

In the advertising industry, Cost Per Touch (CPT) has become the metric most recently bandied about in search of a quantifiable standard.

THE METRIC: COST PER TOUCH (CPT)

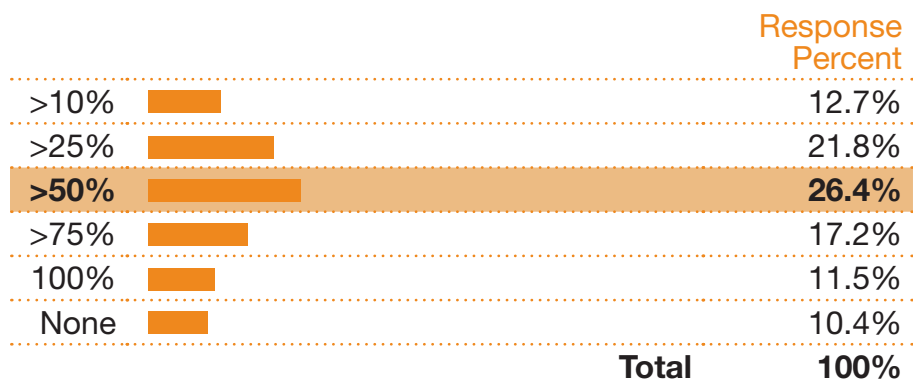
One of the most controversial and potentially confusing aspects of any marketing campaign is measuring the results, due in no small part to the proliferation of media and media outlets that have exponentially increased in the last 20 years.

The messages keep piling on making a relevant and meaningful connection with a customer all the more important. In the advertising industry Cost Per Touch (CPT) has become the metric most recently bandied about in search of a quantifiable standard. This informal survey of the Experiential Marketing Forum’s (www.experientialforum.com) 3,500 members from 159 countries and sovereign nations examines the current international climate in terms of CPT as a metric to determine effective communications.

According to Erik Hauser, founder/moderator of the forum, “Our members have said they’ve been getting increasing numbers of Requests for Proposals that include requirements for measurable results, and we wanted to determine to what extent CPT has become a standardized measurement for the industry. The goal of the EMF is to help arm its members with the information, resources and research they need to answer their RFPs, present their concepts by using acceptable and compelling metrics, and win the business they seek because they can prove the experiential marketing methodology builds Acquisition Through Experience®.”

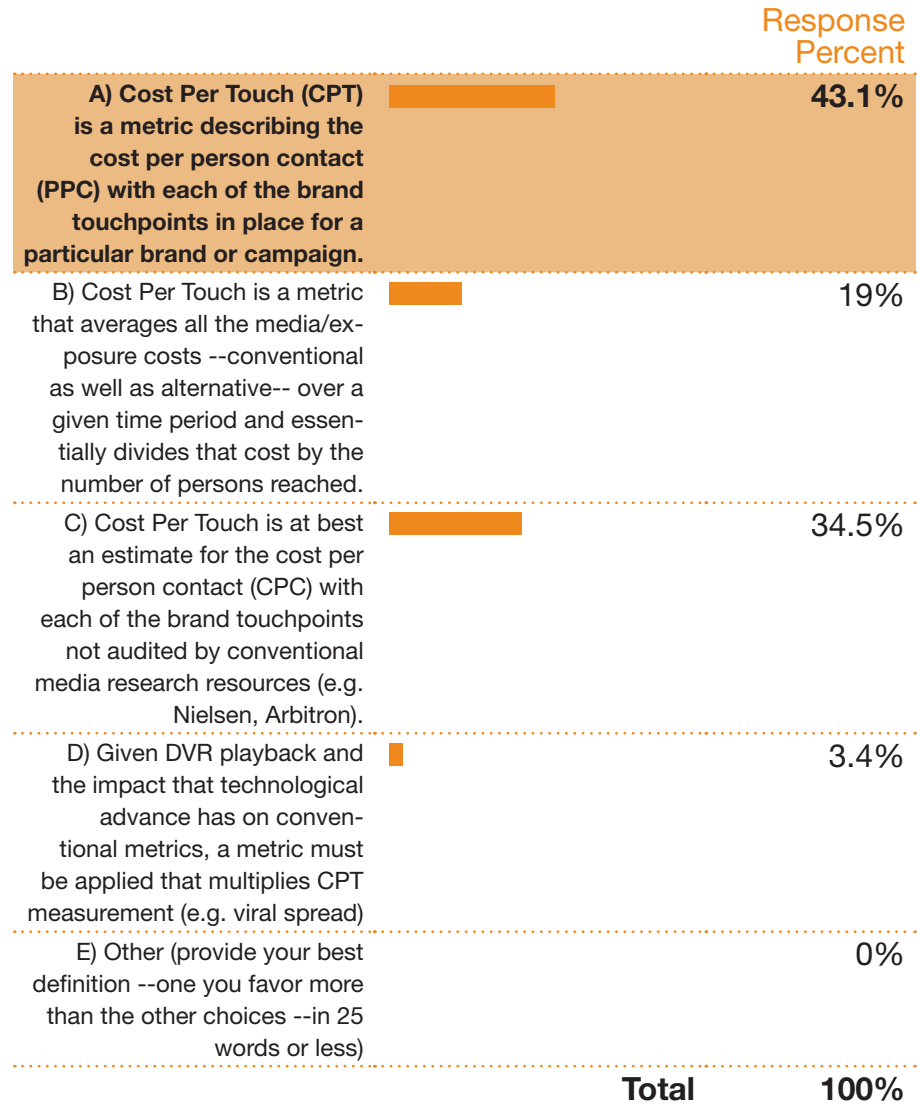
The following survey was completed on April 9, 2007:

