

**purchase path**



**PURCHASE PATH**

**ADVERTISING/TOTAL BRAND AWARENESS**

Consumer has been introduced to or reminded about the brand

**BRAND FAMILIARITY/CONSIDERATION**

Consumer recognizes specific brand names

**BRAND IMAGERY**

Consumer agrees with positive brand attitude towards specific brand

**PURCHASE INTENT**

Consumer intends to purchase the brand

**SALES**

Loyalty and retention

**our partners**

Providing insights, accountability, and creative solutions



Insights and measurement play a critical role in developing marketing plans and executing strategies.

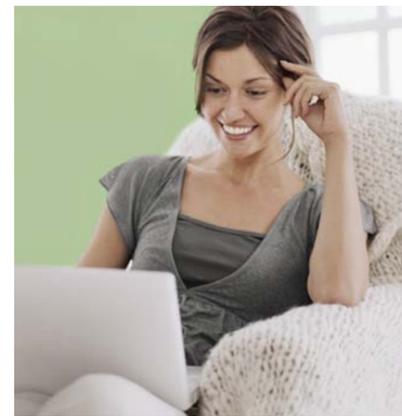
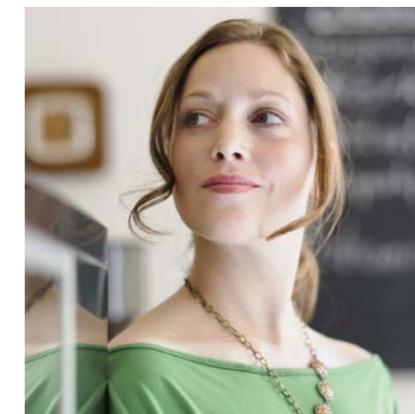
Meredith Research Solutions has developed an extensive research toolbox to provide clients with innovative and cutting edge techniques for collecting insights and measuring campaign success.

Access to qualitative and quantitative designs, using both traditional and dynamic new approaches, enables Meredith to deliver 'best in class' solutions tailored to our customers' strategic goals.

— Britta C. Ware

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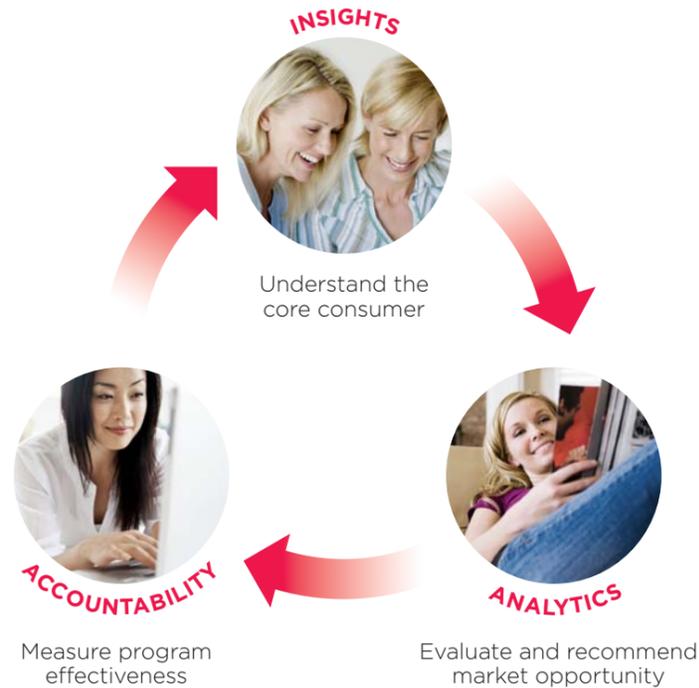
## research capabilities

### + LEADING. LISTENING. LEARNING.

- > Insight generation
- > Custom designed measurement solutions
- > Access to trend data, experts and proprietary research
- > Data collection, analysis and implications

### + A STRATEGIC PROCESS

Designed for research-based solutions



## accountability tools

**GfK MRI Starch.** A syndicated tool that measures print advertising effectiveness. Custom questions can be appended to collect insights on the ad, brand or category.

