

dock 29

a marketing agency

www.wickedlysmartadvertising.com



ROI Media Benchmark Whitepaper

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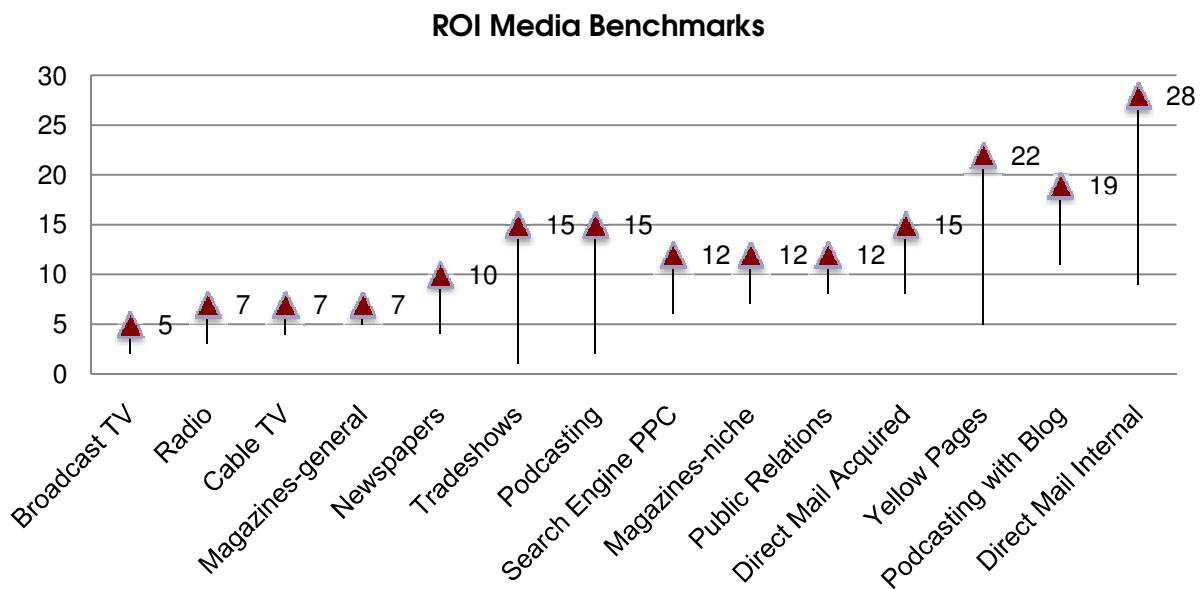
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ROI Estimates

$$\text{ROI} = \frac{(\text{Gain from Investment} - \text{Cost of Investment})}{\text{Cost of Investment}}$$

A performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments. To calculate ROI, the benefit (return) of an investment is divided by the cost of the investment; the result is expressed as a percentage or a ratio.

Return on investment is a very popular metric because of its versatility and simplicity. That is, if an investment does not have a positive ROI, or if there are other opportunities with a higher ROI, then the investment should be not be undertaken. Source: Investopedia.com (A Forbes Company).



Source: dock29 derived estimates, 2008.

Notes: To be used for informational purposes only. Performance will vary across industries, seasons, and markets. It is also critical to note that proper branding and brand positioning, flight schedules and messaging be delivered correctly to the properly determined and analyzed market.

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ROI Estimates

Media	Median	ROI Min Range	ROI Max Range	Range
Broadcast TV	3.5	2	5	3
Radio	5	3	7	4
Cable TV	5.5	4	7	3
Magazines-general	6	5	7	2
Newspapers	7	4	10	6
Tradeshows	8	1	15	14
Podcasting	8.5	2	15	13
Search Engine PPC	9	6	12	6
Magazines-niche	9.5	7	12	5
Public Relations	10	8	12	4
Direct Mail Acquired	11.5	8	15	7
Yellow Pages	13.5	5	22	17
Podcasting with Blog	15	11	19	8
Direct Mail Internal	18.5	9	28	19

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About dock29 – a marketing agency

dock29 - a marketing agency is a marketing agency that deploys marketing strategy coupled with sophisticated tracking tools and methods to drive advertising profitability.

By analyzing your current marketing approach and deploying appropriate marketing strategy, we can typically save you between 20-30% off your current initiatives while at the same time improving performance of those initiatives by 40% or better.

Marketing Agency Features:

- agency powered marketing technologies
- agency powered experience
- significantly less overhead
- organic and agile decision making and workflow

Marketing Agency Benefits:

- same services
- shorter timelines
- unparalleled flexibility
- 30-70% less

