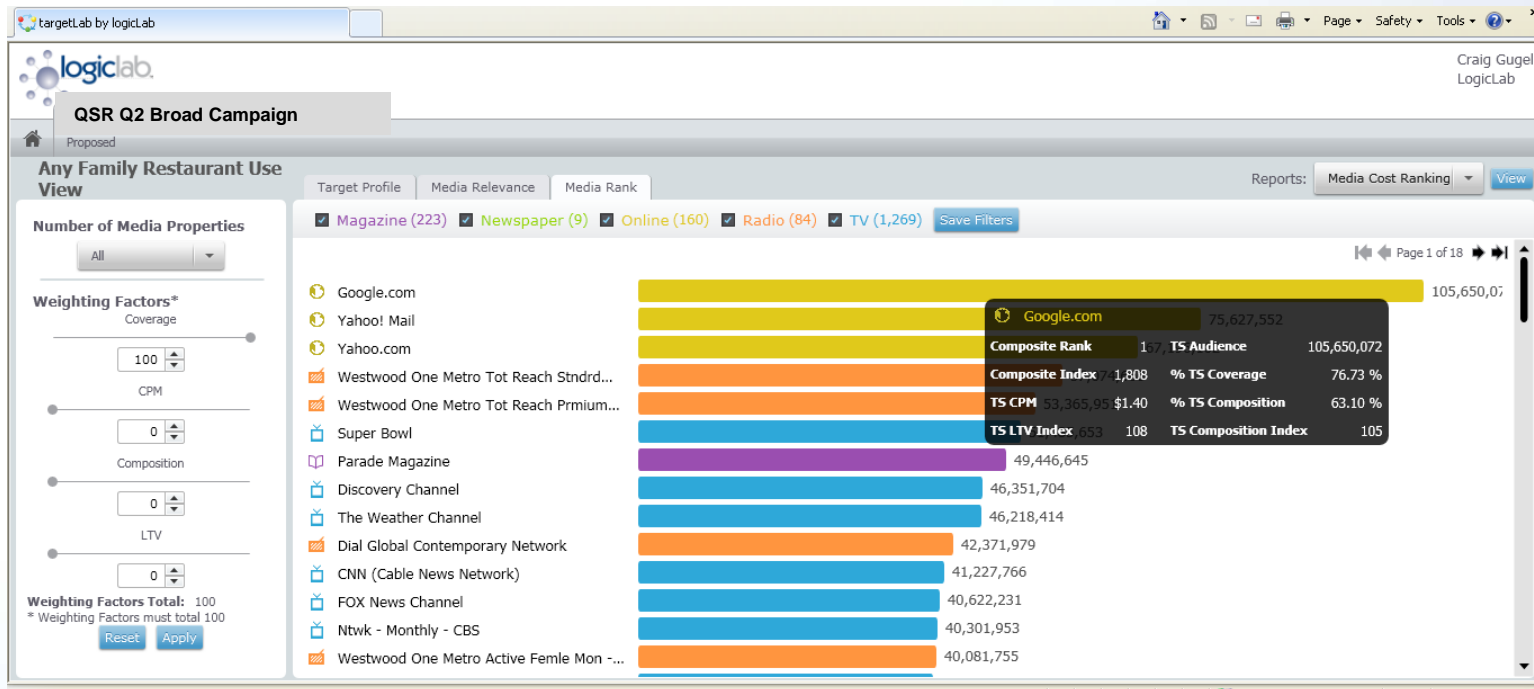
Please note:

- The target set for this Quick Service Restaurant (QSR) example was created by the analytics team at LogicLab – based on work in this category.
- There is no real customer data here, the client has been named QSR for demonstration purposes only.

# targetLab™ Ranks Media Properties for Family Restaurant Users



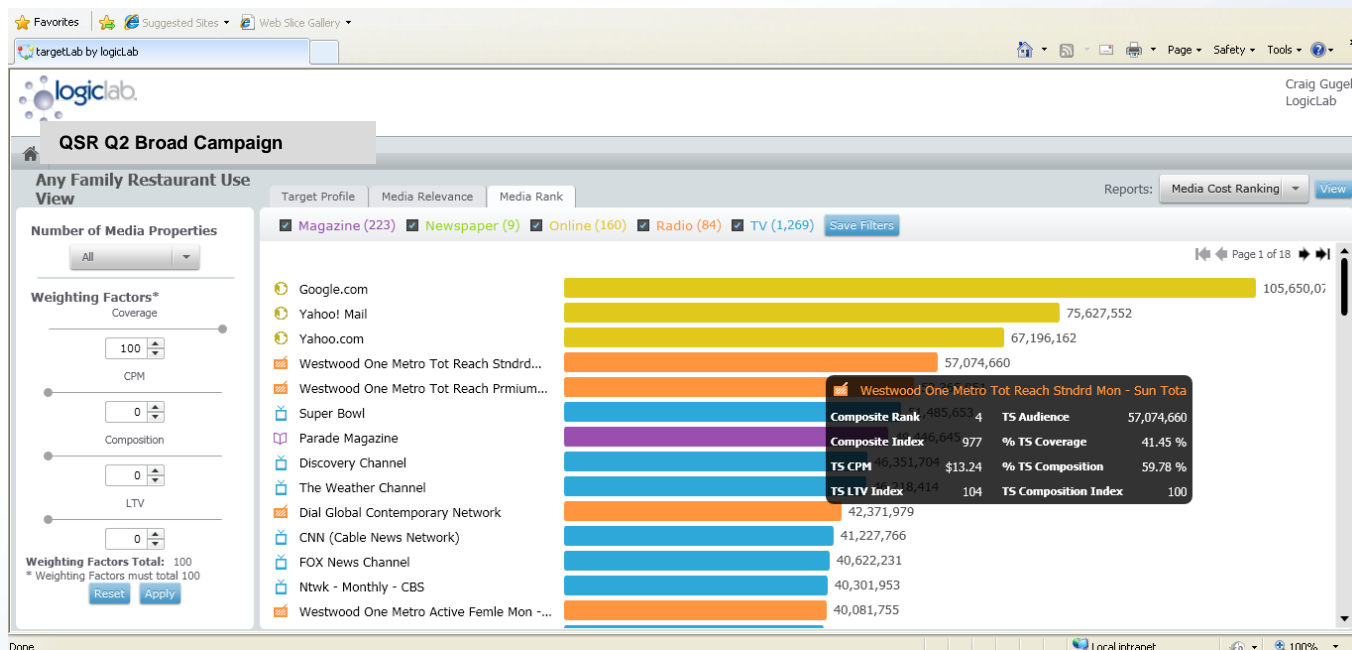
- For online, Google ranks #1 among all properties for Family Restaurant Users
- At 105.6 million strong, Google delivers 76.7% of this target set for a very efficient \$1.40 cost-per-thousand



