

The Rise of the Cross-Channel Brand

Insights from the Turn Global Digital Audience Report, July to September 2013*

Turn data shows an explosion in cross-channel ad strategies in 2013. The drive for ROI is sparking marketers to think “audience first” and create strategies that target and engage consumers when and where they’re most receptive.



137% INCREASE in the number of brands advertising across multiple digital channels this year.



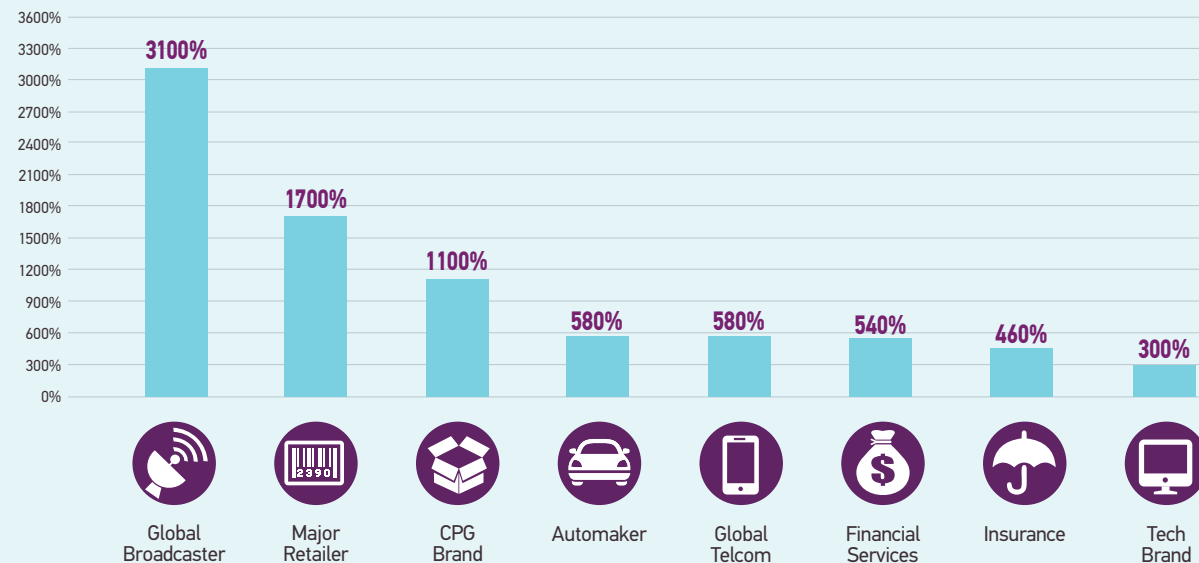
500% INCREASE in brands that advertised in all four digital channels.



3x INCREASE in advertising ROI for brands moving from single to multiple channels (average).

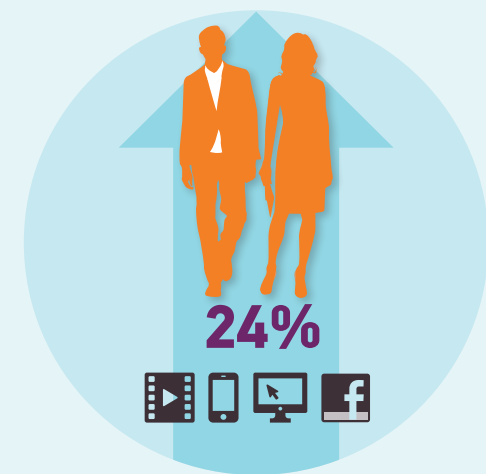
Best-Performing Brands, January to September 2013

Campaigns across multiple channels—mobile, display, social, video—delivered the highest ROI for these brands in the US, EU, Latin America, and APAC.



How Cross-Channel Drives ROI

Consumers who see ads in multiple channels convert 24% more often than those who see them in one channel.



ROI = KPI Goal / Actual KPI
For example, a campaign with a goal of \$10 eCPA that comes in at \$5 eCPA has ROI of 200% (\$10/\$5=2).

*Based on activity on the Turn platform, which evaluates over 2 trillion display, mobile, social, and video advertising impressions every month. Turn has 18 offices around the globe. View the full report at <http://turn.li/GDAOct2013>.

© 2013 Turn Inc. All rights reserved. Turn and the Turn logo are registered trademarks of Turn Inc. Other trademarks are trademarks of their respective companies. All services are subject to change or discontinuance without notice. This document is general in nature and is not meant to be a comprehensive review. Turn makes no guarantee about the accuracy or completeness of the content in this document, and Turn expressly disclaims any responsibility for any errors, omissions, or inaccuracies herein. October 2013