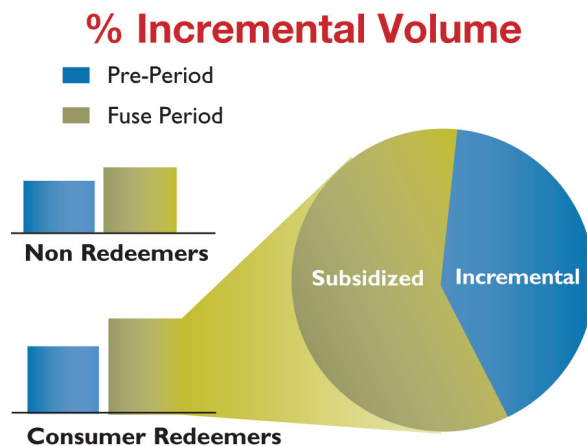


Coupon ProphetSM

Clear metrics for understanding if your coupons are increasing volume and attracting new buyers

With the poor economy and growth of online couponing, the coupon business is resurgent. But how much is all of this coupon activity earning for marketers? And how can you put online and print campaigns in perspective as part of your consumer promotion mix?

Coupon Prophet, from Knowledge Networks, allows you to measure the direct effect of your couponing on sales and consumer behavior, leveraging our **National Shopper LabSM** of over 2.2 million "static" frequent shopper households. We can, for example, measure volume among coupon redeemers versus non-redeemers over a variety of time frames, giving a complete picture of your return on investment from specific coupon events.



Coupon Prophet's powerful quantitative learning enables you to develop smarter, more effective executions in each future coupon drop!

Utilizing the unique power of National Shopper Lab, Coupon Prophet gives you:

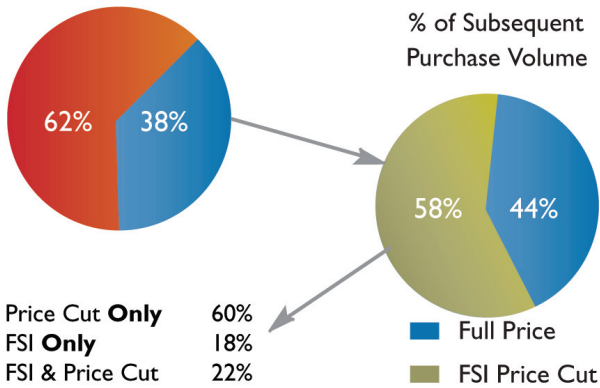
- Coupon ROI (online and/or print)
- Benchmarking of results against the Coupon Prophet normative database (n=1,900+)
- Input to your marketing plan – evaluate all FSI events, then course correct by only executing your most profitable events
- Evaluation of non-FSI events (Digital, Catalina, On-Pack, Direct Mail)
- Assessment of group event profitability
- Monitoring of your competition – evaluate competitive FSI executions
- Testing coupon strategy – plan program alternatives (values, purchase requirements, copy, half vs. full page executions) to determine future direction



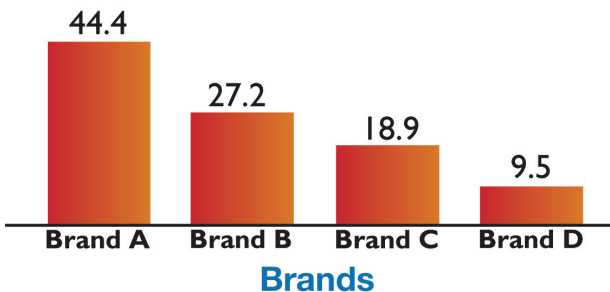
Coupon ProphetSM *continued*

New Buyers (Post-FSI Purchase)

- Did not make subsequent purchase
- Made a subsequent purchase



\$ Share for New Buyers 52 Weeks Prior FSI redemption



Deliverables of a typical Coupon Prophet quantitative analysis

A typical Coupon Prophet report will include:

- % redemptions that represented incremental volume
- % redemption volume came from prior non-buyers
- Brands purchased by new buyers prior to redemption
- % new buyers who made a subsequent purchase
- % subsequent purchases made at full price vs. with a coupon or trade deal
- Cost per coupon, including redemption and misredemption
- Incremental package volume per 1,000 coupons
- % ROI vs. KN norm for the category

**For more information about
Coupon Prophet, please contact:**

Neal Heffernan

513 559-3922

nheffernan@knowledgenetworks.com

