



**ebiquity**

Data-driven insights

# COMPANY PRESENTATION

## YEAR ENDED 30 APRIL 2014

July 2014

## COMPANY PRESENTATION

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# 1. REVIEW OF THE YEAR



## REVIEW OF THE YEAR

# Key events in the year

### **New company structure positions company to benefit from continually evolving global marketing industry**

- Business restructured into three focused business segments:
  - Media Value Measurement (MVM)
  - Market Intelligence (MI)
  - Marketing Performance Optimization (MPO)
- Key appointments made across business to support international growth
- Acquisition of leading independent media auditing and benchmarking company in China
- Broadened shareholder base following placing of VSS and founder-director shareholdings/convertibles
- Increasing complexity of marketing industry driving worldwide demand for independent marketing and media performance measurement and optimization

## REVIEW OF THE YEAR

# Financial highlights

- 8th successive year of growth delivering £68.5m revenue (2013: £64.0m)
- Underlying operating profit growth of 9% at £11.3m (2013: £10.4m)
- Underlying diluted EPS of 10.1p, up 12% (2013: 9.00p)
- Future-focused segments of business delivering strong organic growth
- At constant currency: revenue grew by 8% and underlying operating profit by 10%

## REVIEW OF THE YEAR

# Business model

Unique  
data

Access to  
unique data  
sets which  
are  
aggregated  
from multiple  
sources and  
geographies



Actionable  
insights

Skilled at  
analysing  
data to  
provide  
actionable  
insights



Improved  
ROI

Improve  
efficiency and  
effectiveness  
of clients  
media and  
marketing  
investment



Increasing  
Scope

Growing into  
new  
geographies  
and adding  
new products  
and services



Recurring  
revenues

Set brand  
KPI's with  
measurement  
tools and  
build long  
term  
relationships

## REVIEW OF THE YEAR

# Strategy and strategic priorities

### BUILD

To build data, analytics and software capabilities to provide our clients with insights

#### *Priorities*

- Protect competitive advantage
- Invest in digital services
- Develop MPO services

### INCREASE

To increase our brand profile and reputation

#### *Priorities*

- Work with marketing associations to build profile

### GROW

To grow our international footprint to ensure that we serve the needs of our global clients

#### *Priorities*

- Accelerate growth in US
- Develop presence in SE Asia
- Explore emerging markets

### DEVELOP

To develop the skills and talent of our people

#### *Priorities*

- Strengthen leadership team
- Introduce segment leadership

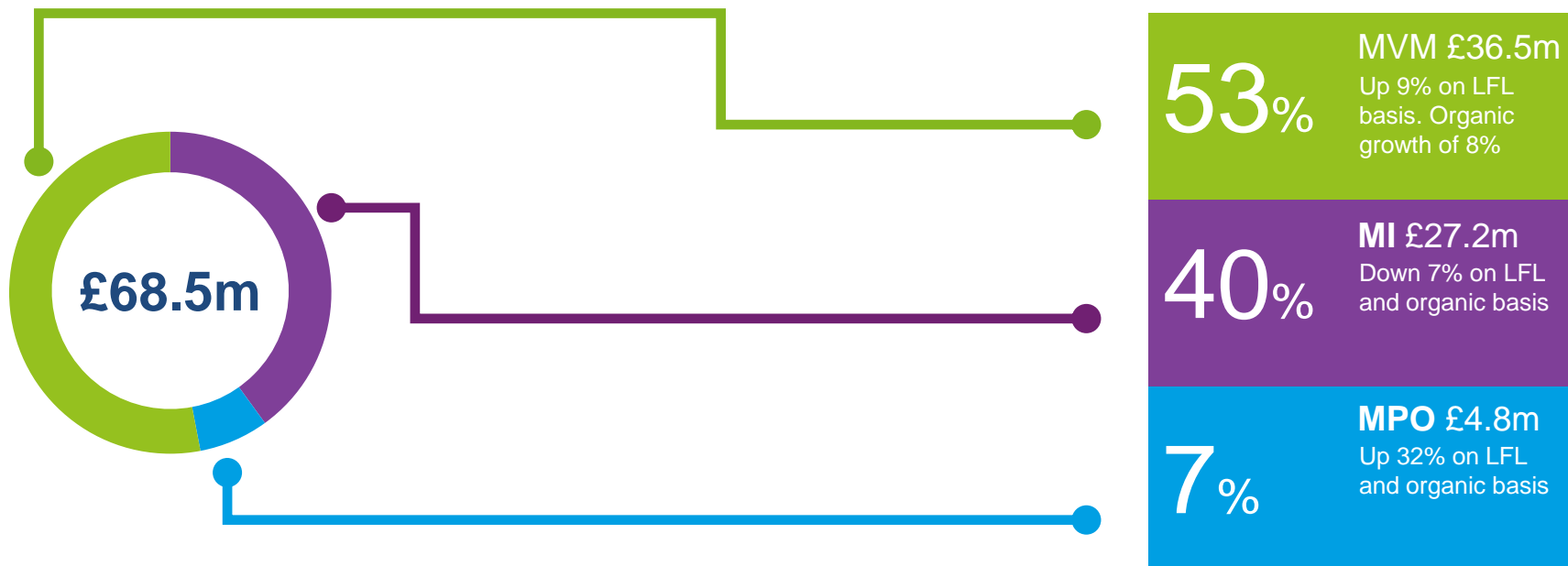
The background of the slide is a complex financial visualization. It features a blue-toned grid with several data series. A prominent red line graph curves across the top half, with a yellow line graph below it. In the lower portion, there is a bar chart with white bars of varying heights. Overlaid on these charts are vertical columns of binary code (0s and 1s). Several numerical values are scattered throughout: '5.6631' appears twice, '9.334' is visible, and '4.25647' and '7.2235' are also present. The overall aesthetic is high-tech and data-driven.

