



# What's Your Gauge of Success?

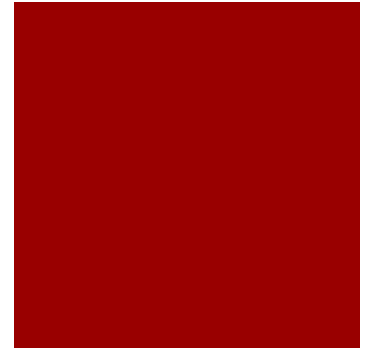
Y-Pulse Conference  
June 1, 2009

Presenter: Dan Coates

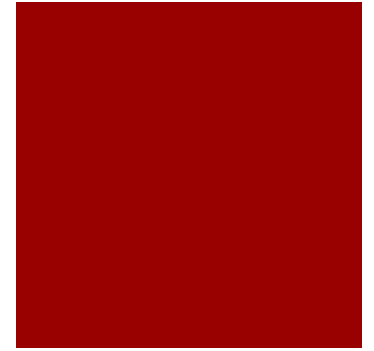


# Return on Marketing Investment

- With budgets shrinking, every marketing expenditure faces newfound scrutiny
- Most college marketers will focus their marketing efforts upon a discrete number of campuses
- While we've shown that the college market is significant and growing quickly, many campus marketing organizations struggle for legitimacy
- The fastest path to legitimacy and the successful defense of expenditures is to establish a clear method of ROI measurability

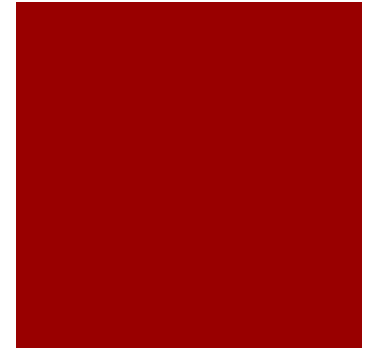


# Common ROI Measurements



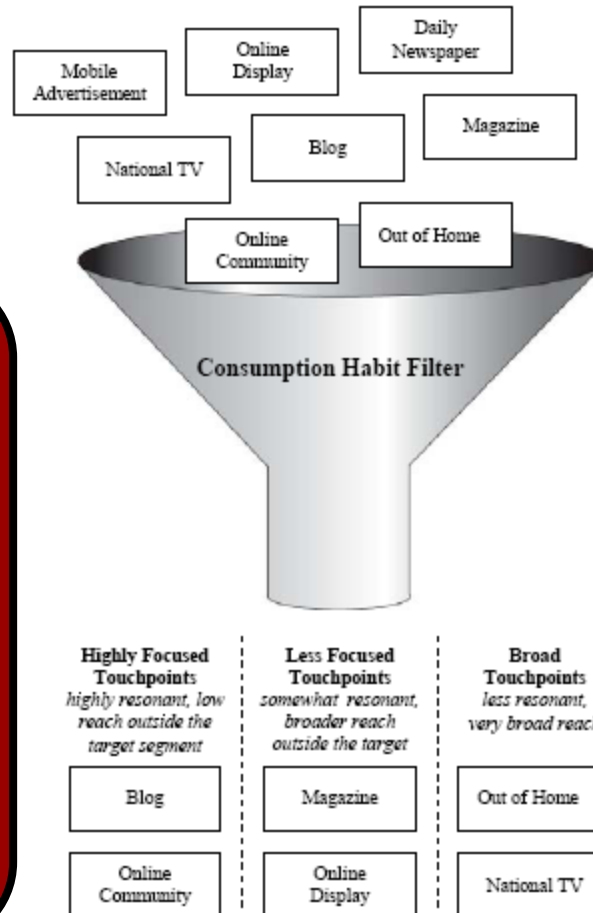
- Sales growth within the demo target
- On-campus / College-market sales lift
- Pre / Post campaign measurement
- Test / Control campaign measurement
- Ongoing brand awareness & usage tracking

# Common ROI Measurements



- Market growth within the demo target
- On-campus / College-market sales lift
- Pre / Post campaign measurement
- Test / Control campaign measurement
- Brand A&U tracking among collegians

# Pre / Post Measurement



## Pre Campaign Wave

- 60 surveys / Campus
- Evaluate:
  - Brand Awareness
  - Engagement
  - Usage
  - Attitudes
  - Intent to Purchase
  - Recommendation
  - WOM Intent

