

Online advertising is not about click thru's...it's about impressions and engagement.

Independent Research

Interactive Audit Bureau of Canada www.iabcanada.com

- B2B Industry Average for Click Thru's is 0.1%; which means for every 20,000 impressions you can expect 20 click thru's
- 85% of all display clicks are driven by only 1/3 of the total online population

comScore www.comscore.com

- 92% of Search-to-purchase conversion occurred offline
- Clickers are predominantly younger (25 - 44) with lower income (under \$40K)
- By only measuring direct online effects (click thru's) your ROI is understated by a factor of 6x.

MeetingsCanada.com Impression Metrics (April 28, 2008 – April 28, 2009)

Online Display (leader board or box ad)

| | | |
|--------------------|---------|--------------|
| Unique visitors | 74,645 | 6,220/month |
| Total page views | 289,768 | 24,147/month |
| Avg. # pages/visit | 3.88 | |
| Avg. time on site | 2:42 | |

- A run-of-site Leaderboard is only \$0.19 per impression
- A run-of-site Big Box Ad is only \$0.17 per impression

Extended Listings

Avg. # impressions per Extd Listing/year: 20,383

- A run-of-site Extended Listing is only \$0.13 per impression

E-Newsletters

Total circulation: 18,465 (as of Apr 23)

- The Leaderboard is only \$0.10 per impression (5x rate)
- The Sponsorship is only \$0.10 per impression (5x rate)
- The Big Box Ad is only \$0.09 per impression (5x rate)

Compare to Print

| | |
|--------------------|---------------------------|
| | <u>10,500 circulation</u> |
| A \$5,000 print ad | \$0.48 per impression |
| A \$3,000 print ad | \$0.29 per impression |

MeetingsCanada.com Engagement Metrics (April 28, 2008 – April 28, 2009)

| | | |
|---|--------|-------------|
| Total unique searches | 19,183 | 1,599/month |
| Time spent on site after search | 4:09 | |
| Total offsite clicks from listing pages | 2,354 | 196/month |
| Total vCards downloaded | 642 | |
| Total email clicks from listing pages | 307 | |
| Returning Visitors | 45% | |

93% of meeting planners research their meetings/events online first before contacting a supplier.
 (Source: 2008M&IT reader study)