# targetLab™ Gives You a View of All Vehicles in the Entire Media Eco-system



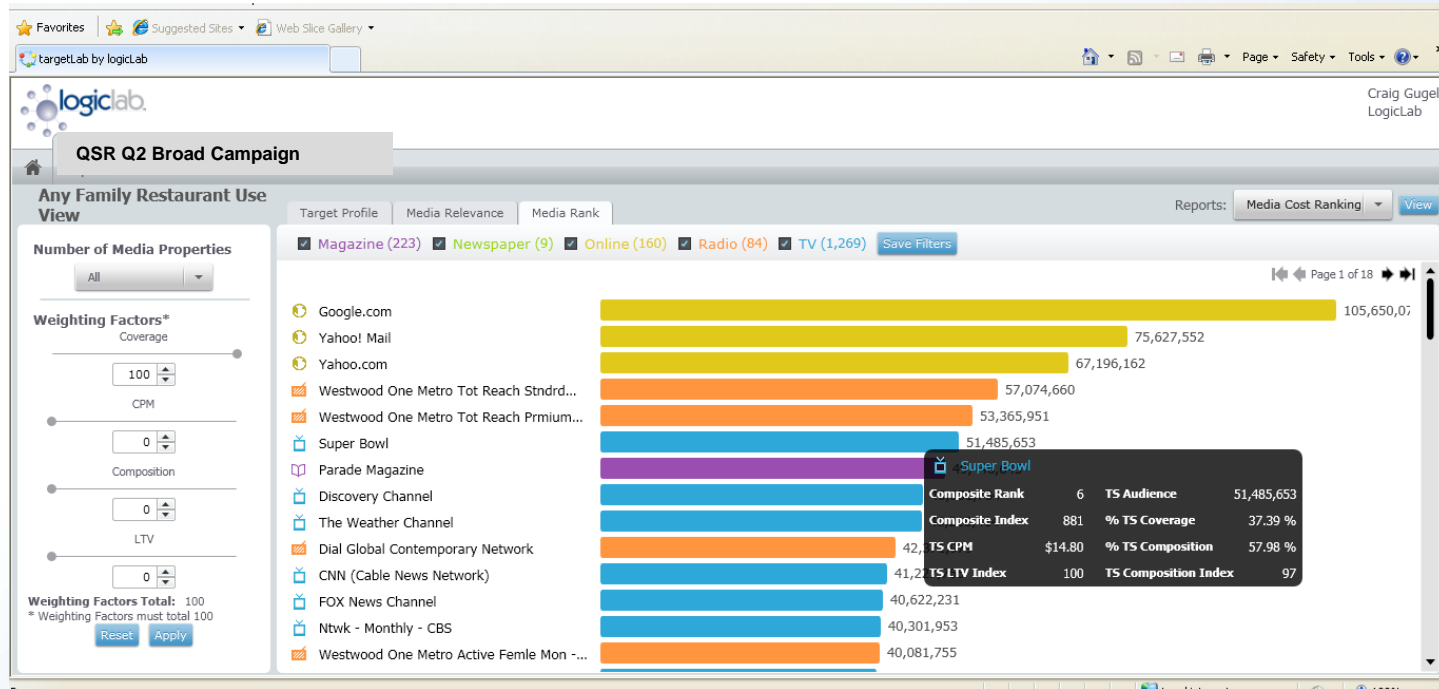
- For radio, Westwood One Metro Total Reach Network ranks #4 among all properties for Family Restaurant Users
- At 57 million strong, Westwood One delivers 41.5% of this target set for an efficient \$13.24 cost-per-thousand



# targetLab™ Allows You to Look at Special Programming



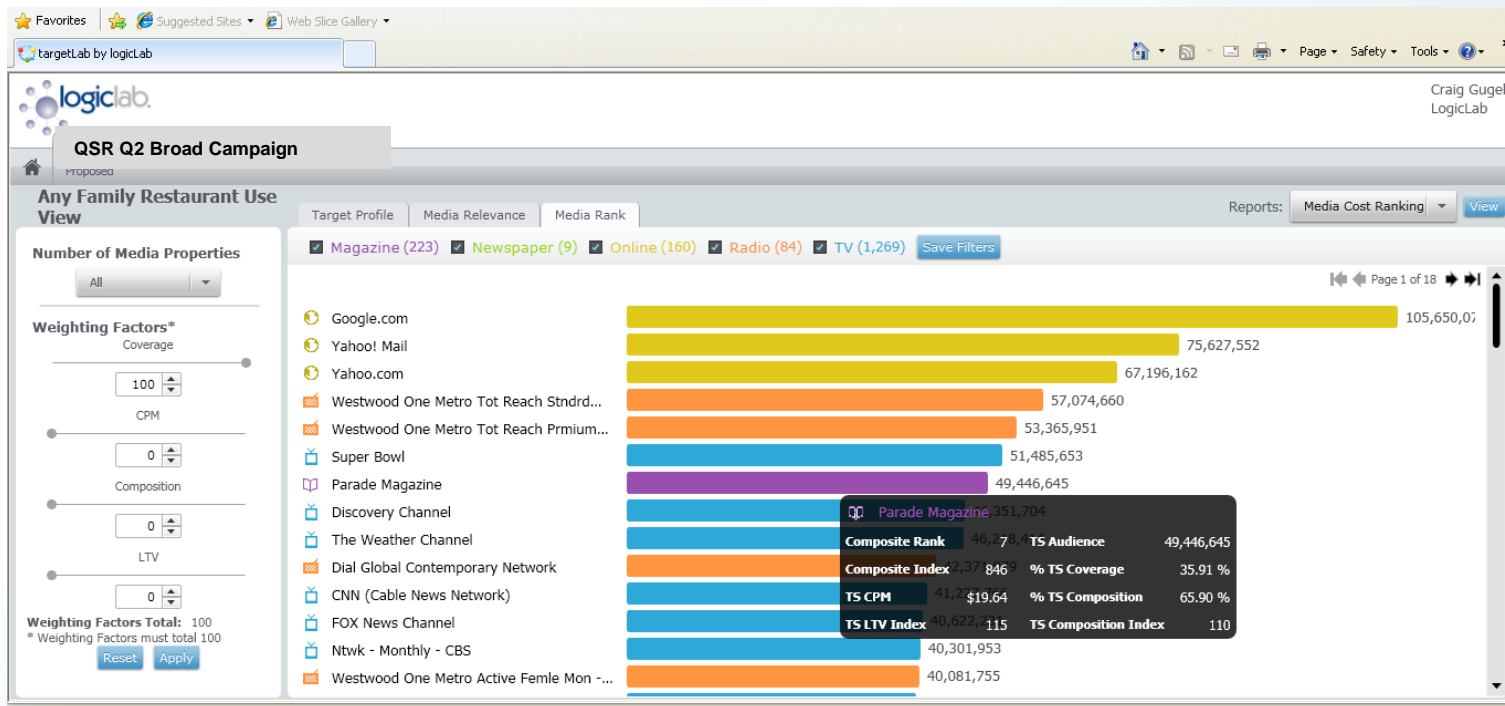
- For TV, the Super Bowl ranks #6 among all properties for Family Restaurant Users
- At 51.5 million strong, the Super Bowl delivers 37.4% of this target set for an efficient \$14.80 cost-per-thousand



