IAB's 28 Reasons to use Interactive Advertising

A Marketer's Potential Uses of the Internet	How to Measure Performance
1. Increase brand awareness	o Pre/post (or exposed vs. unexposed) brand awareness tracking
2. Generate trial	o Increase target audience o Track first-time buyers
3. Increase usage of the brand	o Track frequency of purchase o Field usage study
4. Up-sell customer to premium product or service	o Track purchase behavior over time (what bought)
5. Encourage customer to buy more per purchase occasion	o Track amount purchased per purchase occasion
6. Improve customer's attitudes/image of the brand	o Track customers perceptions or attitudes about brand over time, including purchase consideration and intent
7. Cross sell other brands from the same company	o Track customer's purchase behavior of specific brands o Measure the effects of co-marketing promotion
8. Co-market with non-company brands	o Track customer's purchase behavior of specific brands o Measure effects of co-marketing promotions
9. Increase repeat purchase	o Track number of customer's making repeat purchase
10. Encourage brand loyalty/increase customer's involvement with brand	o Repeat purchase o Share of requirements o Track customer's perceptions or attitudes about brand vs. competitive brands o Track purchase intent of your brand vs. competitive brands
11. Provide in-depth information about the brand and/or do product demonstration	o Clicks o Length of visit o E-mail inquiries and/or requests for additional information o 800# calls
12. Develop database of customers and prospects/collect sales leads	o Number of sales leads collected online o Quality of sales leads
13. Provide/improve customer service	o Track number of visits online versus offline inquiries o Track customer satisfaction over time o Track costs of customer service online vs. offline
14. Reduce obsolete/excess inventory via promotions	o Track sales of obsolete/excess inventory o Compare selling costs versus offline alternatives

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15. Reduce marketing costs	o Compare online marketing costs and effectiveness to traditional marketing costs
16. Test different copy concepts	o Purchase intent o Pre/post (or exposed vs. unexposed) brand awareness o Pre/post (or exposed vs. unexposed) attitude
17. Test different pricing models	o Purchase intent and/or sales volume o Conjoint analysis
18. Test different promotions	o Incremental sales and profits o Purchase intent
19. Test different product/service offerings	o Purchase intent o Attitude and usage o Conjoint analysis
20. Field survey research	o Compare costs, response rates and timing of results for online vs. offline research
21. Generate online revenues	o Revenues o ROI o Custom satisfaction
22. Reach target audience missed by other media	o Increase in audience reach o Increase in HH penetration o Increase in sales
23. Optimize media efficiency	o Compare CPM's of different media plans
24. Track consumer interests and trends	o Successful promotions, ad campaigns, new product launches
25. Retain most valuable customers	o Repeat rate o Profit per lifetime customer o Customer satisfaction
26. Drive traffic to marketer's Web site	o Click throughs o Number of visits o Length of visits o Page views
27. Drive traffic to retail location	o Increase in-store traffic o Source of awareness
28. Recruit employees	o Reduce recruiting expense o Successful hires