1. When asked what percentage of their clients are moving toward investing more of their ad budgets in experiential marketing, the results were:

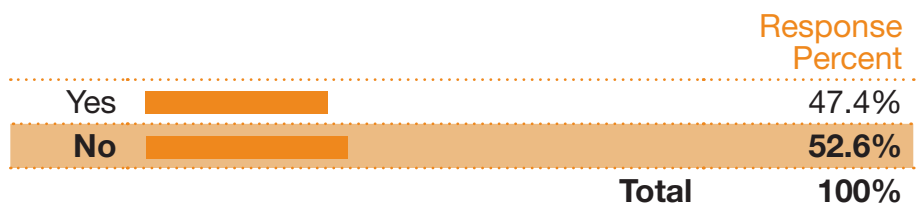


When asked if they used or had used CPT as a metric, 52.6% of respondents said that they had not.

2. Please select which of the following definitions of Cost Per Touch you think works best:

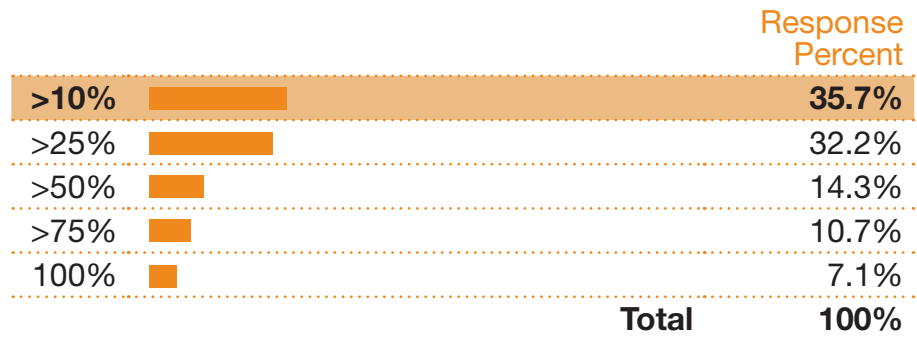


3. Do you use, or have you ever used Cost Per Touch as a metric?