## Post Campaign Wave

- 60 surveys / Campus
- Evaluate:
  - Brand Awareness
  - Engagement
  - Usage
  - Attitudes
  - Intent to Purchase
  - Recommendation
  - WOM Intent

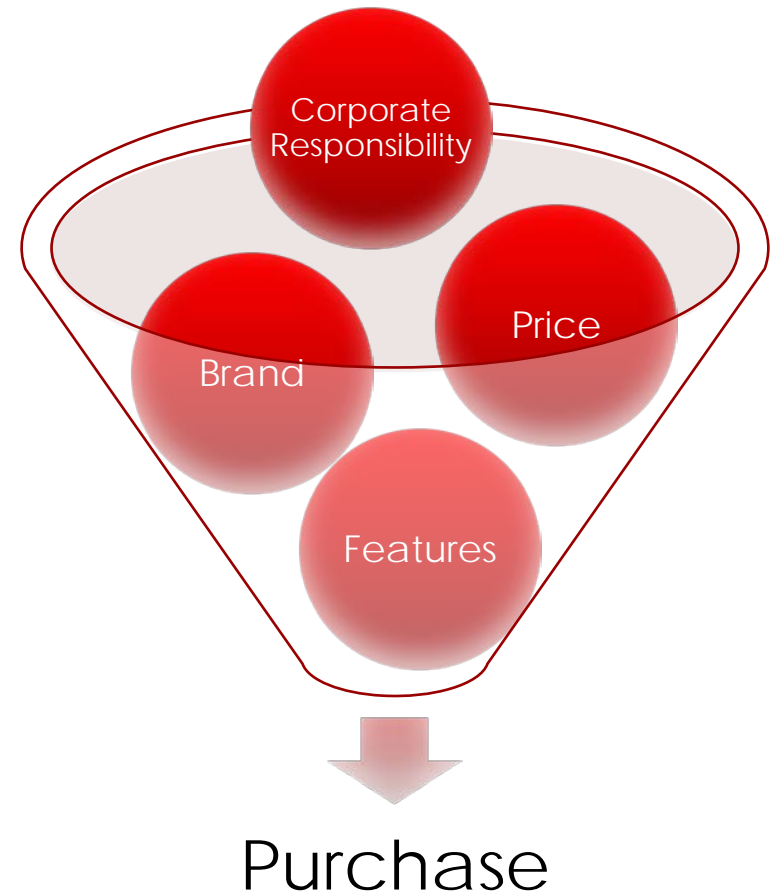
# Test / Control Measurement

- Test Cell: Define the size & nature of each of the campuses targeted by the campaign
- Control Cell: Define a matching set of campuses that are identical to the target list in all ways except for exposure to the campaign
- Measure awareness and usage within the test and control cells – if all else is equal between test & control, any differences can be attributed to the success of the campaign



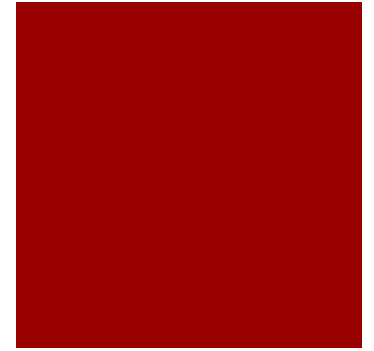
# Ongoing Brand A&U Tracking

- Companies with the means to conduct ongoing A&U tracking research among collegians can clearly identify the impact of their on-campus marketing efforts
- See Jacquie Lane's presentation on how to effectively track a brand's performance in her breakout session today at 4:05pm

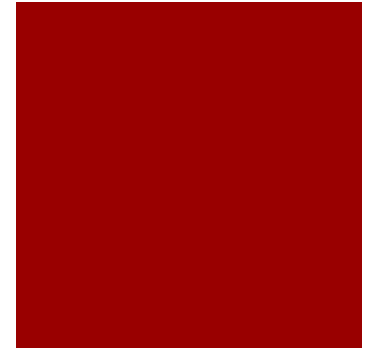


# Market Leaders Measure Results

- Campus marketing ROI can be clearly seen within today's case study contributors:
  - CMG / State Farm
  - Disney / ABC Family
  - GMU
  - Alloy / Pentel
  - Youth Marketing Connection / Rockstar
  - Myspace / Aptimus / UPhoenix
  - MTVU
- Thanks for the generosity of our presenters, who have given of their time and shared the secrets to their campus campaign successes



Thank you &  
have a great conference!



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