# targetLab™ Includes Print Efficiency Analysis



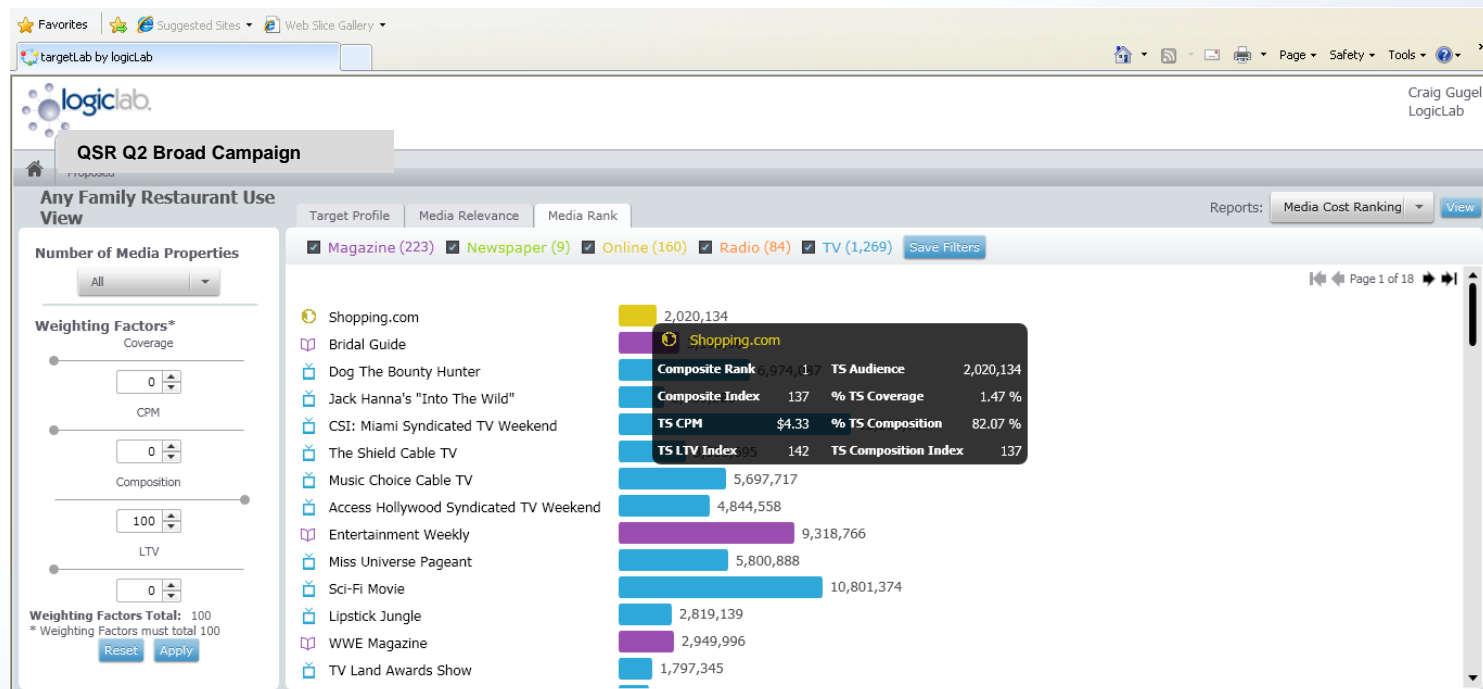
- For print, Parade Magazine ranks #7 among all properties for Family Restaurant Users
- At 49.4 million strong, Parade delivers 35.9% of this target set for an efficient \$19.64 cost-per-thousand