## 2. FINANCIAL REVIEW



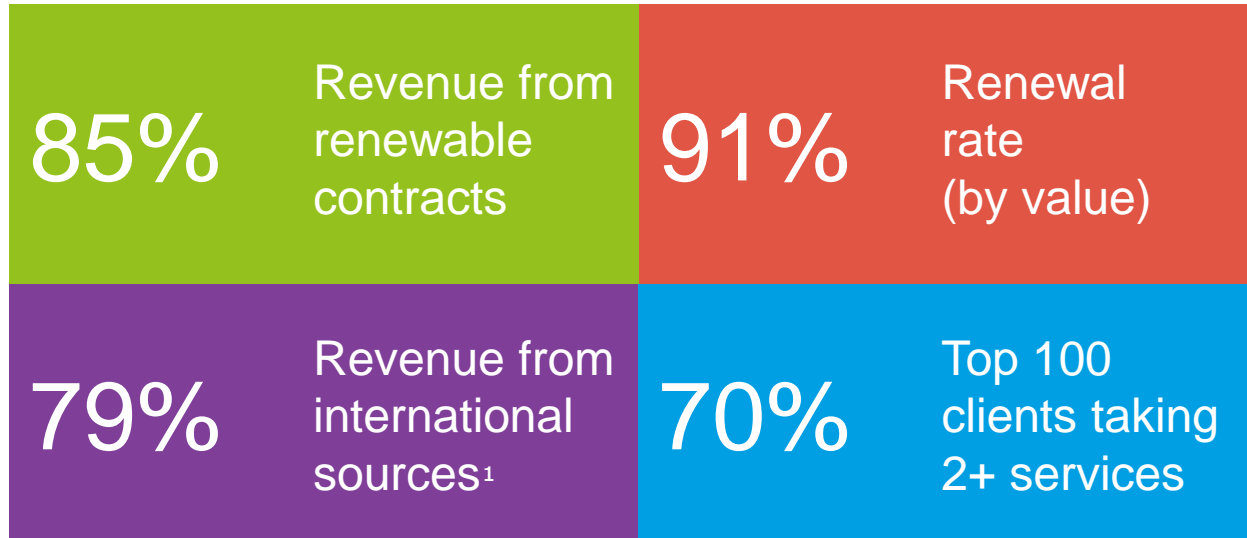
## FINANCIAL REVIEW

# Revenue



Total revenue up 7% at reported rates from £64.0m to £68.5m  
Total revenue up 8% at constant currency rates from £64.0m to £69.0m

# Client analysis



## FINANCIAL REVIEW

# Underlying operating profit

	2014	2013
Operating profit	£11.3m	£10.4m
Margin %	16.6%	16.3%

Operating profit up 9% at reported rates from £10.4m to £11.3m

Operating profit up 10% at constant currency rates from £10.4m to £11.5m

Margin increase driven by operational gearing

## FINANCIAL REVIEW

# Underlying margins

	2014	2013
Gross	56.2%	54.2%
EBITDA	18.7%	18.3%
Operating	16.6%	16.3%

Gross profit margin benefited from organic operational gearing and strong margins from acquired entities

EBITDA and operating margins benefited from above plus effective management of Central costs



## FINANCIAL REVIEW

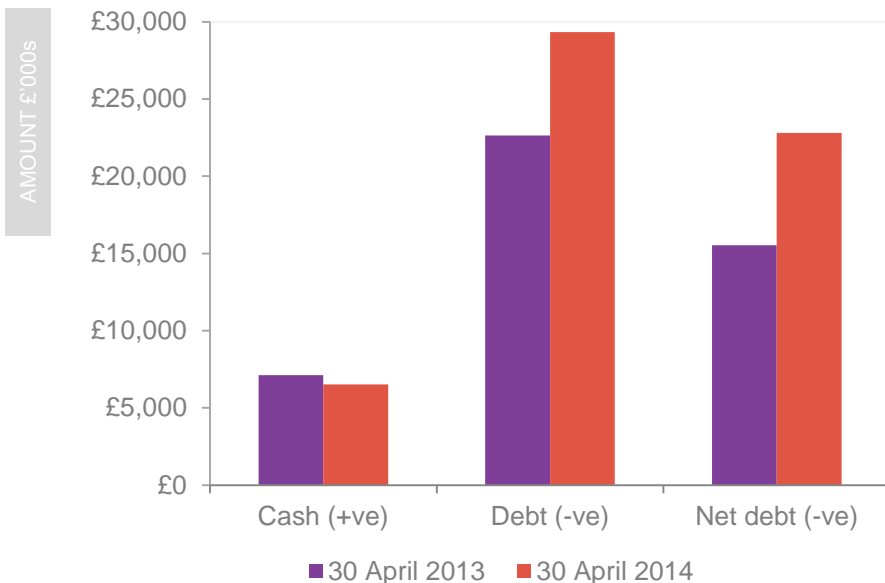
# Underlying profits and EPS

	2014	2013
Operating profit	£11.3m	£10.4m
PBT	£10.2m	£9.5m
Diluted EPS	10.1p	9.0p

Underlying operating profit up 9%...Underlying PBT up 7%...Underlying diluted EPS up 12%

## FINANCIAL REVIEW

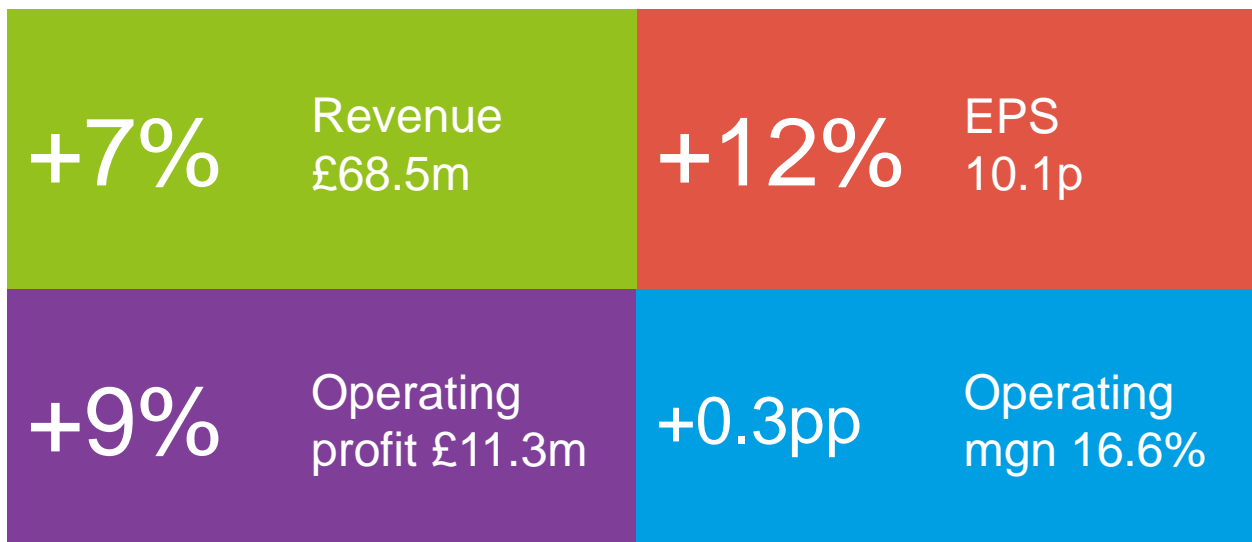
# Net debt analysis



- Net debt at 30 April 2014 of £22.8m (2013: £15.5m)
- Comfortable leverage at 1.8x pro forma EBITDA
- £9.8m drawn in the year for acquisitions
- New banking facility in place from July 2014:
  - £40m facility with 4 year term
  - £30.8m drawn down
  - £10m repayable over 4 years - balance repayable in 2018
  - Ability to increase by £20m (s/t approval)
  - Favourable terms and covenants

## FINANCIAL REVIEW

# Financial highlights





# 3. OUTLOOK



## OUTLOOK

# 14/15 and beyond

1. Market dynamics continue to favour Ebiquity's growth strategy
2. New structure will enable greater focus on growth markets
3. Continued emphasis on software to enable margin growth
4. Economic climate building greater customer confidence
5. Strong pipeline and high visibility
6. Future prospects encouraging - remain confident

The background of the slide is a complex digital graphic. It features a blue-toned grid with several overlapping line graphs in shades of purple, red, and yellow. Interspersed among these lines are vertical columns of binary code (0s and 1s) and various numerical values such as 5.6631, 9.334, 25647, and 7.2235. The overall aesthetic is high-tech and data-oriented.

