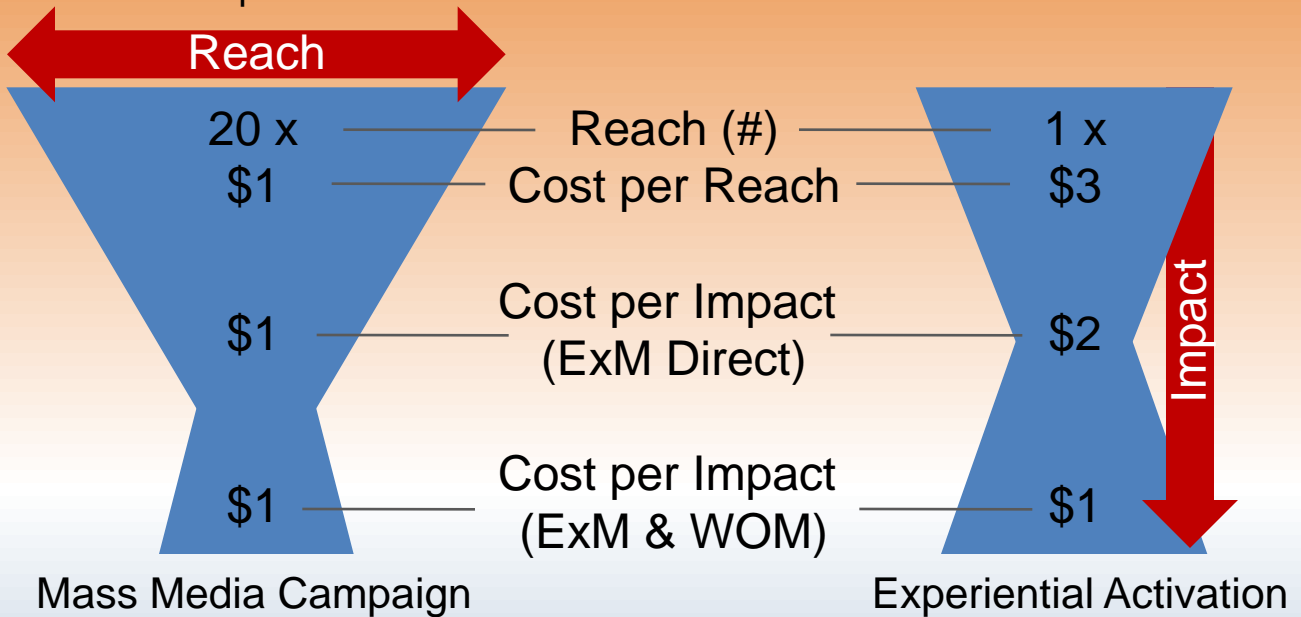


Mass or Experiential?

“Cost per Impact” is Equal

Experiential programs often get punished on CPM metrics. However, when considering “cost per impacted consumer”, it is equivalent to mass when impact conversion and Word-of-Mouth is considered .



EMF / IMI Implication:

Consider measurement beyond reach to impact (change in attitudes or behavior) and include the wider net of Word-of-Mouth recipients to demonstrate ExM’s cost effectiveness for your brand (or your client’s brand)– as a key component in the marketing mix.