# targetLab™ Gives You the Best Target Concentration



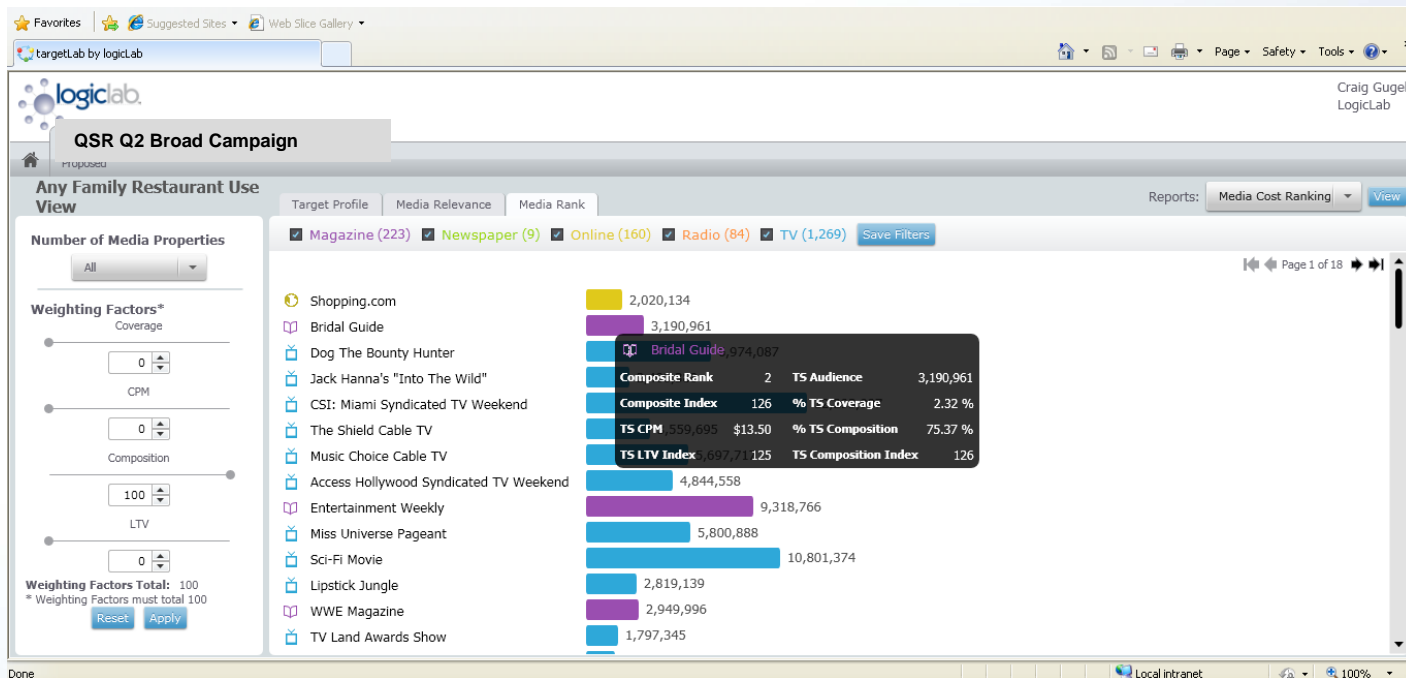
- For online, shopping.com ranks #1 among all properties for Family Restaurant Users
- 82.1% of the visitors to shopping.com are Family Restaurant Users



# targetLab™ Ranks Media Properties Based on Best Fit with the Target Audience



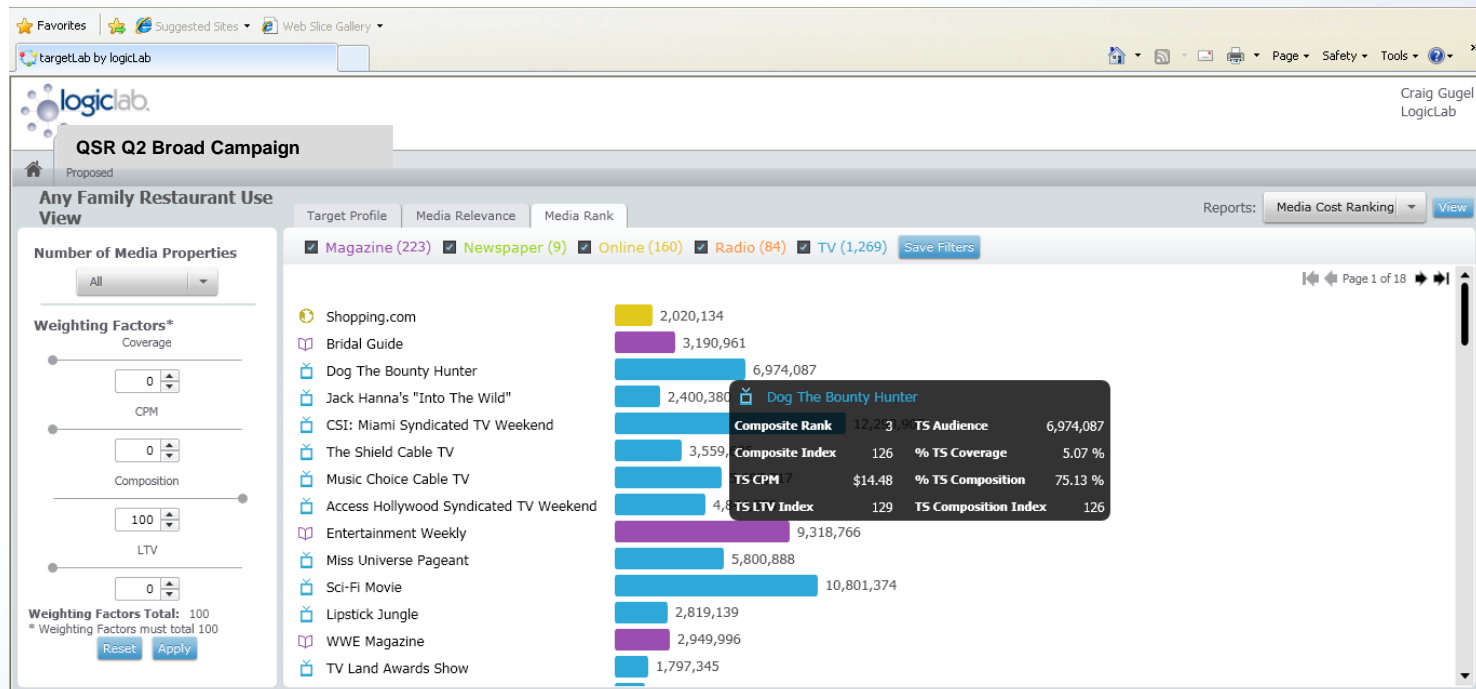
- For print, Bridal Guide ranks #2 among all properties for Family Restaurant Users
- 75.4% of the readers of Bridal Guide are Family Restaurant Users