## 4. FINANCIAL APPENDICES

## FINANCIAL APPENDICES

# Segmental reporting

12m to April 2014	Media Value Measurement	Market Intelligence	Marketing Performance Optimization	Reportable Segments	Unallocated	Total
Revenue	36,477	27,162	4,813	68,452	-	68,452
u/l operating profit	10,289	4,801	1,523	16,613	(5,274)	11,339

12m to April 2013	Media Value Measurement	Market Intelligence	Marketing Performance Optimization	Reportable Segments	Unallocated	Total
Revenue	32,364	29,639	2,043	64,046	-	64,046
u/l operating profit	8,003	5,936	774	14,713	(4,272)	10,441

## FINANCIAL APPENDICES

# Recent performance

	2009/10	2010/11	2011/12	2012/13	2013/14
Revenue	21,218	44,165	52,919	64,046	68,452
<i>growth</i>	15%	108%	20%	21%	7%
Op profit	2,643	5,298	8,205	10,441	11,339
<i>margin</i>	12.5%	12.0%	15.5%	16.3%	16.6%
EPS	5.6p	6.0p	7.4p	9.0p	10.1p



## FINANCIAL APPENDICES

# Year on year revenue analysis

	Organic	Acquisitions	Total
<b>Year ended 30 April 2013</b>	<b>62,272</b>	<b>1,774<sup>1</sup></b>	<b>64,046</b>
Prior year disposals	(235)	-	(235)
<b>Year ended 30 April 2013 pro forma</b>	<b>62,037</b>	<b>1,774</b>	<b>63,811</b>
Organic revenue increase	1,137	-	1,137
Full year impact of prior year acquisition	-	1,234 <sup>1</sup>	1,234
Revenue from current year acquisitions	-	2,714 <sup>2</sup>	2,714
Foreign exchange	(444)	-	(444)
<b>Year ended 30 April 2014</b>	<b>62,730</b>	<b>5,722</b>	<b>68,452</b>

<sup>1</sup>Represents FD acquisition (acquired 3 August 2012)

<sup>2</sup>Represents Stratigent and CMCG acquisition (acquired 19 August 2013 and 15 January 2014 respectively)

# Renewals analysis

	% renewable revenue	% renewal rate (value)
MVM	98%	94%
MI	77%	87%
<b>Total</b>	<b>85%</b>	<b>91%</b>

<20% of MPO is renewable

## FINANCIAL APPENDICES

# Cross-selling analysis

	2010/11	2011/12	2012/13	2013/14
2 services	10%	13%	11%	11%
3+ services	1%	1%	<b>3%</b>	<b>4%</b>
<b>2+ services</b>	<b>11%</b>	<b>14%</b>	<b>14%</b>	<b>15%</b>
<i>Top 100 global advertisers<sup>1</sup></i>	<i>84 of the 100</i>	<i>89 of the 100</i>	<i>91 of the 100</i>	<i>90 of the 100</i>

*Two thirds of the 90 clients from the Top 100 global advertisers take 2+ services*

## FINANCIAL APPENDICES

# Highlighted items

	2014	2013
Recurring (non-cash)	£2.2m	£2.5m
Non recurring	£4.5m	£0.4m
<b>Total</b>	<b>£6.7m</b>	<b>£2.9m</b>

Recurring: Reduction in amortisation of purchased intangibles

Non-recurring: Increase in acquisition, integration and property

## FINANCIAL APPENDICES

# Profit before tax

		2014	2013
<b>Underlying operating profit</b>	<b>+9%</b>	<b>11,339</b>	<b>10,441</b>
Highlighted items		(6,727)	(2,936)
<b>Reporting operating profit</b>		<b>4,612</b>	<b>7,505</b>
Net finance costs/associates		(1,172)	(949)
<b>Reported profit before tax</b>		<b>3,440</b>	<b>6,556</b>
<i><b>Underlying profit before tax</b></i>	<b>+7%</b>	<b>10,167</b>	<b>9,492</b>

## FINANCIAL APPENDICES

# Outstanding deferred consideration

As at 30 April 2014	2012/13	2013/14	
	Firm Decisions	Stratigent	CMCG
Nature of business	Media cost auditing globally	Multi-channel analytics in the US	Media auditing in China
Operations	London, NYC, Sydney	Chicago	Shanghai and Beijing
Transaction date	3 August 2012	19 August 2013	15 January 2014
Transaction detail	100% acquisition	100% acquisition	100% acquisition
Cash up front	£1,000K	£2,700k	£1,600K
Deferred consideration max	£6,000K	£2,713k	£4,985k
Deferred consideration paid	£2,637k	£1,799k	£nil
Estimated remaining deferred consideration*:	£3,363k:	£892k:	£4,407k:
H1 2014/15	£3,363k	£297k	£894k
H1 2015/16	-	£357k	£859k
H1 2016/17	-	£238k	£1,275k
H1 2017/18	-	-	£1,379k
Total potential consideration	£7,000k	£5,391k	£6,585k
Total estimated consideration	£7,000k	£5,391k	£6,007k
Earn out end date	April 2014	April 2016	April 2017
Earn out basis	2 yrs based on profit multiple	1 yr profit multiple & 3 yr rev growth/profit mgns	3 yr based on profit multiple
Key financials at acquisition	Jun 12: Rev £2.0m u/l op profit £0.3m 14 staff	Dec 12: Rev £2.2m u/l op profit £0.6m 20 staff	Dec 13: Rev £1.4m u/l op profit £0.4m 22 staff

\*Estimated remaining deferred consideration as at 30 April 2014: 14/15 £4,555k, 15/16 £1,216k, 16/17 £1,513k, 17/18 £1,379k = total £8,662k

Post year end, we acquired the minority interest in Billetts America, our US MVM business, on an earn out basis. Estimated consideration is £0.4m payable in 14/15 and £1.4m payable in 15/16.

