

RECOVERY PLAYBOOK:

Measuring Recovery

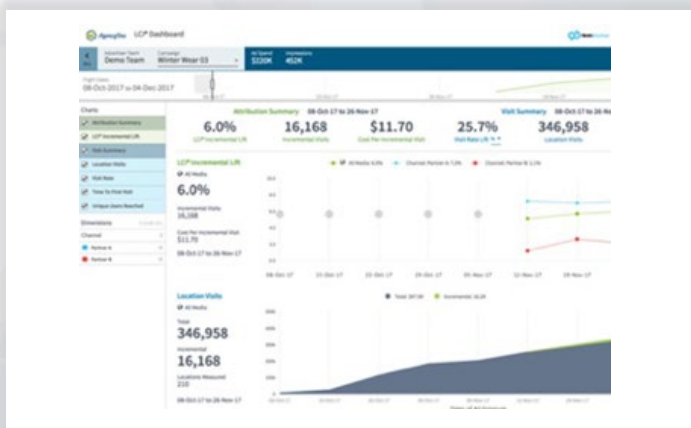
How am I doing at getting my customers back?

It's risky to assume that what worked before performs just as well in this new environment. The Measurement component of the 9D Recovery Playbook provides a combination of media measurement and overall brand metrics to track & maximize recovery success

9D RECOVERY MEASUREMENT

– POWERED VIA LCI®

Is my media bringing my customers back?

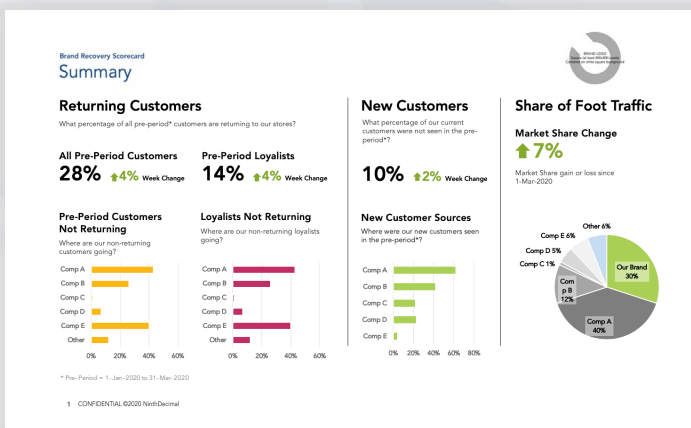


- ✓ **Visits** — are my exposed customers returning faster?
- ✓ **Audience** — which recovery audience segments am I recapturing best?
- ✓ **Media** — did new consumer media habits change my effective channels?

9D RECOVERY SCORECARD

– NEW!

Who is returning & how am I doing against competitors?



- ✓ **Retention** — Are my core customers returning?
- ✓ **Migration** — from which competitors am I gaining or losing customers?
- ✓ **Growth** — is my recovery strategy increasing my market share?

Recovery Scorecards metrics can be tied to media activations or on an overall brand level independent of media