

<h3>AUTOMOTIVE</h3> <p>These consumers are among the most socially connected of any category, and are very influential within their online circles. They're also avid video viewers and like to search frequently.</p> <p>Automakers take note: include search-driven video in your marketing plans.</p>	<p><b>AVERAGE AUDIENCE SIZE</b>  <b>PREDICTED BRAND LOYALISTS: 16,023,723</b></p> <p><b>BRAND LIFT</b>  <b>SUBSTANTIAL LIFT</b>                      in engagement across video and IAB campaigns for luxury, economy, and eco-friendly car types</p> <p><b>DIRECT RESPONSE</b>  <b>20% TO 56%</b>                      lift in driving site traffic, dealer look-ups, and e-brochure requests</p>	<p><b>AUDIENCE EXPANSION: 7.6X</b></p> <p><b>SOCIAL INDICES</b></p> <table border="1"> <thead> <tr> <th>Metric</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>CONNECTIONS</td> <td>115</td> </tr> <tr> <td>CONSUMPTION</td> <td>98</td> </tr> <tr> <td>SEARCH</td> <td>104</td> </tr> <tr> <td>SHARING</td> <td>88</td> </tr> <tr> <td>VIEWERSHIP</td> <td>106</td> </tr> <tr> <td>INFLUENCE</td> <td>100</td> </tr> </tbody> </table>	Metric	Value	CONNECTIONS	115	CONSUMPTION	98	SEARCH	104	SHARING	88	VIEWERSHIP	106	INFLUENCE	100
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<h3>CPG</h3> <p>Consumers within the CPG Brand Graphs like to search and share more online content than in any other category.</p> <p>CPG brands should capitalize on this group's word of mouth influence and market to these highly social consumers to drive brand lift.</p>	<p><b>AVERAGE AUDIENCE SIZE</b>  <b>PREDICTED BRAND LOYALISTS: 14,340,770</b></p> <p><b>BRAND LIFT</b>  <b>42%</b>                      increase in purchase intent when consumers in the Brand Graph were exposed to advertising creative vs. the control group</p> <p><b>DIRECT RESPONSE</b>  <b>150%</b>                      improvement vs. cost-per-acquisition goal</p> <p><b>3.5X</b>                      increase in click-through-rate</p>	<p><b>AUDIENCE EXPANSION: 12.2X</b></p> <p><b>SOCIAL INDICES</b></p> <table border="1"> <thead> <tr> <th>Metric</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>CONNECTIONS</td> <td>117</td> </tr> <tr> <td>CONSUMPTION</td> <td>104</td> </tr> <tr> <td>SEARCH</td> <td>103</td> </tr> <tr> <td>SHARING</td> <td>109</td> </tr> <tr> <td>VIEWERSHIP</td> <td>107</td> </tr> <tr> <td>INFLUENCE</td> <td>107</td> </tr> </tbody> </table>	Metric	Value	CONNECTIONS	117	CONSUMPTION	104	SEARCH	103	SHARING	109	VIEWERSHIP	107	INFLUENCE	107
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<h3>ENTERTAINMENT</h3> <p>As expected, these consumers are extremely active video viewers. They're also well-connected and have a strong presence in the blogosphere, an unexpected medium for new loyalist acquisition.</p>	<p><b>AVERAGE AUDIENCE SIZE</b>  <b>PREDICTED BRAND LOYALISTS: 45,318,169</b></p> <p><b>BRAND LIFT</b>  <b>77%</b>                      increase in tune-in</p> <p><b>DIRECT RESPONSE</b>  <b>35%</b>                      improvement vs. cost-per-acquisition goal</p>	<p><b>AUDIENCE EXPANSION: 8.3X</b></p> <p><b>SOCIAL INDICES</b></p> <table border="1"> <thead> <tr> <th>Metric</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>CONNECTIONS</td> <td>112</td> </tr> <tr> <td>CONSUMPTION</td> <td>110</td> </tr> <tr> <td>SEARCH</td> <td>100</td> </tr> <tr> <td>SHARING</td> <td>95</td> </tr> <tr> <td>VIEWERSHIP</td> <td>120</td> </tr> <tr> <td>INFLUENCE</td> <td>108</td> </tr> </tbody> </table>	Metric	Value	CONNECTIONS	112	CONSUMPTION	110	SEARCH	100	SHARING	95	VIEWERSHIP	120	INFLUENCE	108
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<h3>FINANCIAL SERVICES</h3> <p>Financial Services consumers share a considerable amount of content with their many social connections and index particularly high in blog consumption—two little known facts financial services advertisers should take into account to boost referral based marketing.</p>	<p><b>AVERAGE AUDIENCE SIZE</b>  <b>PREDICTED BRAND LOYALISTS: 22,665,331</b></p> <p><b>BRAND LIFT</b>  <b>25%</b>                      improvement against cost-per-view goal</p> <p><b>DIRECT RESPONSE</b>  <b>24%</b>                      improvement vs. cost-per-acquisition goal</p>	<p><b>AUDIENCE EXPANSION: 5.4X</b></p> <p><b>SOCIAL INDICES</b></p> <table border="1"> <thead> <tr> <th>Metric</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>CONNECTIONS</td> <td>113</td> </tr> <tr> <td>CONSUMPTION</td> <td>99</td> </tr> <tr> <td>SEARCH</td> <td>98</td> </tr> <tr> <td>SHARING</td> <td>107</td> </tr> <tr> <td>VIEWERSHIP</td> <td>107</td> </tr> <tr> <td>INFLUENCE</td> <td>103</td> </tr> </tbody> </table>	Metric	Value	CONNECTIONS	113	CONSUMPTION	99	SEARCH	98	SHARING	107	VIEWERSHIP	107	INFLUENCE	103
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<h3>RETAIL</h3> <p>Consumers in the Retail Graphs are heavy video viewers and very influential within their social networks.</p> <p>Based on these characteristics and frequent search habits, retail marketers are recommended to reach these consumers with video and search-driven display.</p>	<p><b>AVERAGE AUDIENCE SIZE</b>  <b>PREDICTED BRAND LOYALISTS: 46,302,147</b></p> <p><b>BRAND LIFT</b>  <b>56%</b>                      average lift in purchase against intent</p> <p><b>DIRECT RESPONSE</b>  <b>240%</b>                      return-on-ad-spend</p> <p><b>53%</b>                      improvement vs. cost-per-acquisition goal</p>	<p><b>AUDIENCE EXPANSION: 7.0X</b></p> <p><b>SOCIAL INDICES</b></p> <table border="1"> <thead> <tr> <th>Metric</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>CONNECTIONS</td> <td>111</td> </tr> <tr> <td>CONSUMPTION</td> <td>106</td> </tr> <tr> <td>SEARCH</td> <td>102</td> </tr> <tr> <td>SHARING</td> <td>93</td> </tr> <tr> <td>VIEWERSHIP</td> <td>115</td> </tr> <tr> <td>INFLUENCE</td> <td>105</td> </tr> </tbody> </table>	Metric	Value	CONNECTIONS	111	CONSUMPTION	106	SEARCH	102	SHARING	93	VIEWERSHIP	115	INFLUENCE	105
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