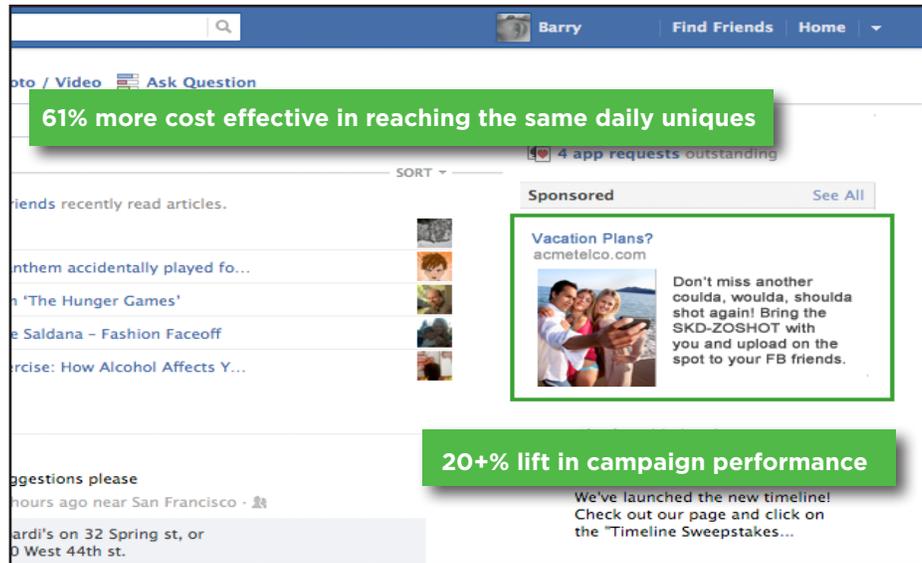


AK Validates Verizon's Belief in Facebook's Effectiveness 61% more cost effective reach, 20+% lift in campaign performance

The Challenge

Marc Fonzetti, director of media, Verizon Wireless, made a big bet on their Facebook investment, believing their partnership could deliver even more effective reach, as well as a direct response channel, but he needed the right analytics tools to measure Facebook's performance relative to other Verizon Wireless' upper funnel campaigns.



The Solution

Tom Mckenna, associate director of digital media, Verizon Wireless, turned to AK's Media Intelligence Platform™ to prove that Facebook could indeed maximize their upper funnel strategies. Verizon Wireless also used AK's multi-touch attribution modeling to identify Facebook's value in driving conversions.

The AK Platform™ is currently the only platform able to measure the performance of Facebook campaigns relative to other campaigns.

The Result

AK's Media Intelligence Platform validated Verizon Wireless' belief in Facebook's effectiveness by showing them to be:

- 61% more cost effective in reaching the same daily uniques.
- 20+% more effective in driving conversions.

More Proof Points

- 21% more unique clicks.
- 39% more cost efficient at reaching unique users.
- 66% more efficient at generating unique clicks.

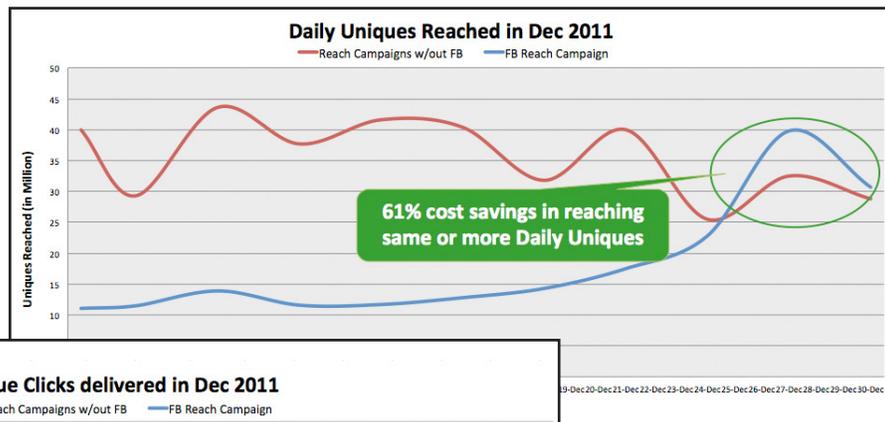
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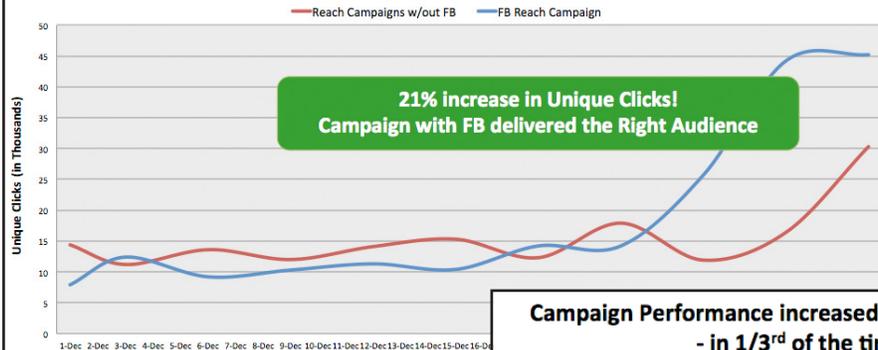
"We believed our Facebook partnership was more valuable than standard digital metrics were telling us. Few media platforms, period, regardless whether 'traditional' or 'digital,' offer the breath and depth of audience and insights as FB does, so it was mission critical for Verizon Wireless to figure out the real value of this growing partnership! AK was the answer!" — **Marc Fonzetti, Director of Media, Verizon Wireless**

"We believed Facebook could maximize our reach objectives. We also wanted to see how effective Facebook was in driving conversions. We were able to validate both our beliefs using the AK Media Intelligence Platform!" — **Marc Fonzetti, Director of Media, Verizon Wireless**

Same reach at 61% cost savings

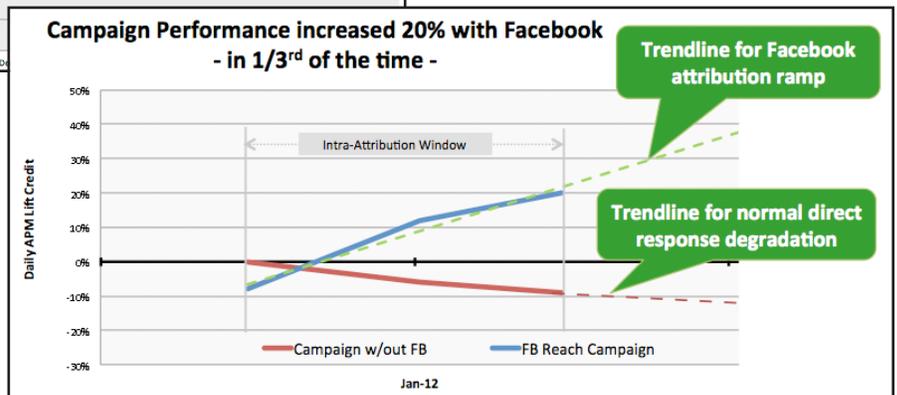


Unique Clicks delivered in Dec 2011



21% increase in unique clicks

20+% lift in campaign performance



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