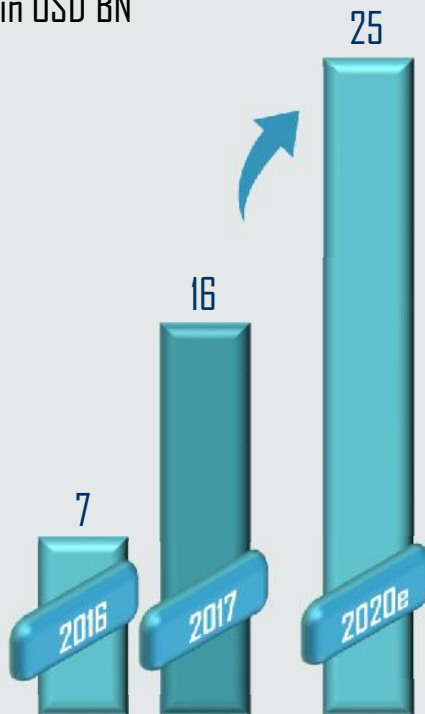


DIGITAL MARKETING RISK

Lacking market traction might put the digital strategy @ risk



Ad fraud
in USD BN



LESS CUSTOMER INTERACTION/ RETENTION

Awareness of customers smaller than expected and measured; quality of customer interaction lacking



HIGHER MARKETING COSTS

Budgeted costs are not sufficient; channel selection potentially flawed



SLOW MARKET SHARE GROWTH

Competitors better positioned; extremely critical in 'winner-takes-it-all' digital business models



DIGITAL STRATEGY @ RISK

For consumer oriented businesses the entire digital strategy might be @ risk; awareness with time delay

UNDERSTAND! ASSESS! ADJUST!