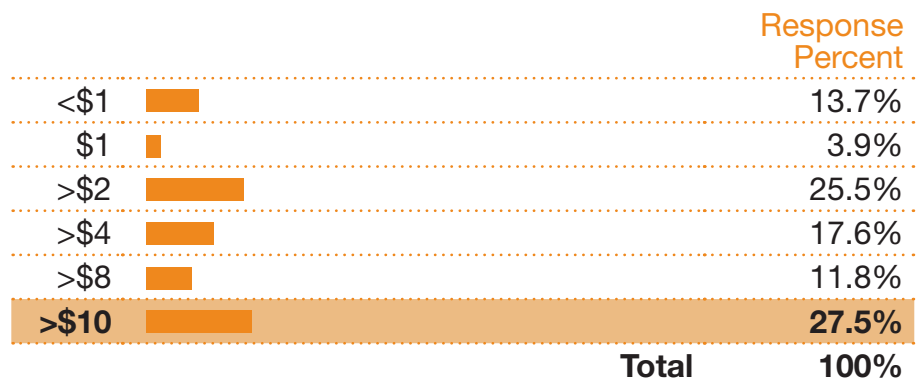


For those using CPT as a metric, over 64% use it 50% of the time or more often.

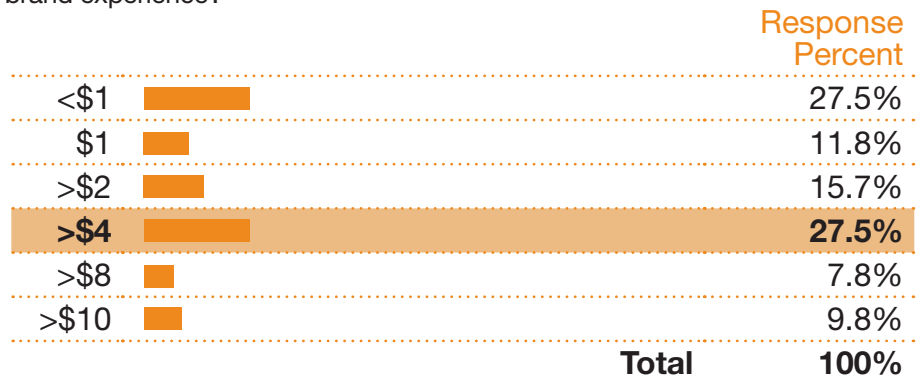
4. If you answered yes to the previous question, how often are you using CPT as a metric?



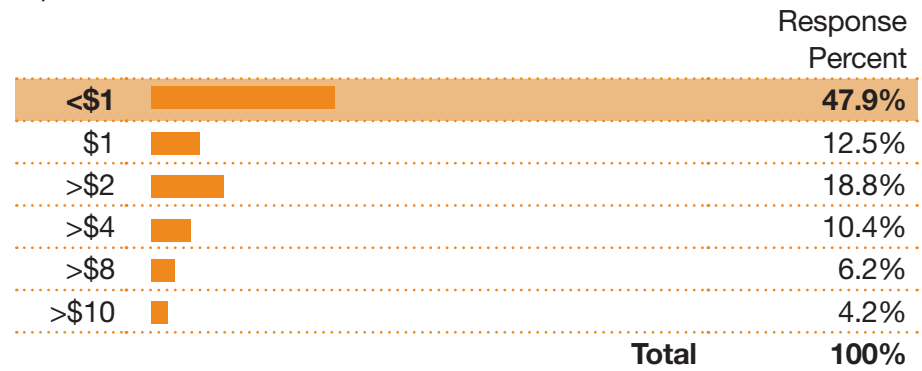
5. What do you consider an acceptable Cost Per Touch for a live brand experience?



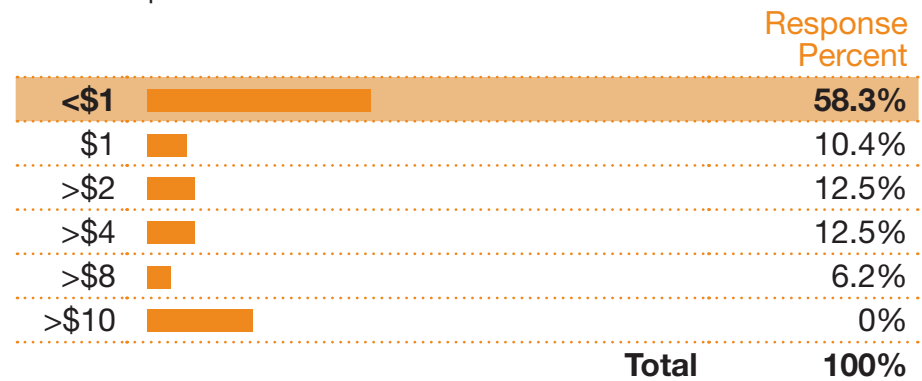
6. What do your clients consider an acceptable Cost Per Touch for a live brand experience?



