

WE'RE THE **BEST IDEA**
YOU'LL EVER **NEED**



About LogicLab.

The LogicLab Media Marketplace™ matches advertisers with the best media choices possible. By placing actual consumer data at the center of media evaluation, the LogicLab Media Marketplace™ enables advertisers, agencies and media buyers to, for the first time, optimize and measure campaigns using the same proven quantitative criteria used in disciplines such as direct marketing. The LogicLab Media Marketplace™ also gives media owners the ability to attract new and diverse advertisers. Founded in 2009 and based in New York, NY, LogicLab Inc. is a wholly owned subsidiary of Merkle Inc.

About Merkle.

Merkle is one of the nation's largest and fastest growing customer relationship marketing agencies. For more than 20 years, Fortune 1000 companies and leading nonprofit organizations have partnered with Merkle to maximize the value of their customer portfolios. By combining a complete range of marketing, technical, analytical and creative disciplines, Merkle works with clients to design, execute and evaluate Integrated Customer Marketing™ programs. With more than 1,000 employees, the privately held corporation is headquartered near Baltimore in Columbia, Maryland with additional offices in Boston, Chicago, Denver, Little Rock, Philadelphia, Seattle and Hagerstown, Md. For more information, contact Merkle at 1-877-9-Merkle or visit www.merkleinc.com.

The LogicLab Media Marketplace™

The LogicLab Media Marketplace™ is a media planning and buying solution focused on an advertiser's customer database as the center of the solution. Creating a match by linking customer and audience databases in the planning stages of a media buy allows an advertiser or agency to target precisely which media will best reach their current customers. With the use of modeling and segmentation, a plan can also be made to target an advertiser's prospects, again matched against a media's audience file. Then, on the back end, an ROI analysis can be done via attribution to determine which media vehicles within a campaign worked most effectively in delivering those prospects.

Logic Lab™ helps make media planning and buying more 'exact' by analyzing customers or prospects derived from actual customer data instead of a demo. Media buys then become more effective, allowing the advertiser to invest more confidently in future spending. Media, meanwhile, can now sell their audience, not limited by size, but based on the return and results they provide.

Because the LogicLab Media Marketplace™ is about "who" and not how many, media vehicles are no longer excluded from the consideration set of national advertisers only by sample limitations. Small, niche media vehicles can now access a new tool in which their audiences are valued for the specific audience sets they bring.

The patent-pending analytical process within the LogicLab Media Marketplace™:

- Brings actual consumer data from advertisers combined with actual audience data from media organizations which are then enhanced with over 1500 individual and household-level attributes.
- Provides access to an integrated reporting platform that ranks marketing options based on reach to target audience, cost-effectiveness, and performance analyses.
- Allows users to create a "match back" process once a buy is executed to evaluate which media channels delivered specific performance results in the campaign, providing a real time ROI in mass media for the first time.

"By placing actual consumer data at the center of media evaluation, the LogicLab Media Marketplace™ enables advertisers, agencies and media buyers to optimize and measure campaigns using the same proven quantitative criteria used in disciplines such as direct marketing," says Chris Wilson, President LogicLab Inc.

The team at LogicLab is comprised of experts in database marketing and media research. As a division of the highly acclaimed Merkle Inc, they are backed by a successful organization and infrastructure that has been in place for over 35 years.

Learn more at www.logiclabinc.com or call 443.542.4696 today for more information about the state-of-the-art tools that will bring precision and profitability to any marketing strategy.

