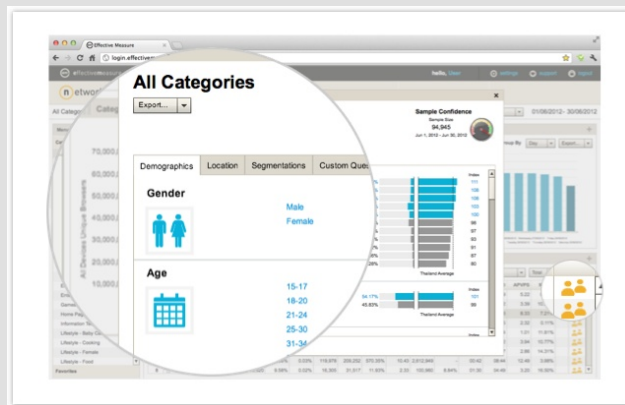


Effective Measure, enabling leading Advertisers to discover and uncover their digital audience in depth. Others give you the “how many”, while we give “the who”.

## Insights Include:

- ⊗ Audited website traffic
- ⊗ Access to media agency planning tool
- ⊗ Competitor Comparisons
- ⊗ Campaign Measurement & Analysis
- ⊗ Demographic Profiling by Product and Section
- ⊗ Customized Surveys
- ⊗ Brand Reach Figure across multiple websites
- ⊗ Online Brand Positioning Studies



TIER	BRONZE	SILVER	*GOLD	*PLATINUM	*ENTERPRISE
Access to Assets Audience Dashboard (1site)	✓	✓	✓	✓	✓
Country Specific Demographics (Limited to Age & Gender)	✓	✓	✓	✓	✓
Requires enabling of EM surveys	✓	✓	✓	✓	✓
24/7 Dashboard Access	✓	✓	✓	✓	✓
Unlimited User Accounts	✓	✓	✓	✓	✓
Worldwide Audience Access & Demographics	✓	✓	✓	✓	✓
Access to Assets Dashboard (All sites- Owned or Earned Media)		✓	✓	✓	✓
Topline Demographics (12 global profiles)		✓	✓	✓	✓
Region Specific Demographics		✓	✓	✓	✓
Advanced Demographics (Mobile Demographics, Platform, Clickstream Including Top Pages, Browser, OS)			✓	✓	✓
Inclusion of 5 Custom Questions to Run on Your Site			✓	✓	✓
Access to Shop Benchmarking Dashboard- (1 Category in 1 Country)			✓	✓	✓
Access to Shop Benchmarking Dashboard- (3 Categories)				✓	✓
Access to Market (Media Planning Tool) at Country Level				✓	✓
Unlimited Campaign Measurement Reports				✓	✓
Access to Market for Region					✓
Brand Positioning Study					✓
Private Panel					✓
Polls					✓
Multiple Campaign Impact Reports					✓
Pricing Monthly	Free	R5 000	R10 000	R15 000	R20 000

\* Recommended for South African Brands who make use of all or any of the following: Television, Radio & Digital

Brand offering is subject to being a member of the DMMA at an annual cost of R12 000