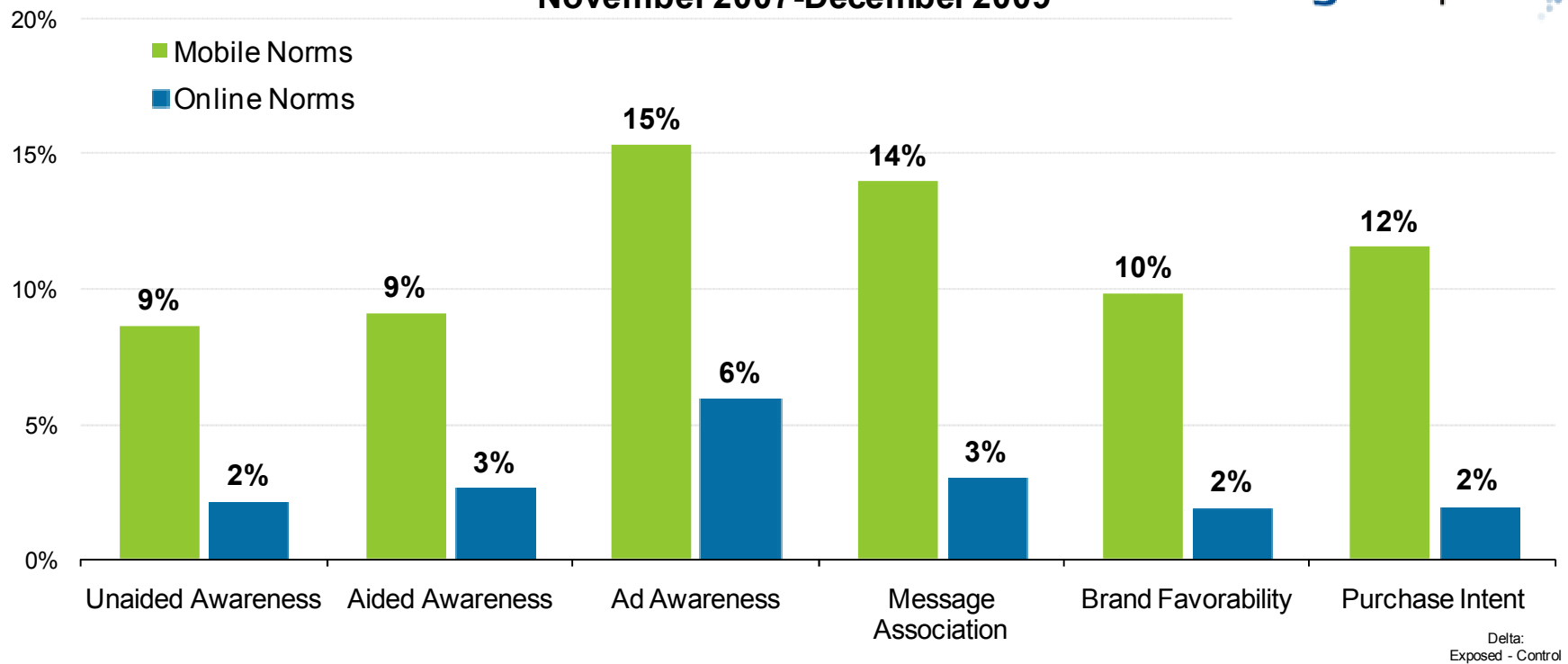


Benchmarked to the impact of online advertising, these findings continue to show the power of mobile as an advertising channel