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## FINANCIAL APPENDICES

# Statement of financial position

		April 2014	April 2013
<b>Non current assets</b>	Goodwill	55,121	47,864
	Purchased intangibles	12,659	11,970
	Other	6,393	5,018
		<b>74,173</b>	<b>64,852</b>
<b>Current assets</b>	Trade debtors	15,683	13,890
	Accrued income	8,287	6,014
	Cash	6,521	7,109
	Prepayments	1,907	1,589
	Other	988	902
		<b>33,386</b>	<b>29,504</b>
<b>Current liabilities</b>	Trade creditors	4,989	4,611
	Loans	2,943	2,179
	Deferred income	7,401	7,451
	Accruals	3,437	3,420
	Other	10,414	8,890
		<b>29,184</b>	<b>26,551</b>
<b>Non current liabilities</b>	Loans	26,235	20,238
	Deferred tax	2,888	2,908
	Other	4,735	2,543
		<b>33,858</b>	<b>25,689</b>
<b>Net assets</b>		<b>44,517</b>	<b>42,116</b>

## FINANCIAL APPENDICES

# Cash flow statement

	12m to 30 April 2014	12m to 30 April 2013
<b>Cash generated from operations</b>	<b>6,799</b>	<b>7,526</b>
Finance expense	(841)	(701)
Income taxes paid	(1,159)	(1,582)
<b>Net cash from operating activities</b>	<b>4,799</b>	<b>5,243</b>
<b>Investing activities</b>		
Acq'n of subsidiaries, net of cash acquired	(9,230)	(7,202)
Purchase of PPE	(1,756)	(892)
Capitalised development costs	(796)	(414)
	<b>(11,782)</b>	<b>(8,508)</b>
<b>Financing activities</b>		
Issue of new shares	326	381
New borrowings	10,766	6,456
Loan repayments	(3,937)	(2,309)
Acquisition of interest in subsidiary from NCI	(78)	-
Repayment of finance leases	(202)	(157)
Dividends paid to non-controlling interests	(60)	(65)
	<b>6,815</b>	<b>4,306</b>
<b>Net (decrease)/increase in cash</b>	<b>(169)</b>	<b>1,041</b>

## FINANCIAL APPENDICES

# Summary of new banking facility

- £40m multi-currency facility in place, maturing in July 2018
- Accordion option to increase by a further £20m
- Approx £30.8m drawn and outstanding
- Approx £9.2m available
- Interest rate of 2.5% plus LIBOR (can be lowered depending on covenants)
- Analysis of repayment plan on outstanding balance set out below:

	Currency	GBP	Future repayments	Bullet
GBP	£28,300k	£28,300k	£10,000k	£18,300k
Euro	€3,100k	£2,484k	-	£2,484k
		<b>£30,784k</b>	<b>£10,000k</b>	<b>£20,784k</b>
Repayment quarters (from Oct 14)			/16	
Repayment/quarter			£625k	

## FINANCIAL APPENDICES

# Cash and net debt analysis

	Cash	Gross debt	Net debt
<b>Opening at 1 May 2013</b>	<b>7,109</b>	<b>(22,636)</b>	<b>(15,527)</b>
Trading cash flow	6,014	-	6,014
Interest and tax	(2,000)	-	(2,000)
Debt repayments	(3,937)	3,937	-
Drawdown for acquisitions	10,766	(10,766)	-
Payments for acquisitions	(9,797)	-	(9,797)
Capex	(2,552)	-	(2,552)
Other/forex	918	143	1,061
<b>Closing at 30 April 2014</b>	<b>6,521</b>	<b>(29,322)</b>	<b>(22,801)</b>
<i>vs pro forma EBITDA</i>		<i>2.2</i>	<i>1.8</i>

## FINANCIAL APPENDICES

# Shareholder Analysis

Name	Holding	% Holding
Artemis	7,924,430	10.50%
Kabouter	7,078,199	9.38%
JO Hambro	6,361,000	8.43%
T Rowe Price	5,998,300	7.95%
Herald	5,491,125	7.27%
Invesco	4,235,639	5.61%
BlackRock	4,042,029	5.35%
F&C	3,333,333	4.42%
Old Mutual	3,215,200	4.26%
L&G	2,951,000	3.91%
<b>Top 10 total</b>	<b>50,630,255</b>	<b>67.08%</b>

Name	Holding	% Holding
Michael Greenlees	230,000	0.30%
Nick Manning	230,000	0.30%
Andrew Beach	209,476	0.28%
Richard Nichols	100,000	0.13%
Michael Higgins	64,500	0.09%
<b>Total Directors</b>	<b>833,976</b>	<b>1.10%</b>

Total shares in issue at 30 April 2014: 75,491,111.

Mkt cap at 30 April 2014: £97.8m.

Share options outstanding at 30 April 2014: 7,905,210 of which 4,200,000 will be satisfied from shares already issued and held in an EBT.



## 5. COMPANY BACKGROUND



## COMPANY BACKGROUND

# Ebiquity's market

- ➡ The advertising and marketing industry is becoming increasingly consolidated and globalized
- ➡ Advertisers are under extreme pressure to demonstrate marketing spend ROI
- ➡ Marketing and media channels have proliferated even further
- ➡ Consumer data available to brands has dramatically increased
- ➡ Rapid technological change, which has in turn, caused consumer and corporate behaviour to change, has increased the complexity of advertising and marketing



**The complexity is driving an increasing worldwide demand for independent marketing and media performance measurement and optimization**

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## COMPANY BACKGROUND

# Key features and benefits of Ebiquity's offering

### 1. Must-have data

- Proprietary media buying data pool
- Market leading advertising monitoring database – paid and earned media aggregated and tagged

### 2. Advanced analytics

- Media buying measurement, benchmarking and ROI
- Advertising validation and competitive positioning
- Real-time and predictive performance measurement

### 3. Independent insight

- Unique independent positioning outside agency workflow
- Independent advice on media planning and evaluation of agency performance

