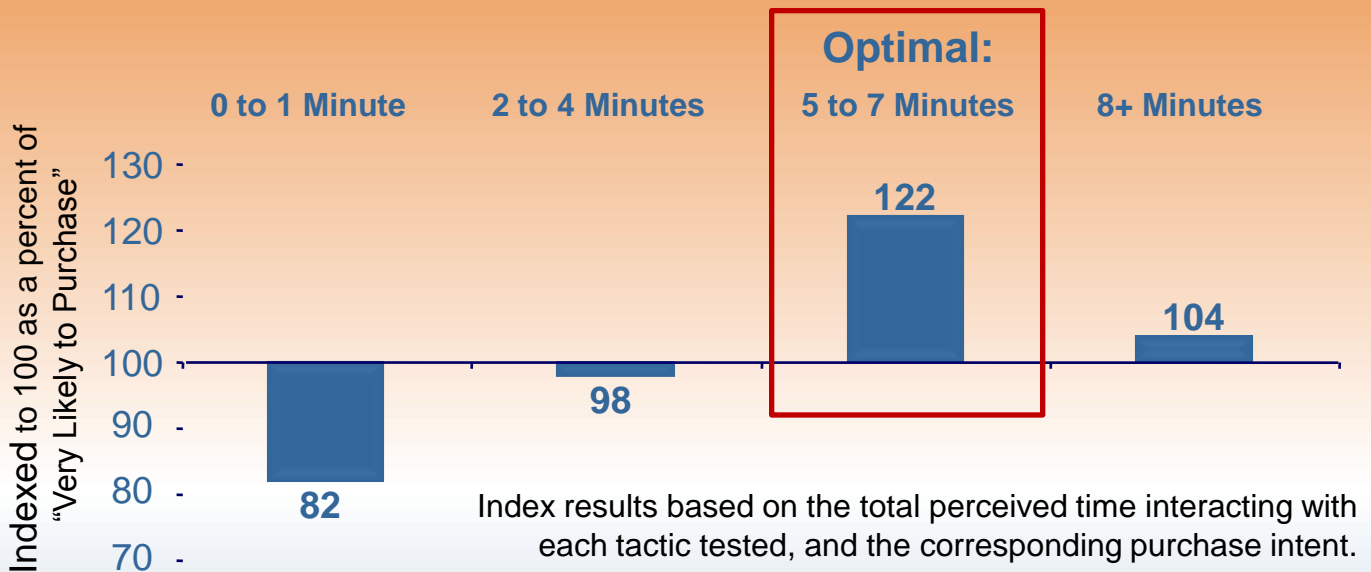


# Optimize Experiential Interaction Time to Impact Purchase

Experiential program need to captivate an audience, among a time-crunched target. Be sure to engage consumers in a time-efficient manner:



## IMI Implication:

Consider the 'right level' of interaction for your branded experience. A highly engaging experience will require less time for impact. Minimize diminishing returns from higher "cost per touch" and the risk of a negative backlash, if they are kept too long.