# targetLab™ Ranks Cross-Media Properties, Not Properties in Silos



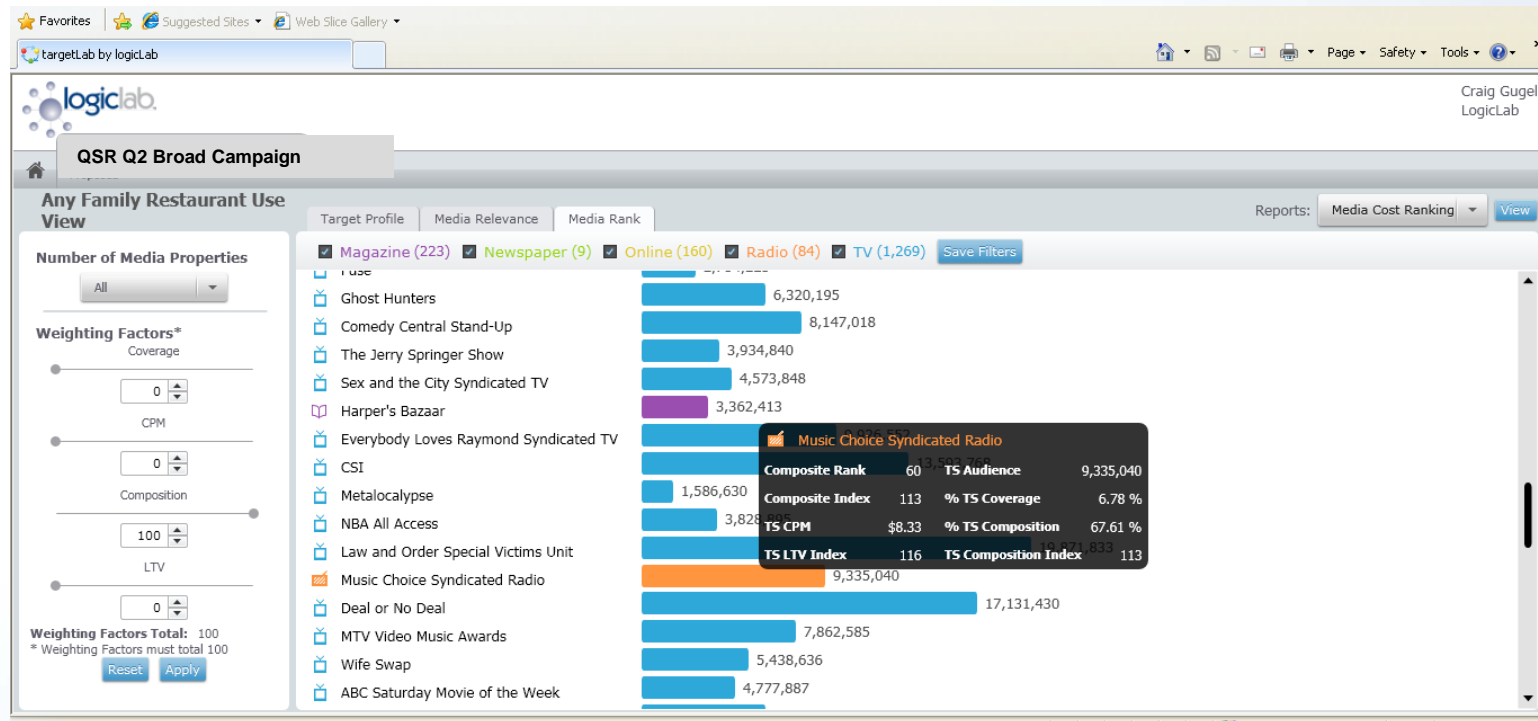
- For TV, Dog the Bounty Hunter ranks #3 among all properties for Family Restaurant Users
- 75.1% of the viewers of Dog the Bounty Hunter are Family Restaurant Users



# targetLab™ Helps You Select Media Vehicles That Drive Response



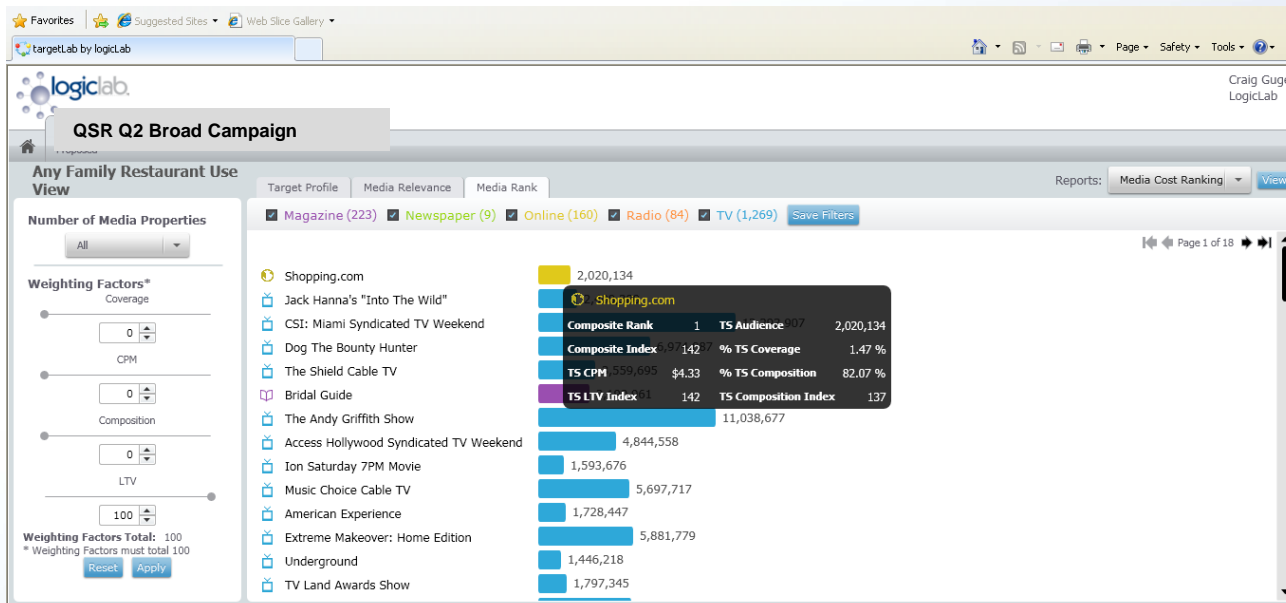
- For radio, Music Choice Syndicated Radio ranks #60 among all properties for Family Restaurant Users
- 67.6% of listeners to Music Choice Radio are Family Restaurant Users