### Key features

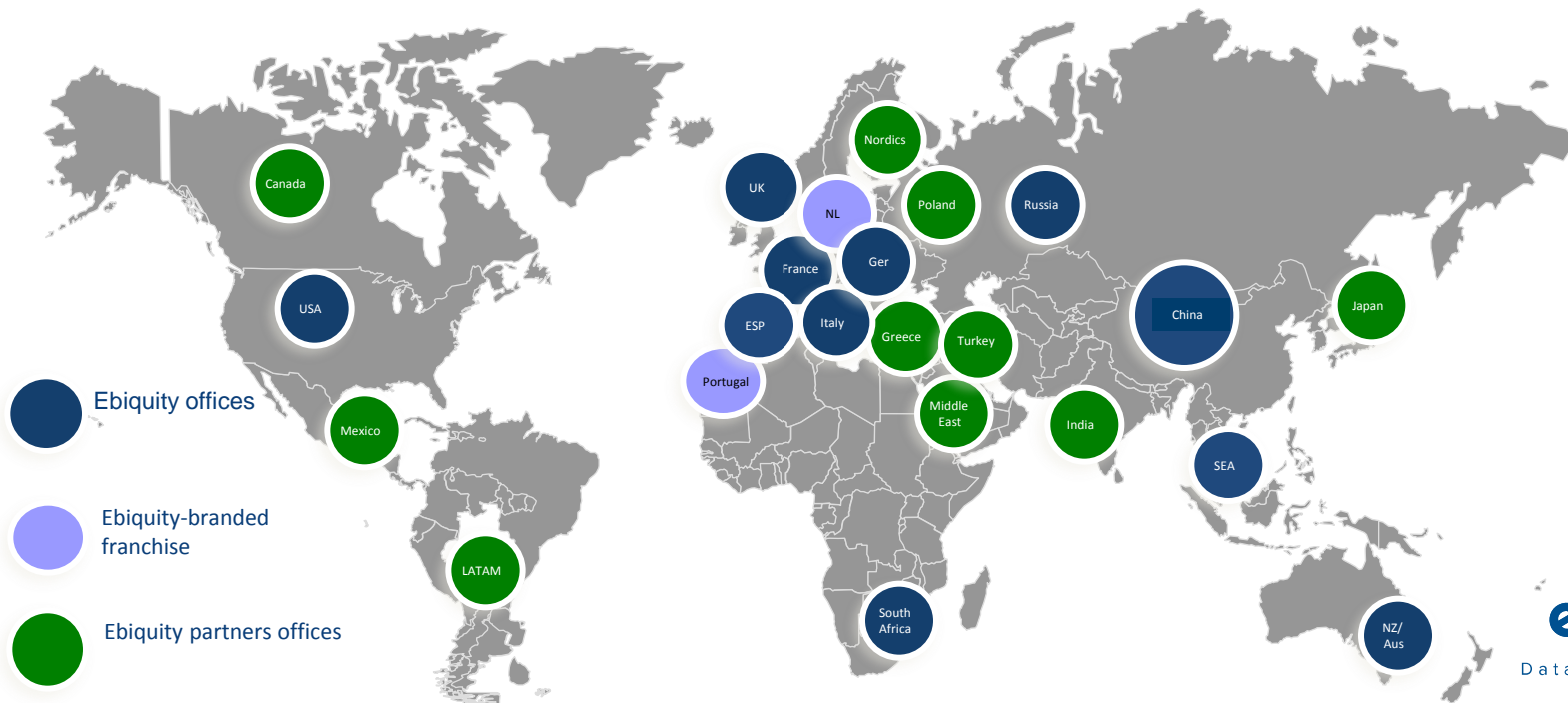
- ➔ Market leading workflow tools – constantly evolving suite of software products
- ➔ Rapidly increasing cross-sales – 15% of clients now take more than one Ebiquity service
- ➔ Strength in paid and earned media – tools generate insights from social and paid media

- ➔ Recurring revenue – 91% annual contract renewals; products embedded in client workflow
- ➔ Consistent financial growth
- ➔ Global coverage – advertising analytics across 70 markets, media buying data across 40

## COMPANY BACKGROUND

# Global presence and expertise

- Over 800 people worldwide
- Operate from over 15 global offices plus an extensive partner network
- Working with over 1,100 clients across multiple sectors including over 90 of the Top 100 advertisers globally
- 4 data centres: Newcastle (UK), Chicago (US), Baden Baden (Germany) and Sydney (Australia)



## COMPANY BACKGROUND

# Ebiquity proprietary reports



Dashboard reporting  
Customized for each client  
Secure  
Tablet compatible

## COMPANY BACKGROUND

# New business structure

### Media value measurement

- Audits of media planning and buying across 25 markets worldwide
  - Tracking of agency guarantees and invoices
  - Independent advice on media budgeting and forecasting
  - Agency performance management – develop and implement agency KPIs
  - Delivered as a combination of services and products
- 53% of Group revenue**

### Market intelligence

- Monitors marketing and advertising content and activity across the full range of media
  - Aggregated international advertising and social media analytics across 70 markets worldwide
  - Regular alerts and reports to subscribers
  - 'Deep-dive' advertising analytics in UK, Germany and Australia
  - Multi-language translation platform capabilities
- 40% of Group revenue**

### Marketing performance optimization

- Rapidly growing area of the business which brings together data and insight from all segments of the company
  - Products and services focused on marketing effectiveness – helping brands measure and optimize the impact of their marketing
- 7% of Group revenue**





# Media Value Measurement

53% of total revenue



## MEDIA VALUE MEASUREMENT

# Unique proposition

### 1. Unique database

- Deepest and most comprehensive database in the market
- Very hard for any competitor to replicate

### 2. Independence

- Clients desire for objectivity
- Unique ability to hold agencies to account

### 5. Stickiness of contracts

- Benchmarking clients lock in with long term contracts
- Ebiquity's services integrated with clients' communications programmes

### 3. Technology plus

- Unique front end consultancy offering bolted onto technology piece differentiates from pure SaaS platforms
- Usability for clients without analytical skill sets