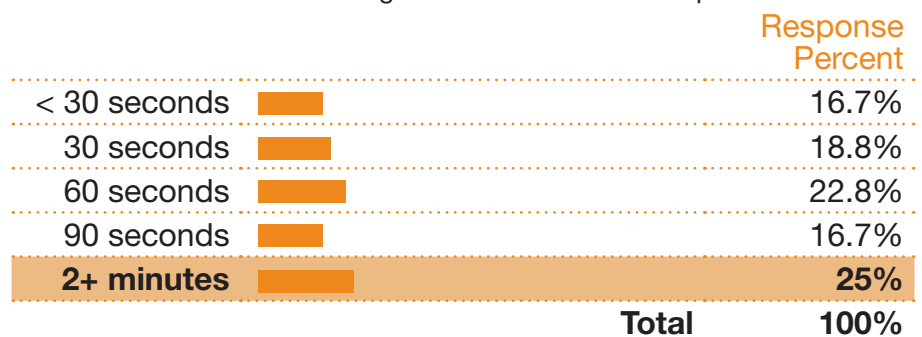
6. What do you consider an acceptable Cost Per Touch for an online or virtual experience?



7. What do your clients consider an acceptable Cost Per Touch for an online or virtual experience?



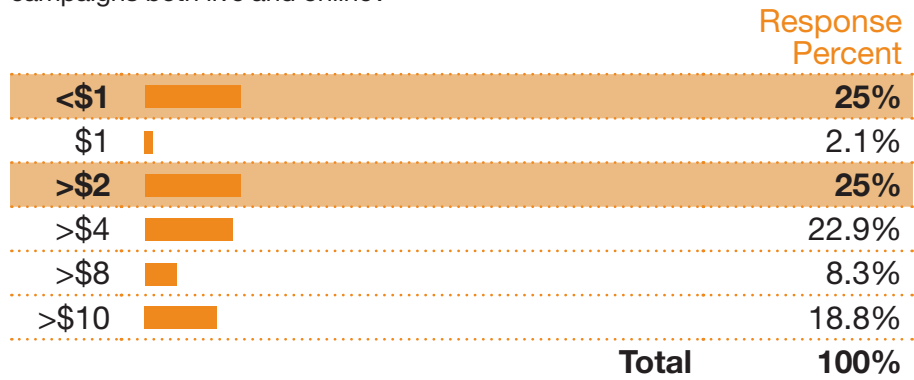
9. What do you consider the optimal time of engagement in order to relay the true core value of a brand through a live or online/virtual experience?



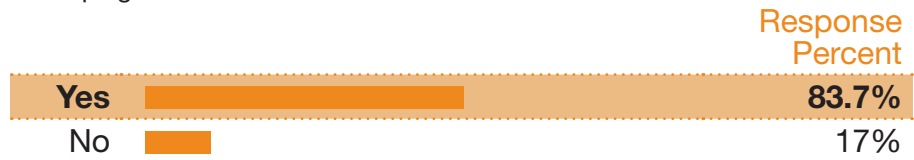
Over 58% of clients consider a CPT of below \$1 as acceptable for an online campaign.

For those using CPT as a metric, over 50% calculate a CPT of below \$2.

10. What is your current average Cost Per Touch for Experiential Marketing campaigns both live and online?



11. Do you feel the number of available media outlets and marketing tactics are outpacing the industry's ability to accurately measure the effectiveness of a campaign and ROI/ROE/Cost Per Touch?



For more information about IXMA and EMF visit:
www.ixma.org or www.experientialforum.com.

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