# targetLab™ Gives You the Best Target Lifetime Value Prospects



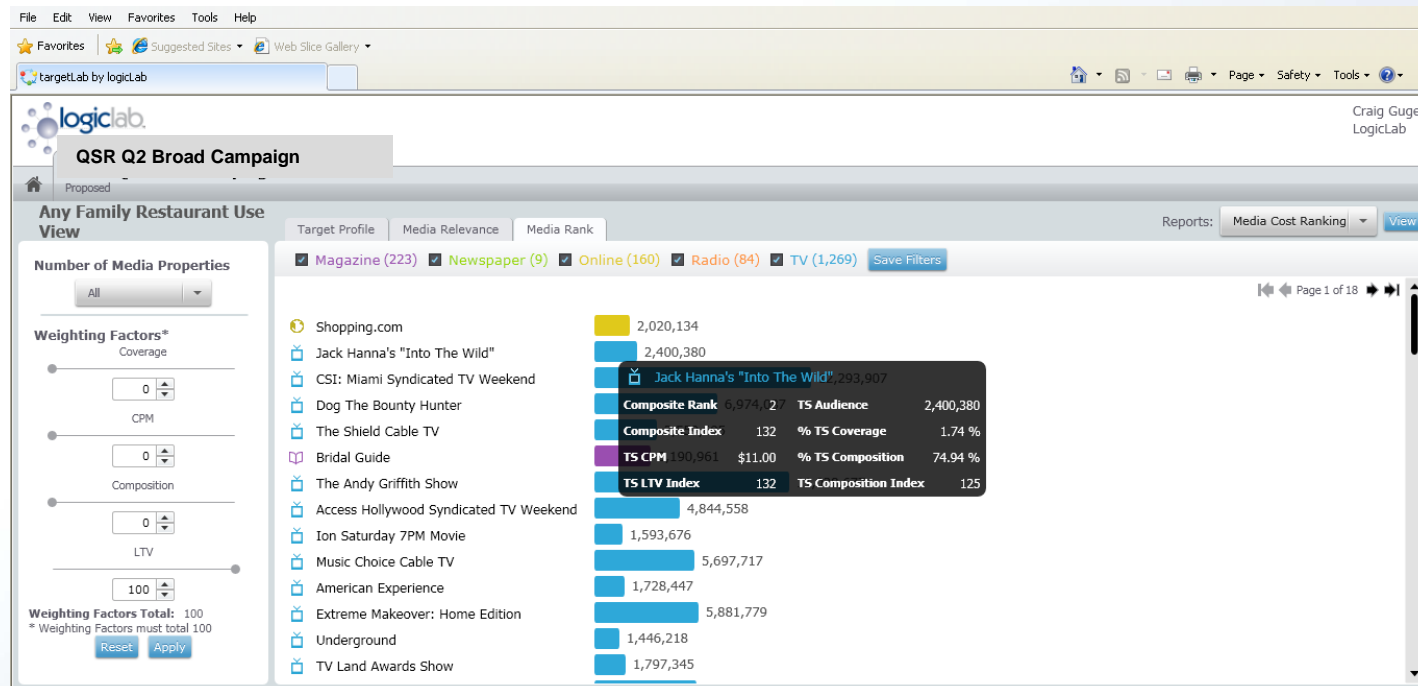
- For online, shopping.com ranks #1 among all properties for high lifetime value prospects in the Family Restaurant Users target set
- With an index of 142 and a CPM of \$4.33, shopping.com visitors are 42% more likely than average to be high LTV prospects



# targetLab™ Lets You Evaluate Media Properties by Lifetime Value Metrics



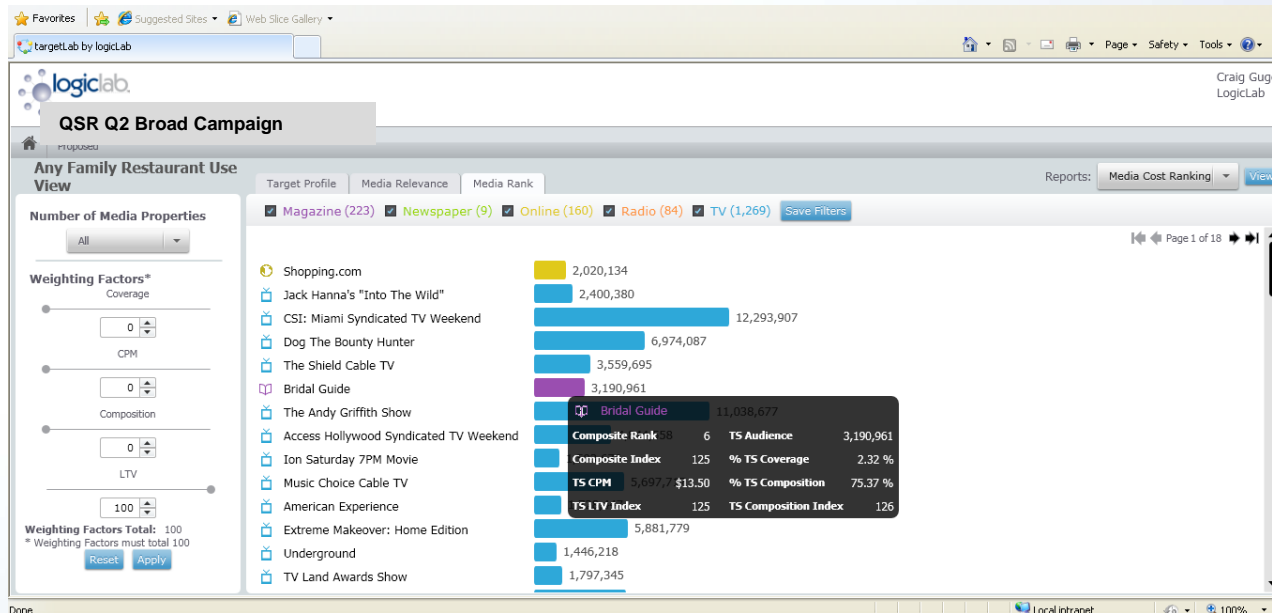
- For TV, Jack Hanna's Into the Wild ranks #2 among all properties for high lifetime value prospects in the Family Restaurant Users target set
- With an index of 132 and a CPM of \$11.00, Into the Wild's viewers are 32% more likely than average to be high LTV prospects