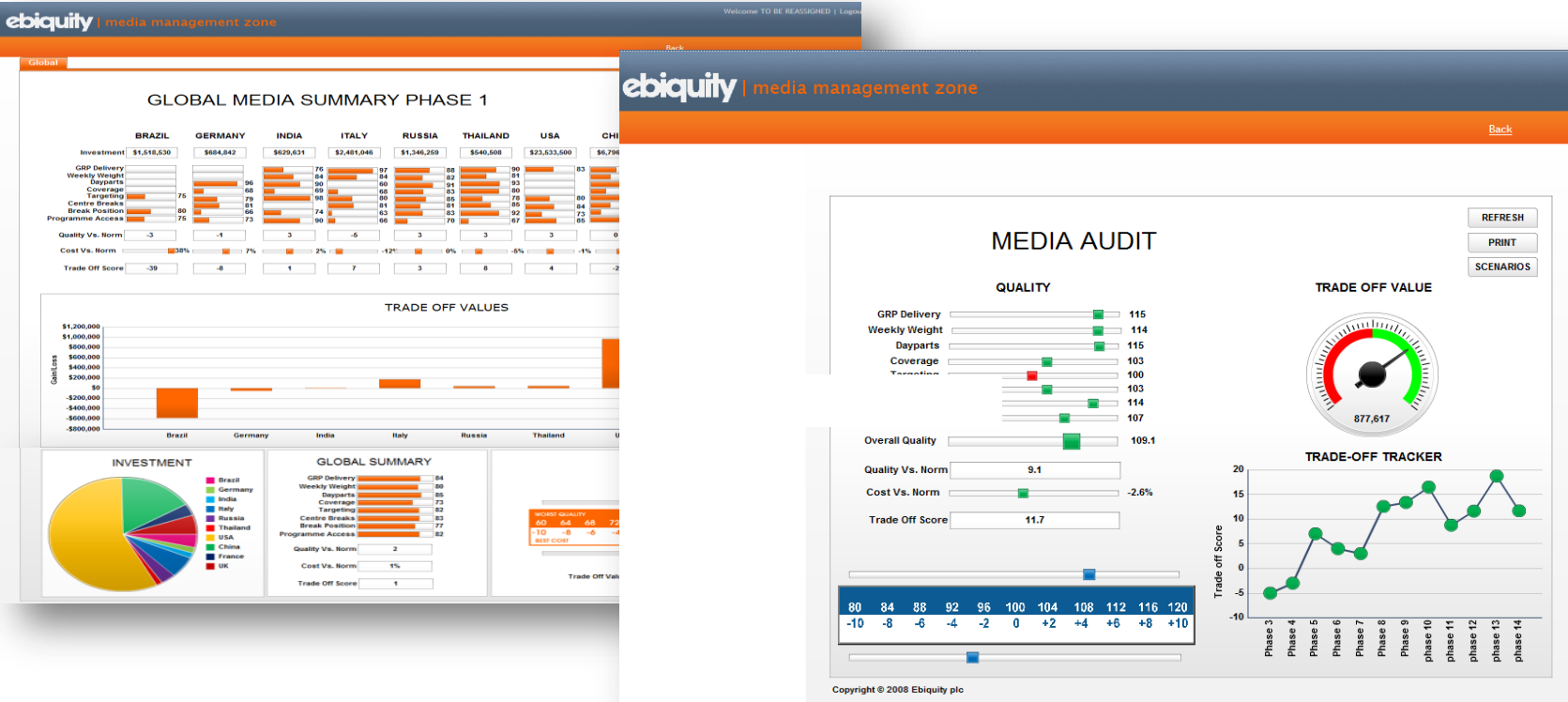


### 4. Tracking solutions for global clients

- Ebiquity offers global coverage with local knowledge

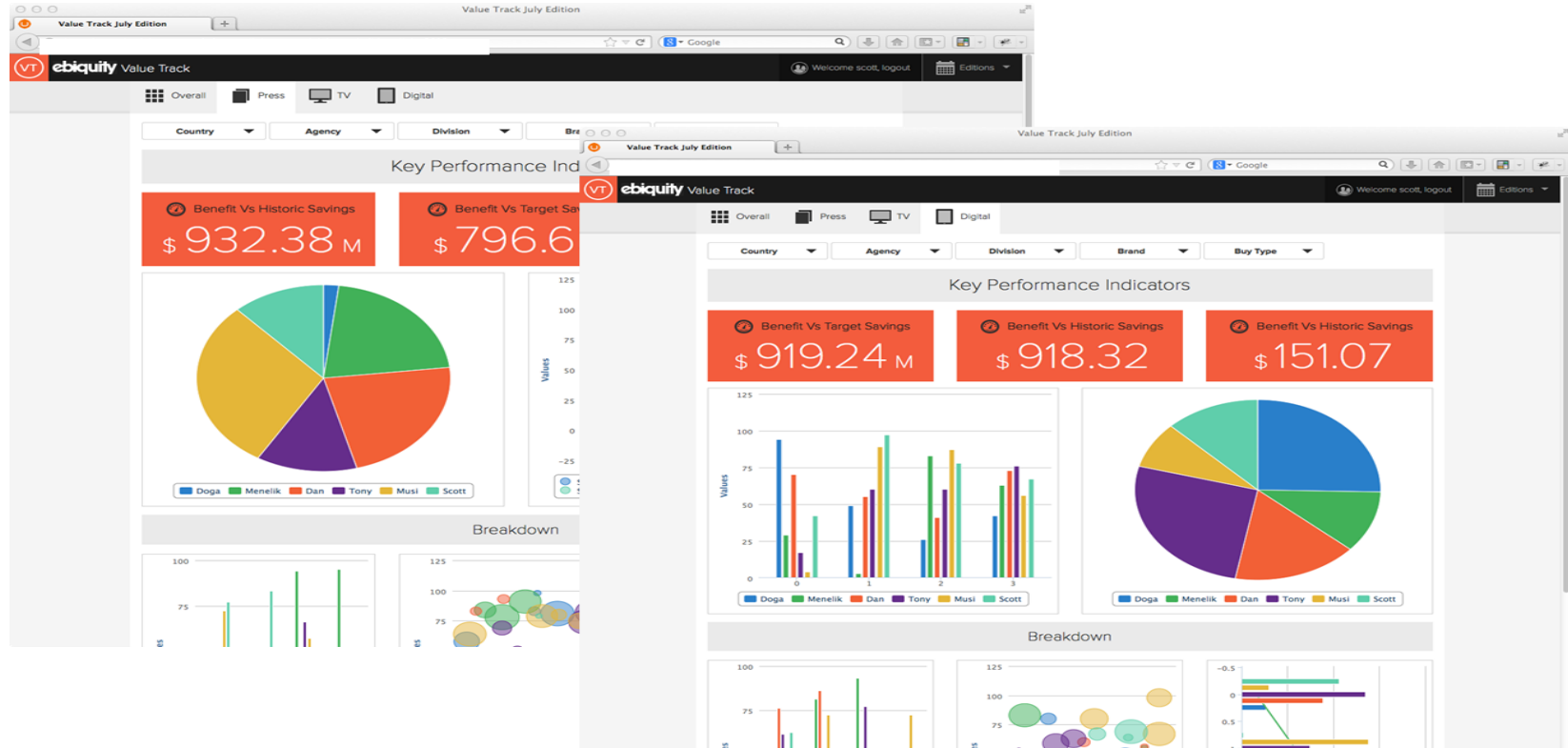
# MEDIA VALUE MEASUREMENT

## Media Benchmarking – The Rack




## MEDIA VALUE MEASUREMENT

# Value Track – Performance Guarantees







# Market Intelligence

40% of total revenue

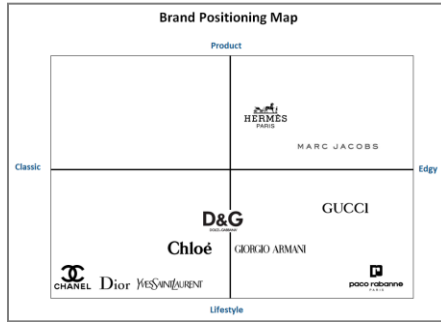


# MARKET INTELLIGENCE

## Broad offering

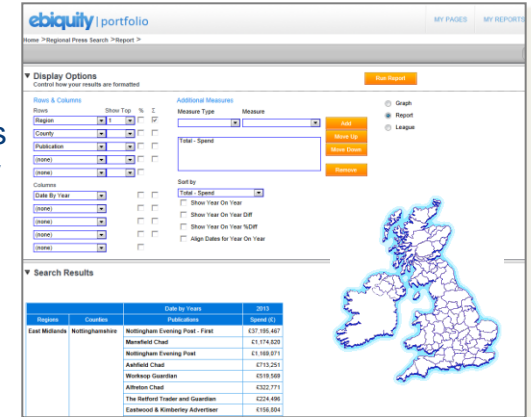
### 1. Insight

In depth bespoke research projects that give clients an impartial conclusion on the performance of their marketing



