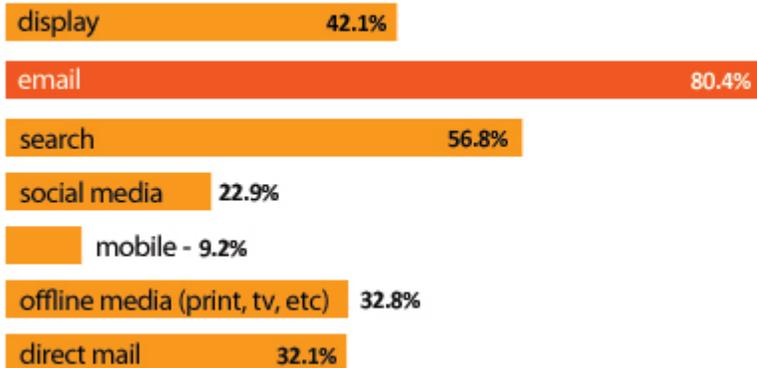


3rd Annual Marketing & Media Survey Results

Marketing Plans - Display, Targeting, Analytics - Email & Other Channels

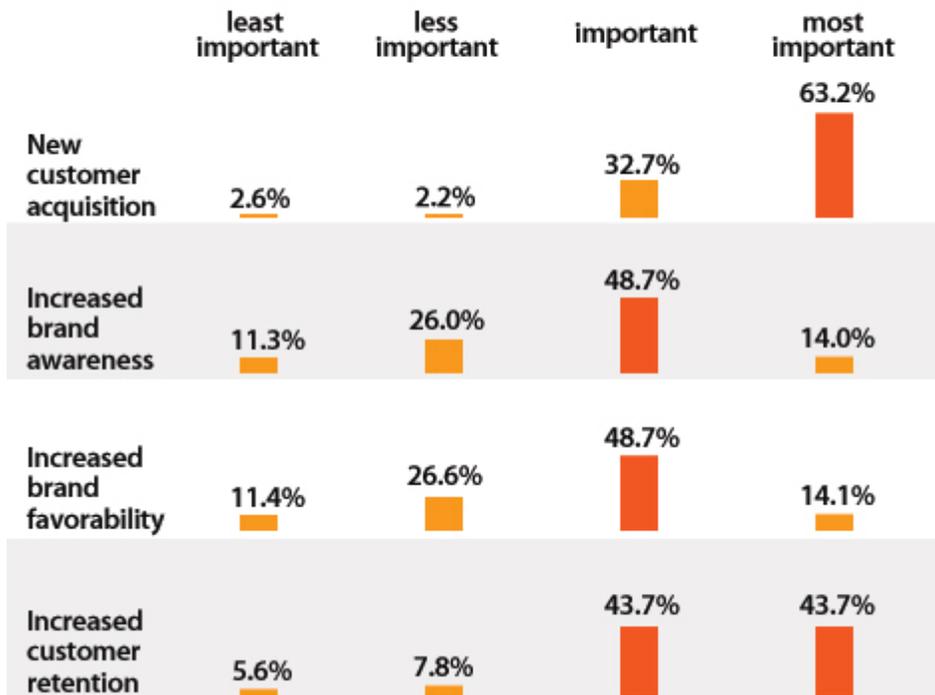
Which advertising channels perform strongly for your company? (select all that apply)



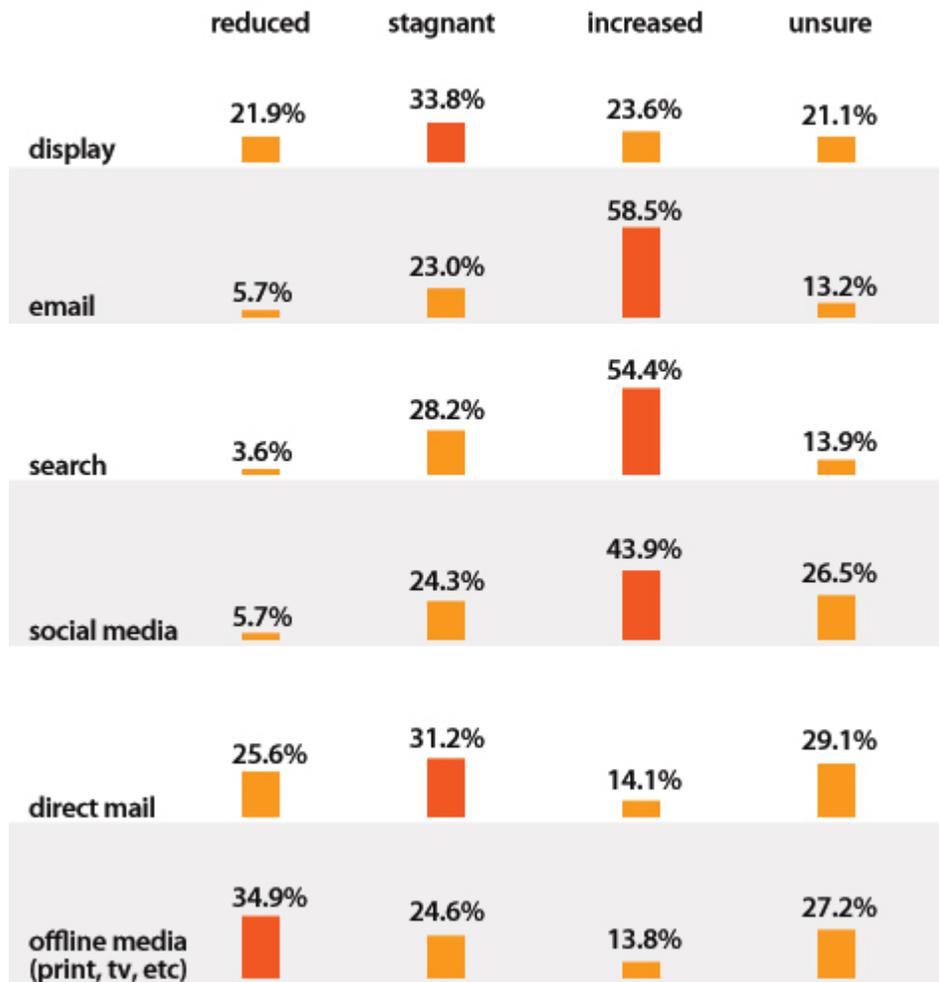
In December 2008, Datran Media conducted its third annual marketing and media survey by reaching out to over 3,000 industry executives from Fortune 1000 brands and leading interactive agencies including Sony, Macy's, Razorfish and RAPP .

Each year, Datran Media conducts its annual survey to capture insights from marketers around the globe. This year, Datran Media asked marketers to address their toughest challenges in this increasingly difficult economy. Marketers were also tasked with choosing the campaign strategies and marketing channels they feel will help them prosper in 2009 and beyond. The survey was broken into three sections and the complete results are reflected below.

Please rank the following advertising goals in order of importance based on 2009 goals.



How will budgets be allocated for the following advertising channels in 2009?



Which of the following marketing tactics are part of your 2009 strategy? (select all that apply)