# targetLab™ Ranks Media Vehicles by How Well They Deliver High LTV Prospects



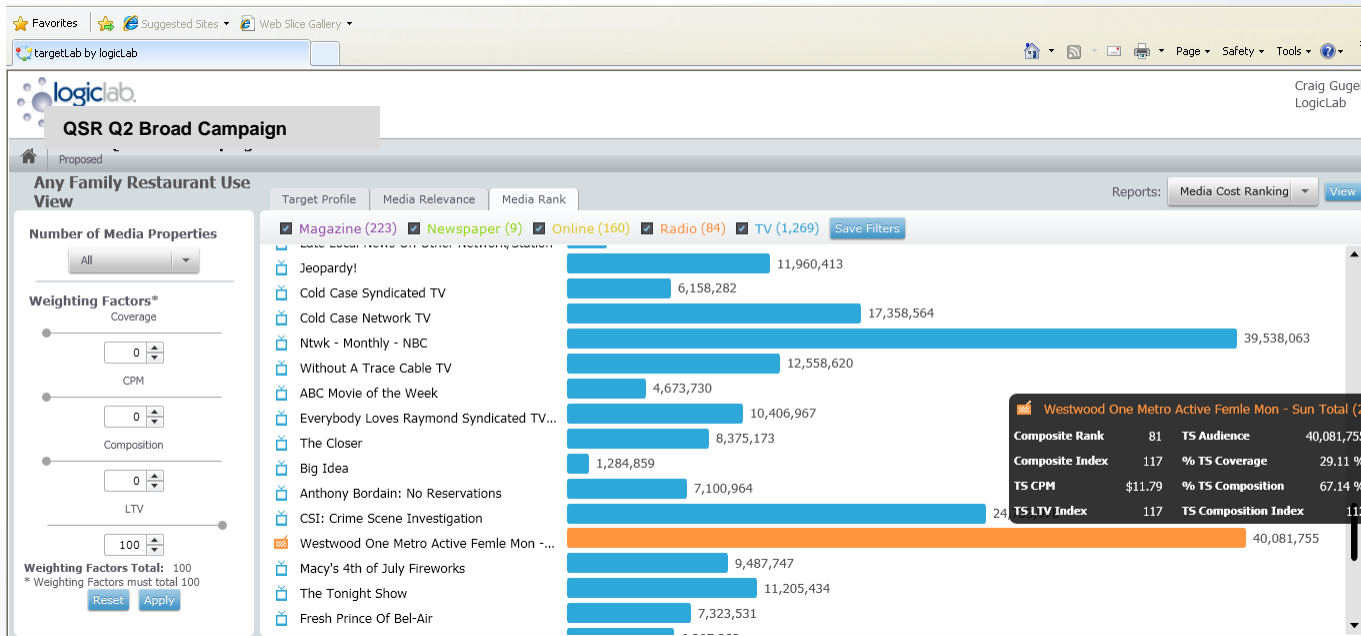
- For print, Bridal Guide ranks #6 among all properties for high lifetime value prospects in the Family Restaurant Users target set
- With an index of 125 and a CPM of \$13.50, Bridal Guide readers are 25% more likely than average to be high LTV prospects



# targetLab™ Allows for Cross-Media LTV Metric Evaluation



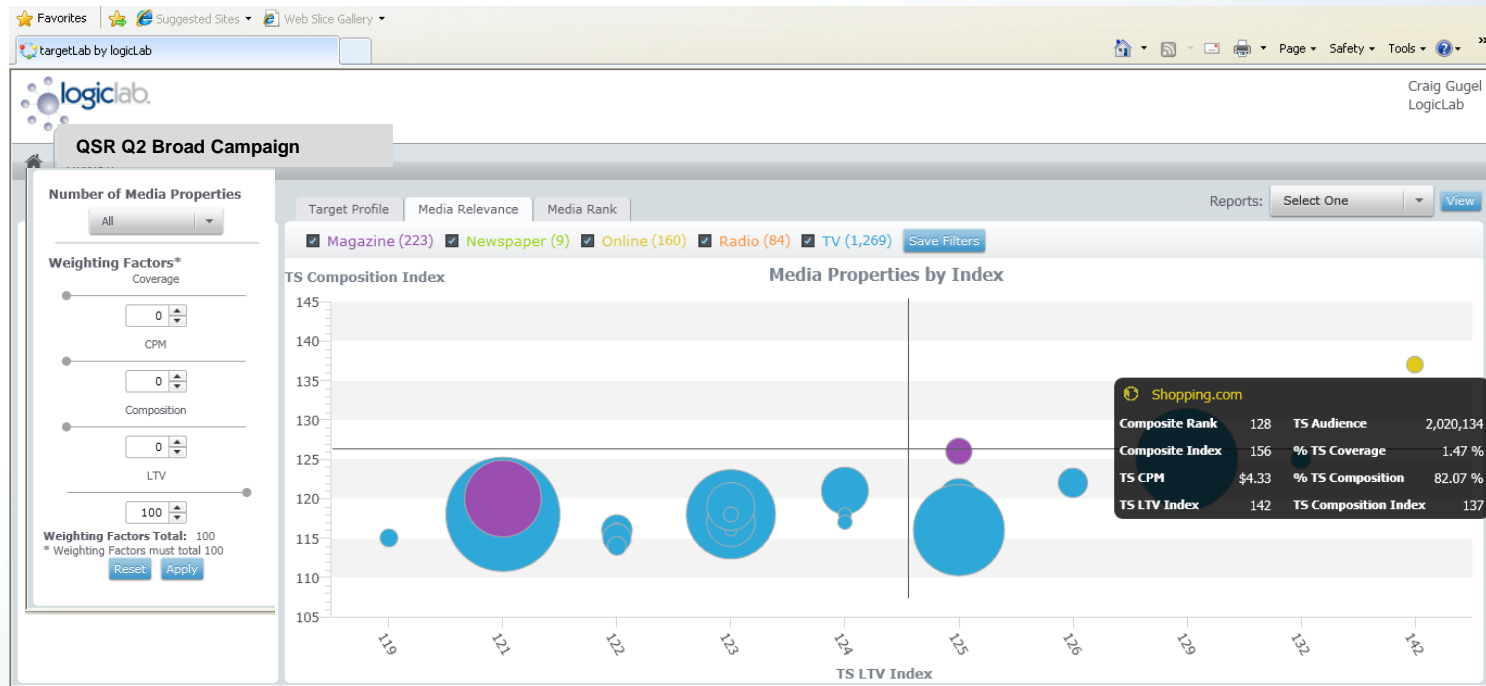
- For radio, Westwood One's Metro Active Female Network ranks #81 among all properties for high lifetime value prospects in the Family Restaurant Users target set
- With an index of 117 and a CPM of \$11.79, Westwood's Active Female Network listeners are 17% more likely than average to be high LTV prospects