### 2. Portfolio

Subscription platform that provides 'deep-dive' advertising analytics in the UK, Germany and Australia



### 4. Sonar

Subscription platform that helps Ebiquity's clients to monitor, evaluate and act on their digital media and social media presence globally in real-time



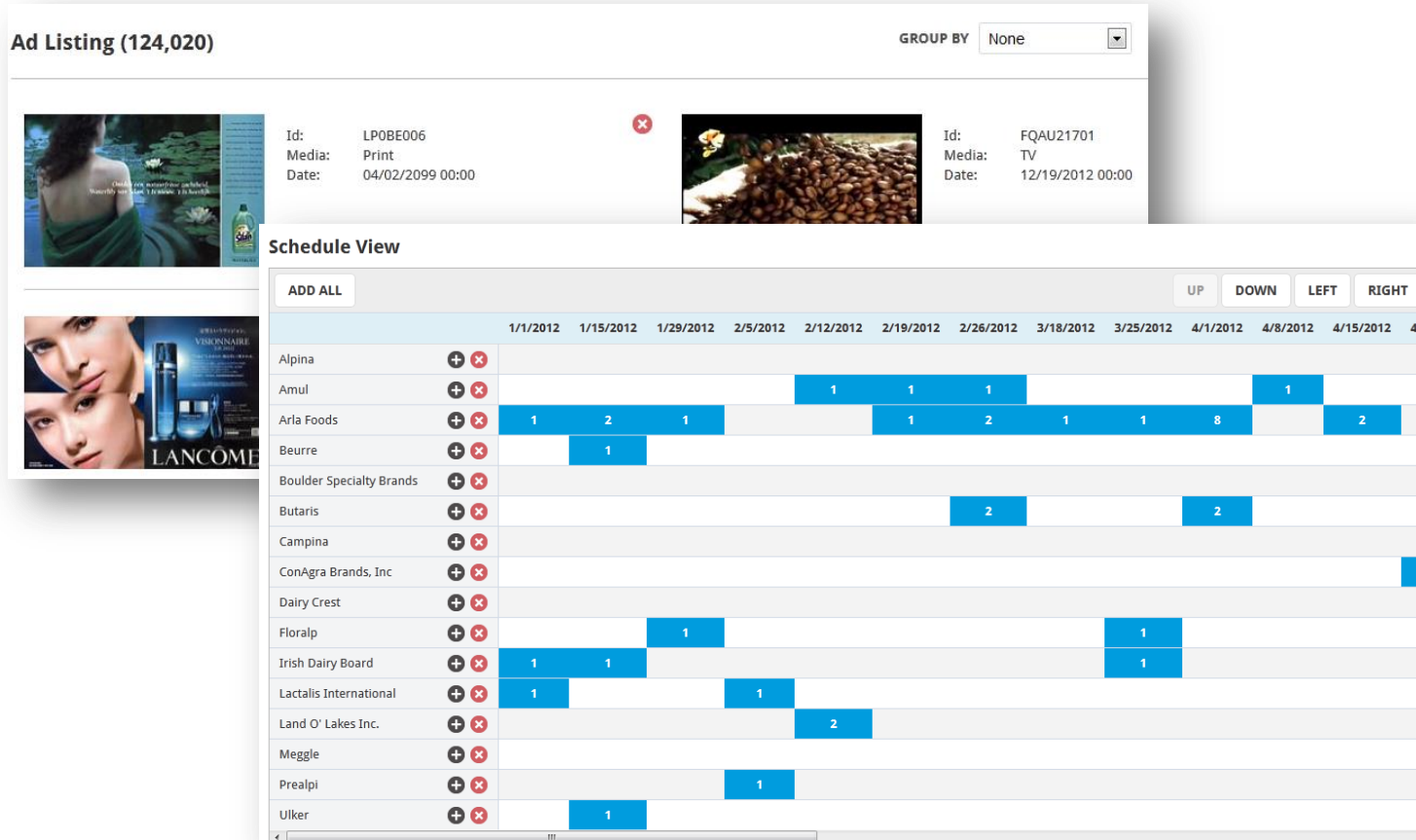
### 3. Portfolio International and Portfolio +

Platform that delivers aggregated advertising analytics across 70 markets worldwide. Portfolio+ is a client-tailored multi-language translations platform

<b>Completed</b>		4 creatives
Bella Vita - 1027		8 creatives
	Slogan	>Bella Vita, the life of the future
	Advert Type	Advert
	First Recorded Date	11/03/2013
	Slogan	>The Vita, the life of the future
	Advert Type	Advert
	First Recorded Date	11/03/2013
Ken Brown Motors (Showerings) - 1302		1 creative
	Slogan	THE SCHOOL BUS
	Advert Type	Advert
	First Recorded Date	09/02/2013
March of Bedford - 1015		1 creative
	Slogan	>March of Bedford, the life of the future
	Advert Type	Advert
	First Recorded Date	20/02/2013
<b>New Completed</b>		4 creatives
WLM (London) - 2150		2 creatives
	Slogan	Get on board with today's into City Deals
	Advert Type	Advert
	First Recorded Date	26/02/2013
	Slogan	Get on board with today's into City Deals
	Advert Type	Advert
	First Recorded Date	23/01/2013

## MARKET INTELLIGENCE

# Portfolio – domestic competitive monitoring






## MARKET INTELLIGENCE


# Portfolio+ – international competitive Monitoring

**Creative Spotlight (1,496)** GROUP BY: None

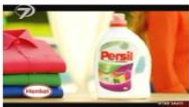
ALL ADREPORT BEVERAGES DEOS HAIR HHC ICE CREAM **LAUNDRY** NEW VITALITY ORAL SAVOURY SCC&DRESSINGS SKIN




**Betty White**  
Launching new Tide Vivid White + Bright in the US, Procter & Gamble partners with popular actress Betty White who informs Americans how to "Break The Rules of White." Wearing a "hot white number," White attests she's not worried about taking care of it because she uses new Tide Vivid White + Bright detergent and Tide Boost Vivid White + Bright Pacs, which "keep [her] whites looking new, wash after wash."



**Morning Calisthenics**  
New Attack Nex is positioned as a brand parents can trust when they can't be with their kids. Featuring a familiar scenario of germs rapidly spreading between kids at school, the TVC assures that parents can trust in Attack Nex to protect their children as it has a "high level of hygiene protection." Similarly focusing on hygiene, RB continues to promote new Vanish Oxi Action Extra Hygiene in Thailand, promising it kills 99.9% of bacteria.



