

THE MARKETING PAYBACK PATHWAY



INVESTMENT



ATTENTION



OPPORTUNITY



REVENUE



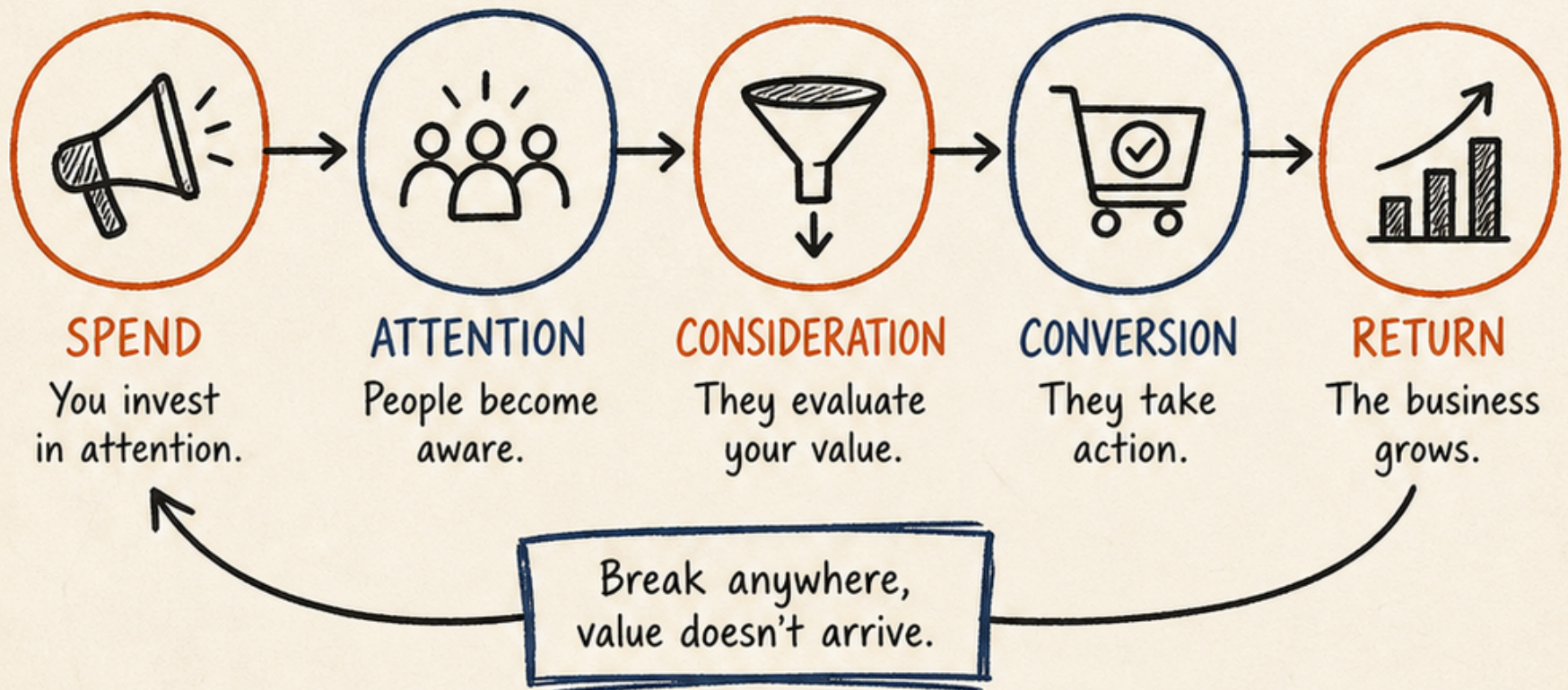
RETURN

Trace investment
to business return.



MARKETING SPEND IS NOT THE SAME AS MARKETING RETURN.

Value must travel through the system.



TRACE

FIVE STAGES



INVESTMENT

— what was committed?



ATTENTION

— who responded?



OPPORTUNITY

— what became possible?



REVENUE

— what converted?



RETURN

— what came back?

FIND THE BREAK



INVESTMENT
WITHOUT ATTENTION
= WEAK REACH



ATTENTION
WITHOUT OPPORTUNITY
= WEAK RELEVANCE



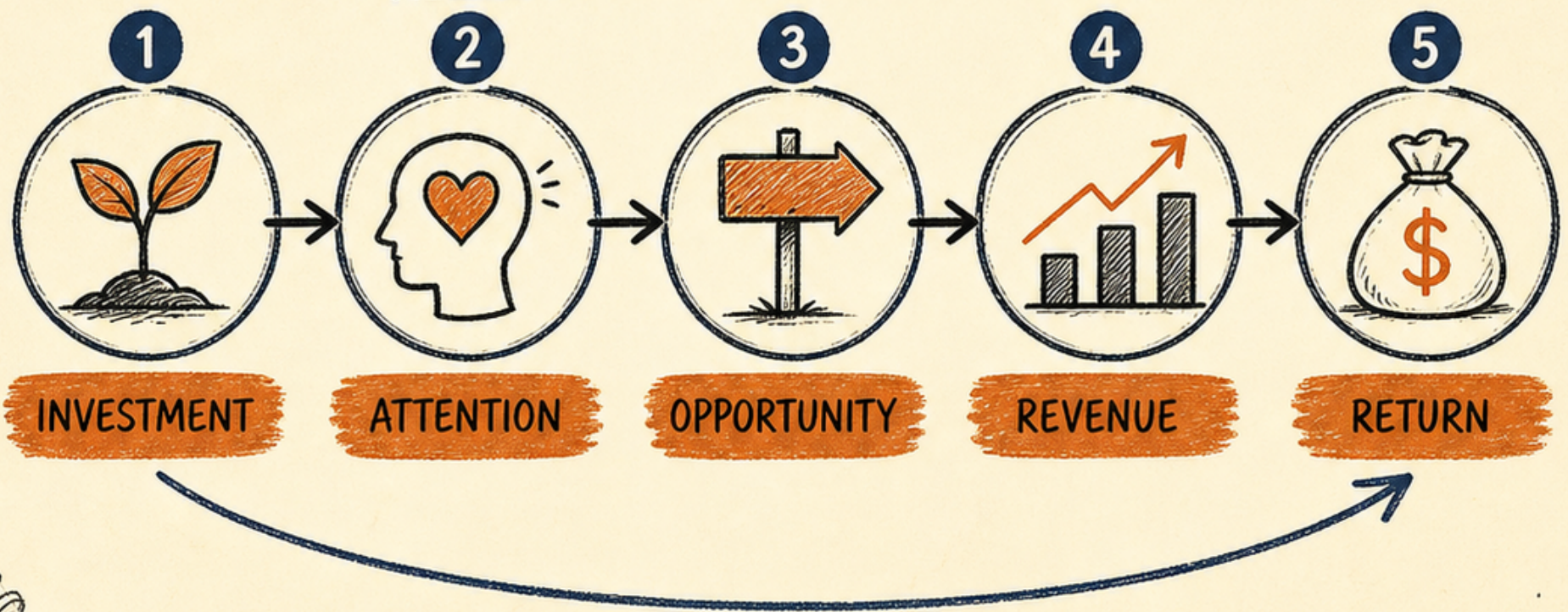
OPPORTUNITY
WITHOUT REVENUE
= CONVERSION GAP



DO NOT REPORT THE START OF THE PATH AS THE RETURN.

Trace one investment
to its business return.

MAP THE PATHWAY



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