# targetLab™ Gives You the Highest Target LTV and Composition Prospects



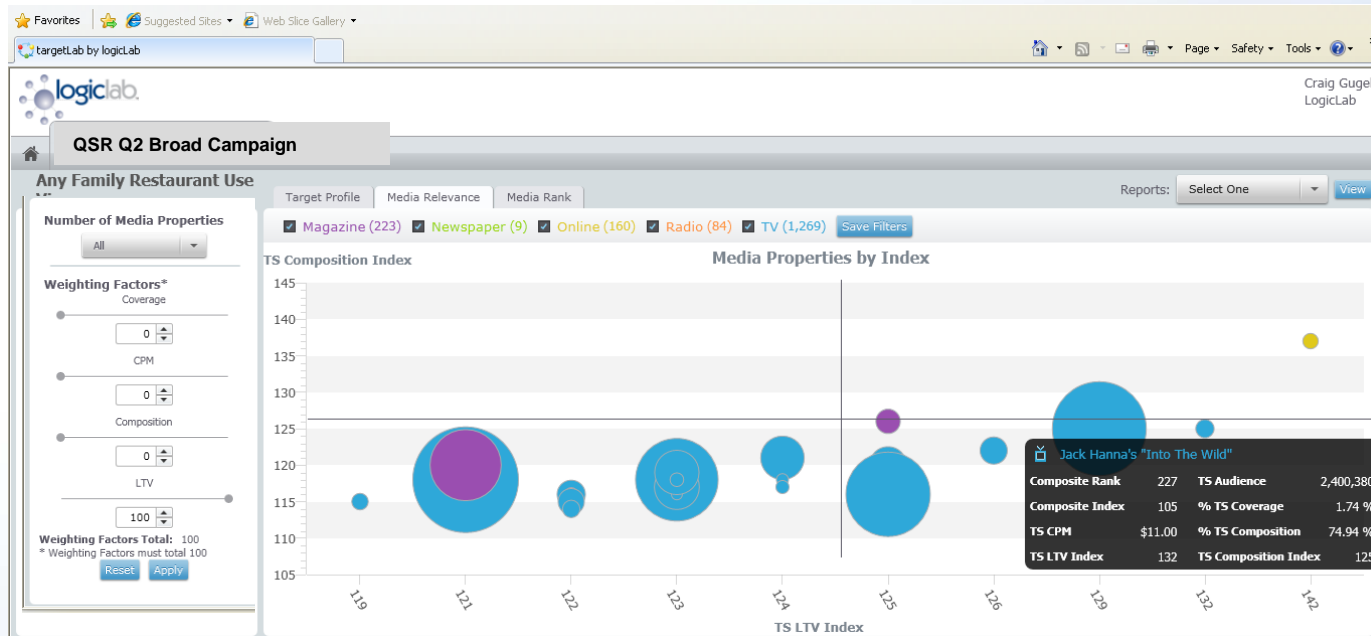
- For online, shopping.com visitors have the highest LTV and target composition concentration with indices of 142 and 137, respectively
- Shopping.com visitors are 42% more likely than average to be high LTV prospects and 37% more inclined to be Users of Family Restaurants



# targetLab™ Ranks Media Properties by both Highest Target LTV and Composition Prospects



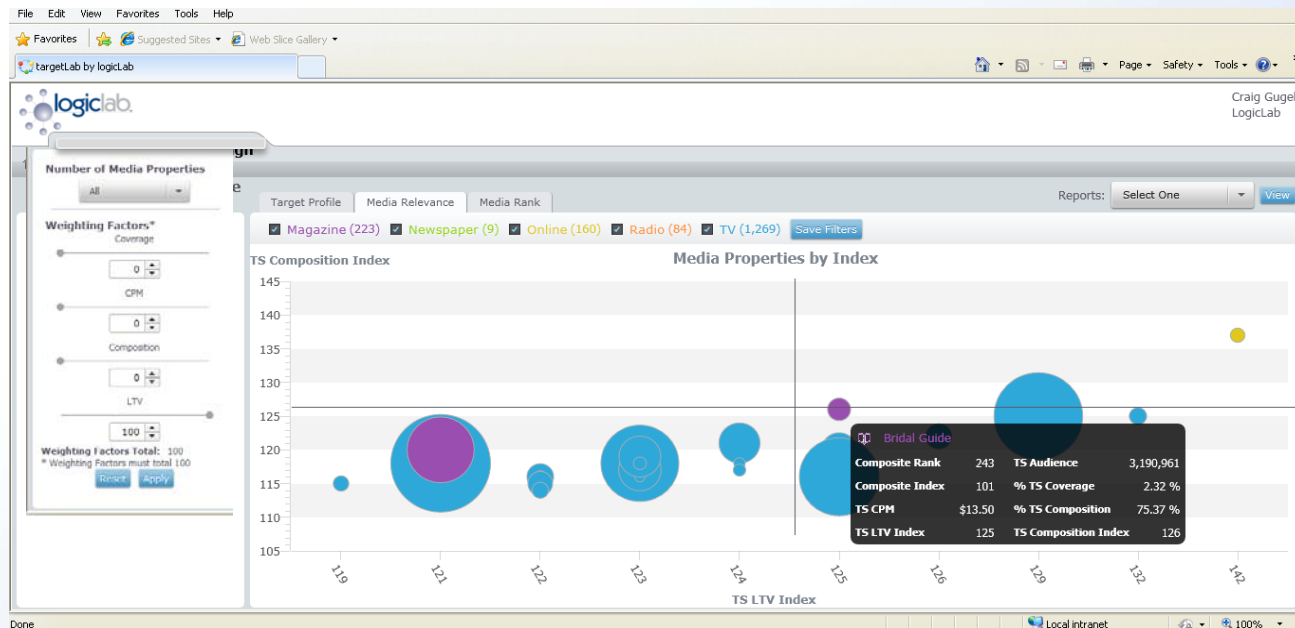
- For TV, Jack Hanna's Into the Wild viewers have the highest LTV and target composition concentration with indices of 132 and 125, respectively
- Into the Wild viewers are 32% more likely than average to be high LTV prospects and 25% more inclined to be Users of Family Restaurants



# targetLab™ Tells You Which Audiences Deliver Both LTV and Category Users



- For print, Bridal Guide readers have the highest LTV and target composition concentration with indices of 125 and 126, respectively
- Bridal Guide readers 25% more likely than average to be high LTV prospects and 26% more inclined to be Users of Family Restaurants



# *What does it mean for you?*



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just for you:

<http://www.logiclabinc.com/find-out-more>

or

Call Joe Reid at      212-790-1593  
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