

Magazines Deliver Results Efficiently Across the Auto Purchase Funnel

Marketing Evolution performed a return on marketing objectives (ROMO) analysis for the launch of the 2007 Chrysler Sebring and found distinct differences in efficiency among media. **Magazines emerged as not only an effective medium, but also the most efficient one for influencing purchase intent, brand recognition, and brand familiarity.**

To see the impact for other stages of the purchase funnel see page 9 of the “Accountability II Guide” at www.magazine.org/accountability.

ROI by Medium

	People Impacted Per \$100K Spent (indexed)			
	TV	Magazines	Online	Newspapers
Total Awareness	—	827	100	—
Sebring Recognition	—	100	—	—
Familiarity (Top 2 boxes)	—	100	—	—
Purchase Intent (Top 2 boxes)	—	100	—	262

Note: Index of 100 represents the most efficient medium or media combination and all other costs were indexed against the most efficient cost. A dash means that the increase was under one percentage point or did not increase.

Source: Marketing Evolution, 2007