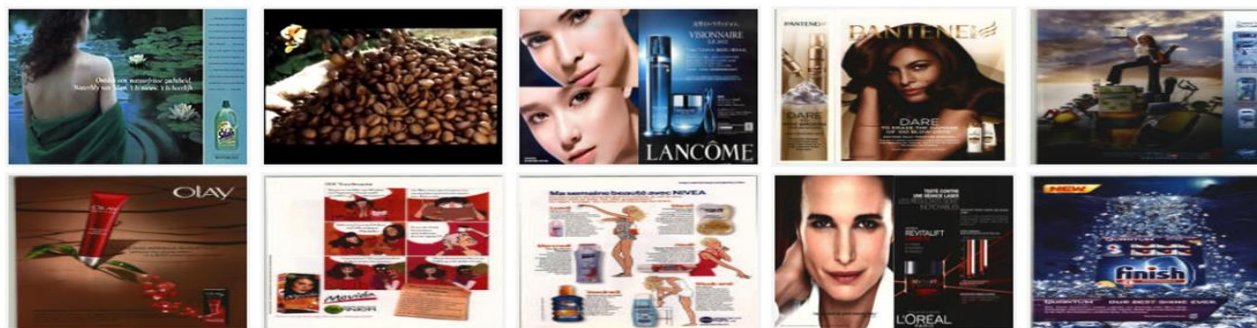
**Birthday Party**  
Henkel uses a sid Color Gel is "the 1 mother wearing v she attests she ut enzymes eliminat colors." Making a Bright Colors "rer



**A Lot Of Freshness**

### AdWall (124,020)

GROUP BY: None ORDER BY:



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## MARKET INTELLIGENCE


# Sonar – Brand sentiment dashboard



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Data-driven insights





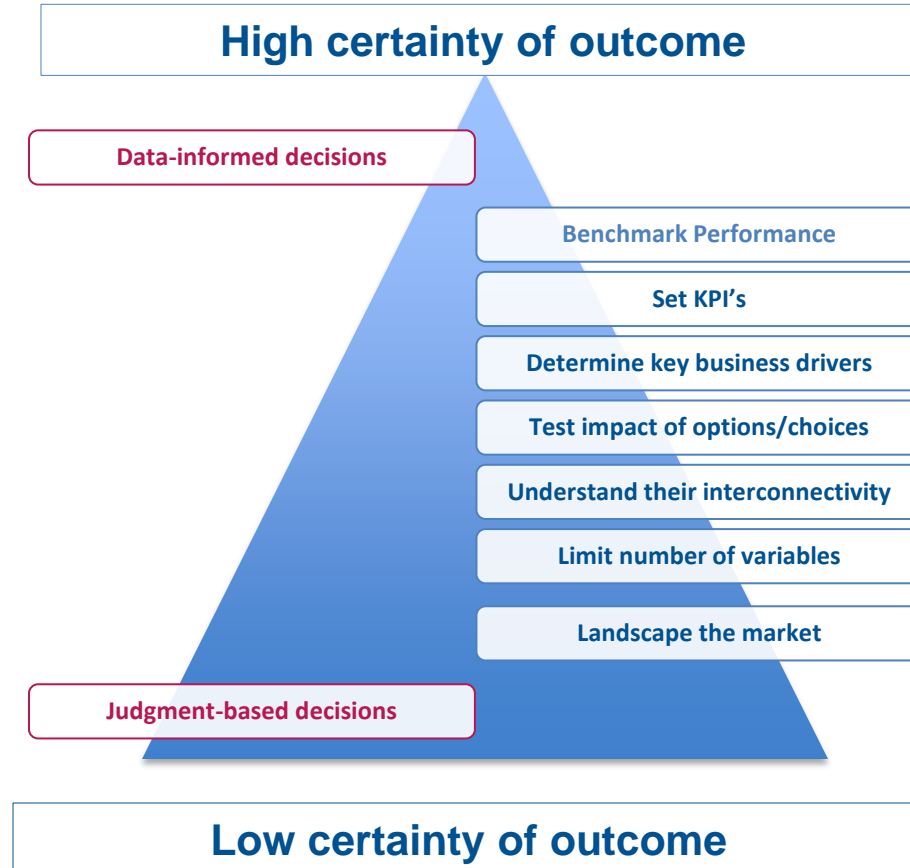
# Marketing Performance Optimization

7% of total revenue



# MARKETING PERFORMANCE OPTIMIZATION

## Providing high certainty of outcomes



## MARKETING PERFORMANCE OPTIMIZATION

# Helping brand owners predict their business



Helps brand owners predict how their business will perform by optimizing **media choices**

### Measurement

Measure the profit effectiveness of our clients' marketing and advertising activity

### Modelling

Statistical models calculate the effect of many different variables (eg price) including the influence of external factors (eg weather)

### Analysis

Provide return-on-investment figures overall and by channel and we show how these can be improved through changes

### Improvement

Help clients improve their retail promotional effectiveness through proprietary statistical tools

### Continuous monitoring

Provide our clients with a business intelligence platform which helps them measure the key daily metrics of their business



**ebiquity**

Data-driven insights

**Monthly Insight  
Overview**

**KPI Dashboard  
And Commentary**

**In-depth  
Commentary**



ACQUISITIONS | CURR  
6.3kTOTAL QUOTES | CURR  
12kMEDIA SPEND | CURR  
£5M

## A slow start to 2013 but the green shoots are appearing

By Mark Evans

We start 2013 in an uncertain place. Externally the full implications of the Gender Directive are yet to be fully understood. The market remains incredibly competitive; PCW spend is increasing whilst both home and motor search markets have seen considerable YOY declines. Internally we have been working hard to meet the cost challenge whilst maintaining our performance. In January we have reduced media spend for  by 38% on car, 49% on home and  has seen equally difficult cuts of 53% on car, 34% on home.

OUTCOME



ACQUISITIONS | CURR

6.3k

CPA | CURR

£550

CPQ | CURR

£350

CONVERSION | CURR

35%

RETENTION RATE | CURR

77%



NPS | CURR

1.3



INTERACTION



TOTAL QUOTES | CURR

12k

WEB QUOTES | CURR

4.2k

PCW QUOTES | CURR

6.3k

PHONE QUOTES | CURR

2.3k

SOCIAL MEDIA VOLUME | CURR

120



WEB SEARCH INTEREST | CURR

95



CONSIDERATION | CURR

0.60

CUSTOMER SATISFACTION | CURR

72%

ACTIVITY



SPEND BY MESSAGE |

MEDIA SPEND | CURR

£5M

SHARE OF VOICE | CURR

32%



AI | CURR

0.77

AWARENESS | CURR

83%

Esure  
2012-09-01: 0.87

PRICE METRIC |





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