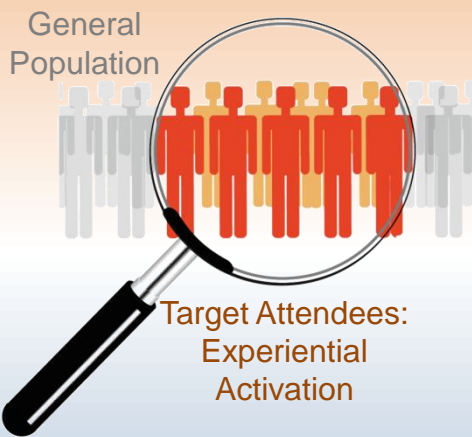


# How to Measure & Optimize Experiential Marketing

With a consistent approach, experiential programs can be evaluated against various marketing programs: Focus on targeted reach and conversion to impact.

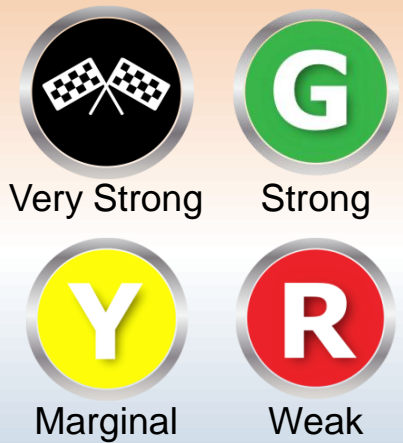
Step 1:  
Isolate the  
Experiential Impact



Step 2:  
Use Consistent  
Measures



Step 3:  
Compare to  
Objective Database



## EMF / IMI Implication:

Standardized measurement is critical to understand the residual brand gains driven by any in-market campaign. Be sure to dollarize impact via 'Cost Per Impacted Consumer' to equalize all campaigns.

