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President's Corner | Dave Demarsh, President and COO

It's hard to believe 2011 is winding down.

While the current economic climate brought some challenges, we achieved many successes for which I'm extremely proud:

- **The I-Behavior Data Cooperative** continues to grow. We had a record number of new members join the data cooperative in the past year and our customers continue to experience solid results from the services we provide.
- **I-Behavior launched The Loop™**, a mobile shopping app that lets consumers find great deals from national brands, or local businesses in their area. The Loop™ is a great way for our coop members to reach consumers through mobile devices.
- **Insights to Action** was launched earlier this year, providing companies with a more detailed interpretation of their customer and purchase history data, along with recommendations by expert analysts to help companies identify business opportunities to grow their bottom-line.
- **And finally... I-Behavior introduces Digital Audiences**, our suite of solutions for reaching the right consumers online. Please enjoy this issue of I-Behavior Connect and learn more about our Digital Audience offerings.

We wish you all a peaceful and joyous holiday season, and a prosperous 2012.

Sincerely,



Dave DeMarsh
President & COO

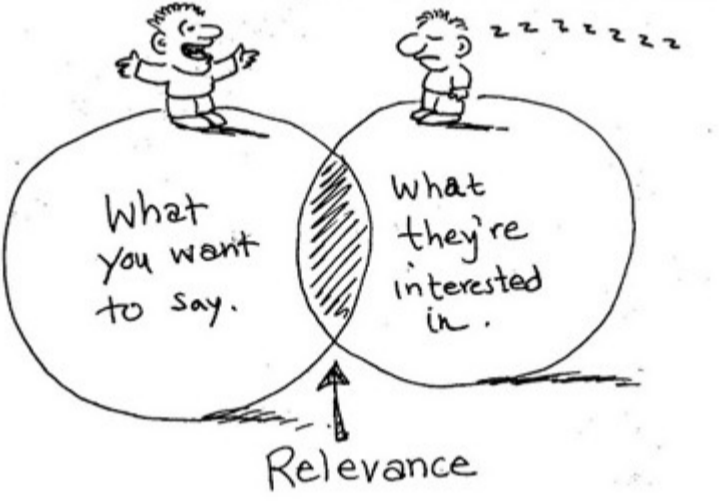


Happy Holidays

I-Behavior News

Interactive Marketing: Staying Relevant

Staying relevant in a saturated marketplace is the key to reaching the right audience, at the right time, online.



Media planners and brand marketers have seen online user engagement mature over the past several years while marketing dollars are shifting from traditional channels. Spending for digital marketing initiatives such as social media, email, and online video and display advertising is expected to reach \$30 billion in 2011, and represent 19% of marketers' total budgets in 2012, according to eMarketer. But it's not as simple as blasting banner ads over the internet. If you can be strategic in delivering a relevant message to consumers based on where they are in the buying or decision-making process, your online marketing initiatives will be more effective.

A recent study conducted by the London Business School's Anja Lambrecht, in conjunction with Catherine Tucker from MIT's Sloan School of Management, validated the messaging/timing correlation. Lambrecht and Tucker analyzed data collected by a large, online travel company that had collected information on consumers who had visited the company's website, but didn't buy anything.

What they found is that decision-making occurs in two stages, awareness and evaluation. Consumers react differently to advertising messaging depending on the stage they're in. The better companies are at identifying which stage of the decision-making process consumers are engaged in, the better they can tailor their messaging to bring relevance to the consumer, and create more effective online marketing campaigns.

Sources: eMarketer, Forrester, ComScore, London Business School/BSR website

Introducing I-Behavior Digital Audiences: Connecting your brand to the right people - online.



I-Behavior brings relevance to your online marketing programs with our new Digital Audiences solutions. Backed by our expansive data cooperative of over 2,000 multi-channel merchants representing \$380 billion in purchase transaction data made by over 180 million U.S. consumers, I-Behavior offers a comprehensive suite of online and offline solutions so you can reach the right audience anytime, anywhere.

As part of the WPP organization and through its partnership with some of the leading ad networks and digital media companies, I-Behavior keeps you relevant in a saturated online marketplace.

- **Addressable Audiences:** Reach known buyers by delivering your message to consumers who have purchased at least two products from a product category within the past twelve months.
- **Custom Audiences:** I-Behavior statisticians work with you to define your ideal audience.
- **Re-Targeting Audience:** Reach consumers after they've left your website to help you improve conversion rates by serving targeted ads to shoppers who visited your website without purchasing.

To find out how you can reach your audience online, contact Keith Johnson, GM Interactive at 303.228.5002.

Case Study: I-Behavior's Interactive Custom Audience Creation

I-Behavior Interactive helps a Luxury Confectioner identify and reach the right consumers online to build awareness and drive sales... [read the case study here.](#)

A Holiday Gift That Truly Gives

Instead of sending you a coffee mug or candy, we're giving a gift that will do some real good by donating to the American Cancer Society. While we would like to support all Not-For-Profit organizations, we have decided to support ACS this year because it is a cause that has touched many of us personally. With our donation, we hope to bring many more holiday seasons to those affected by cancer across the nation and around the world.



Did You Know?

74% of all Internet users made at least one online purchase in Q3 2011

29% increase in online ad spending in 2012. Display advertising will reach \$14 billion in 2012

46% of daily online searches are for information on products or services

Q3 '11 Internet Advertising revenues up 22% from a year ago

Sources: eMarketer, ComScore, Linqia, Forrester

Recent Additions

Ian Davis
Sr. Accountant

Sonya Lee
Revenue Accountant

Maria Viguieras
Accounting Clerk

Ruben Chavez
Software Developer

Xiaofeng Huo
Statistical Analyst

Sharon Conway
Controller

Michelle Busse
Order Analyst

Holiday Recipe

Here's a delicious, yet simple, recipe for chocolate ting-a-lings. They taste like a premium chocolate with a delightful crunch. Enjoy!

Holiday Ting-a-lings

- 1 14 oz bag sweetened coconut flakes
- 12 oz. bag milk chocolate chips
- 4 oz dark chocolate or 1/2 cup semi-sweet or bittersweet chips
- 3-4 cups cornflakes*

1. Spread coconut evenly in baking pan and toast lightly in 300 degree oven for approximately 10 minutes.

2. Pour cornflakes into bowl or gallon-size bag, and lightly crush to just break the flakes into smaller pieces.

3. Melt both the milk and dark chocolate chips over a double boiler or over low heat.

4. Stir crushed corn flakes and toasted coconut into melted chocolate. Drop by teaspoonfuls unto waxed or parchment paper.

5. Refrigerate until set. Makes 50+ ting-a-lings.

*Use gluten-free corn flakes and your ting-a-lings will be a delicious gluten-free holiday treat.