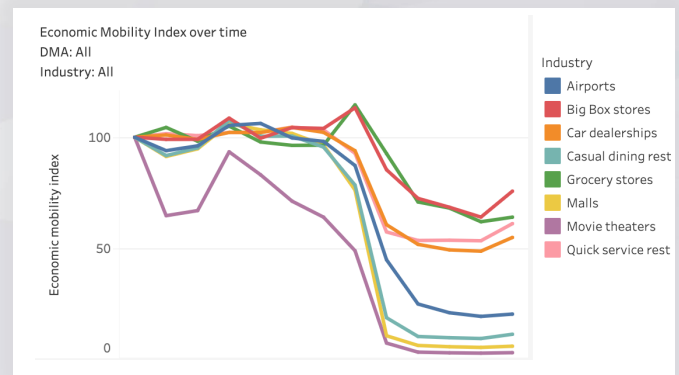
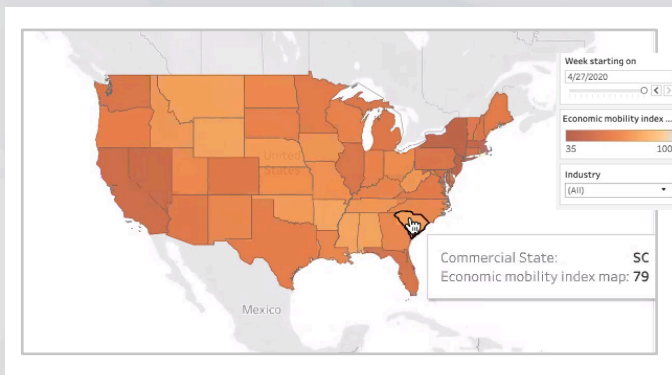


RECOVERY PLAYBOOK:

Economic Mobility Index™

Where and when should I ramp up my marketing spend?

The EMI™ is a dynamic measure of consumer commercial shopping behavior and visits to businesses by industry and by DMA. It measures the pace of economic recovery in each market relative to pre-COVID-19 consumer activity.



ACTIVATING THE EMI™

Brands can determine their optimal market-by-market recovery strategy and timing by comparing Overall EMI™, Category EMI™, and a Brand-specific EMI™ in each market.

DMA	Overall EMI™	Category EMI™	Brand EMI™
Memphis	38	40	48
Tampa	52	48	45
Dallas	43	45	17
Albuquerque	38	30	29

← **Outperforming category:**
maintain investment

← **Under-performing category:**
increase investment

Mobility vs Economic Mobility

9D goes beyond basic mobility (i.e. a measure of people simply moving around) to focus on economic mobility. Commercial visitation is a more actionable measure of consumer activity for brands planning their recovery strategy.