**Dynamic Logic and comScore.** Offers a comprehensive branding effectiveness survey, designed to evaluate online advertising performance among site visitors.

**Vizu.** Examines one key objective of a digital campaign, such as awareness, message linkage or purchase intent.

**Crowd Science.** Collects demographic and attitudinal data from Meredith Women's Network site visitors for insight generation.

**Meredith Engagement Dividend analytics by Nielsen.** Evaluates the impact of advertising campaigns on brand and category sales.

**Crossix and SDI.** Offers a ROI analytical tool to assess the effectiveness of direct-to-consumer Pharma campaigns on sales performance (print & digital).

**Purchase Path Maximizer.** The consumer purchase process is similar to a funnel—the amount that flows through the bottom is limited by the narrowest part. The PPM helps to identify sales bottlenecks and hone consumer messaging to “open” the funnel and increase sales.

## quantitative research

### + THE ACCOUNTABILITY PROCESS

Based on each client's individual goals, a custom tailored measurement process is developed. Success is evaluated by examining campaign impact on purchase path stages.

### + DEVELOPING A MEASUREMENT RECOMMENDATION

**1 GOAL**  
Determine goals first

**2 STRATEGY**  
What stages of the purchase path will be influenced?

**3 MEASUREMENT**  
Determine success metrics

**4 SALES**  
Loyalty and retention

### + QUESTIONS TO ASK

<b>Campaign Goal</b>	What is the overall objective of the program?
<b>Research Goal</b>	What do you want to learn? How will success be defined?
<b>Timing</b>	When does the campaign launch? When are results needed?
<b>Channels</b>	What are the media and marketing components?
<b>Filters</b>	Who is the target audience? What is the product usage incidence?
<b>Media</b>	What is the size of the campaign and flighting? Elements?
<b>Success</b>	What does success look like?

## sample source

### + “MEREDITH KNOWS WOMEN” PANEL

#### Online opt-in customer panel of over 150,000 women

The size of the panel enables quantitative research to be conducted and provides the ability to screen respondents for over 30 demographic and lifestyle characteristics.

#### Applications

- > Measure brand impact and effectiveness of print campaigns
- > Identify where a brand's bottleneck exists in the purchase funnel
- > Customized initiatives to support sales challenges
- > In-depth market studies and insights

## qualitative research

### + MEREDITH'S PROPRIETARY RESOURCES

#### Real Women Talking™

Meredith's private, invitation-only online community of 300 women, age 25-64, who share a passion for family, home and personal development. The community is facilitated by industry leader Communispace.



#### “Meredith Knows Women” Panel

Meredith's online customer panel of over 150,000 women who have opted in to participate in ongoing research. The size of the panel gives us the ability to screen respondents for over 30 demographic and lifestyle characteristics.

### + APPLICATIONS

- > Uncover attitudes, preferences, and motivations towards a category or brand
- > Test which brand features and benefits will drive purchase consideration
- > Gather insights about your brand and competitors
- > Explore marketplace opportunities
- > Elicit feedback on marketing concepts
- > Test creative impact and engagement
- > Fine-tune messaging
- > Collect verbatims and testimonials

### + ACTIVITIES

<b>Ad Lab</b>	Critiques creative message and execution
<b>Brand Pulse</b>	Offers perceptions of brand personality
<b>Collage</b>	Provides emotional context using visual images and text
<b>Diaries</b>	Tracks behavior in context over time
<b>Discussions</b>	2-3 questions on a topic leverages “group build/think”
<b>Ethnographies</b>	Observational research
<b>Immersion Projects</b>	360° view of consumer's life
<b>In-person Events</b>	Deep dive into a subject in a live setting
<b>Live Chats</b>	Online focus group
<b>Microsites/Videos</b>	Provides feedback on content and user experience
<b>MindMapping</b>	Probes the purchase path process
<b>Mystery Shopping</b>	Explores the in-store experience
<b>Product Trials</b>	Gives feedback on product usage
<b>Surveys</b>	Standard techniques for insight generation
<b>Visual Galleries</b>	Dimensionalizes community members through video and photos