### Campaign Effectiveness Brand Metric Deltas Mobile vs. Online November 2007-December 2009

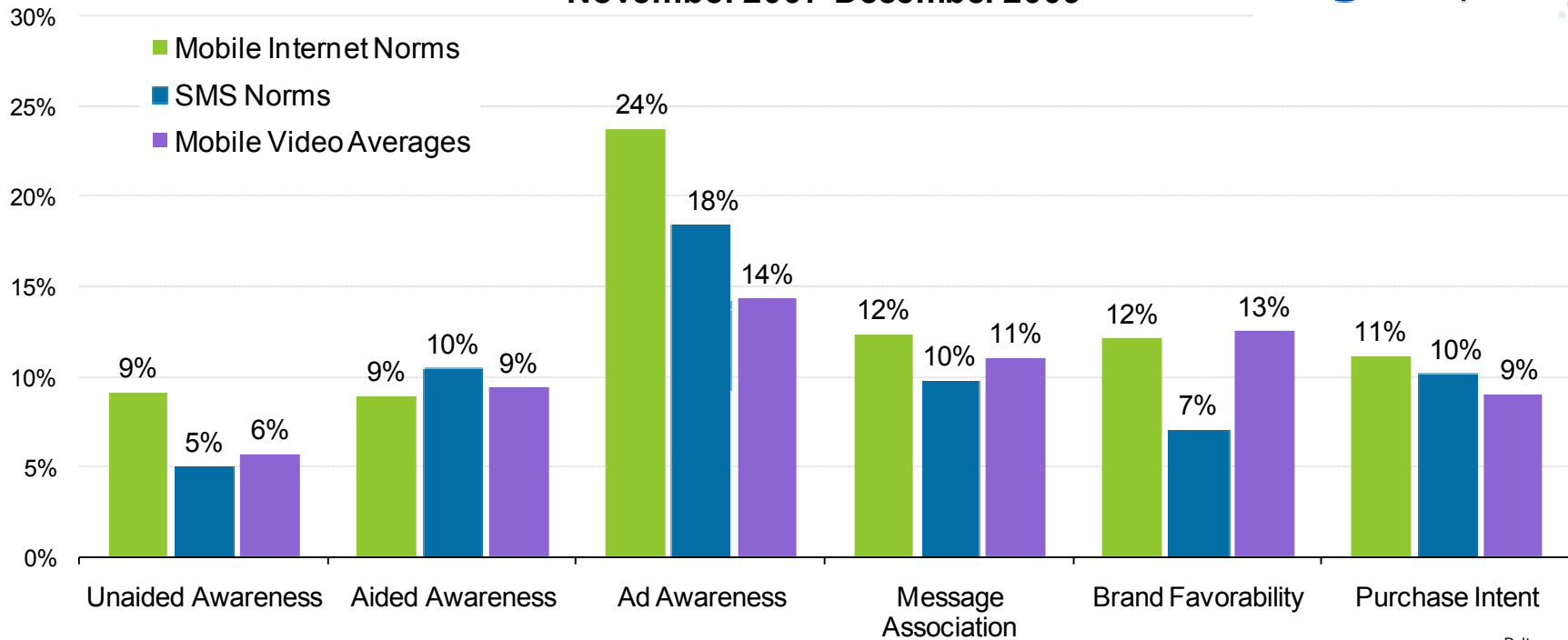


The study used norms developed in online ad testing as a benchmark to draw conclusions around the performance of advertising on mobile devices. InsightExpress compared the two using InsightNorms, the company's normative database containing over one thousand online ad effectiveness campaigns and over one hundred mobile ad effectiveness campaigns. Mobile InsightNorms are based on InsightExpress' flagship mobile brand effectiveness solution, Mobile AdInsights, which employs a test/control design to measure the brand impact of mobile advertising campaigns.



A comparison of three different mobile media types (Mobile Internet, SMS and Mobile video) revealed that Mobile Internet is the current powerhouse.

**Mobile Campaign Effectiveness Brand Metric Deltas  
Media Types  
November 2007-December 2009**



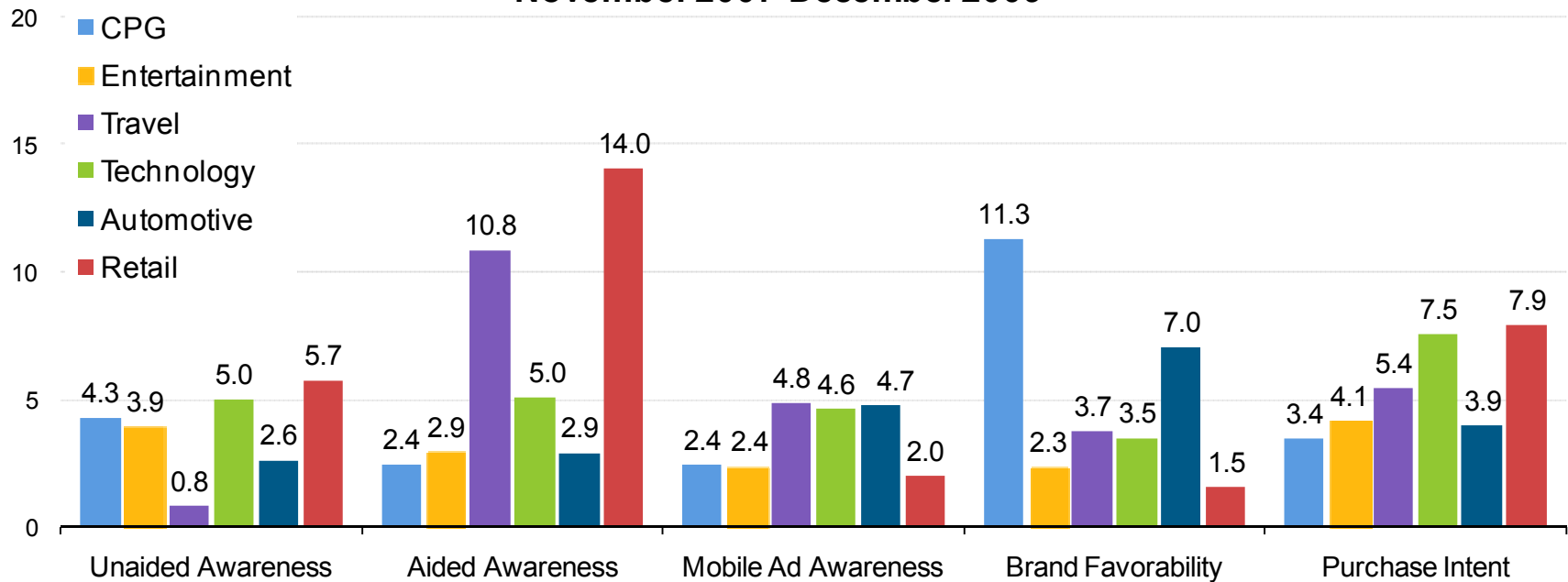
Delta:  
Exposed - Control

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Once again comparing mobile norms to online norms, different verticals were compared.

**Campaign Effectiveness Brand Metrics  
Vertical  
Mobile Index Against Online  
November 2007-December 2009**



Index: Mobile Delta/Online Delta

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