



# TIME INC. PINPOINT

## Measure Sales Impact of Print and Online Campaigns



- Leverages shopper data from 60+ million households and analytics from Nielsen Catalina Solutions
- Measures ROI including retail sales, brand loyalty and purchase frequency

### RESULTS TO DATE:

- Dozens of campaigns have resulted in \$370 million in incremental sales attributable to initiatives within Time Inc. properties
- All campaigns showed positive impact on in-store sales
  - Average incremental sales lift of +11%
  - Average ROI of \$17 for every dollar spent on advertising