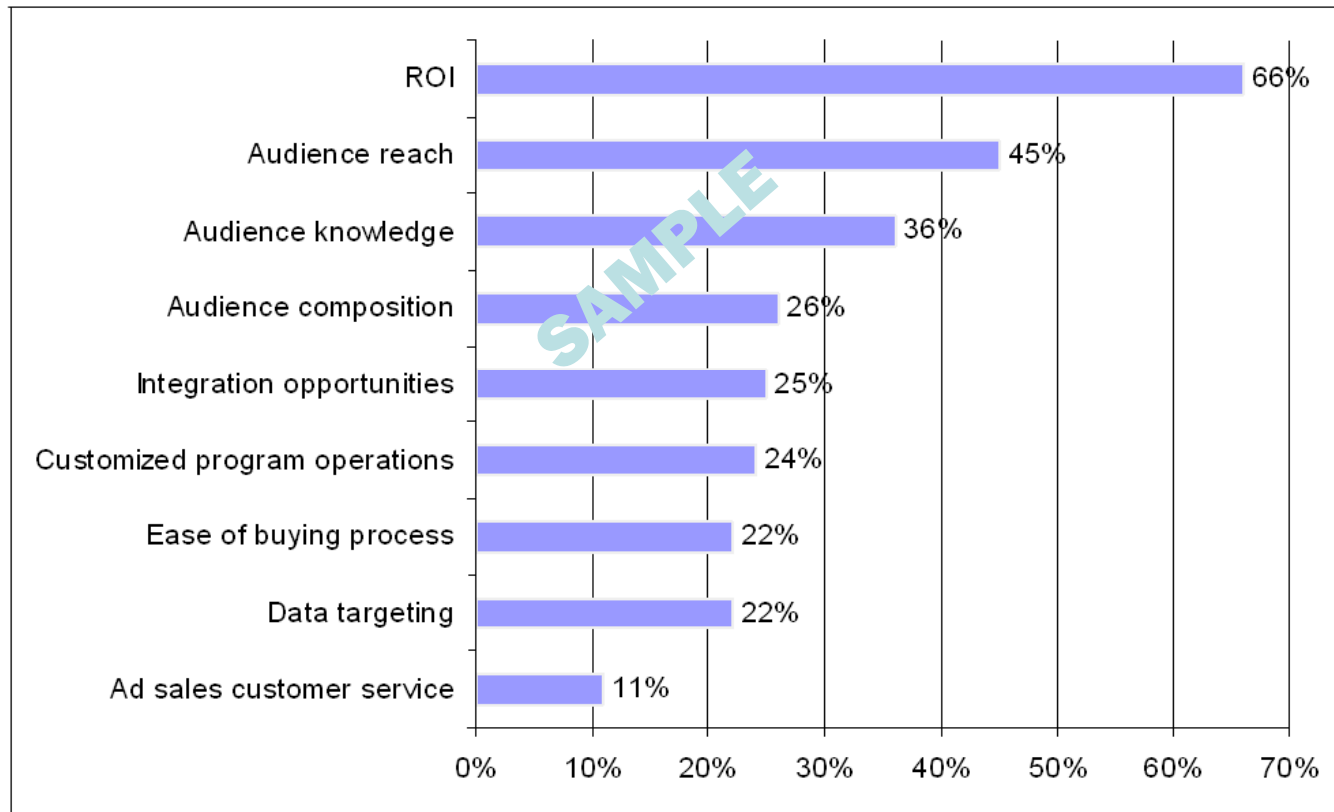
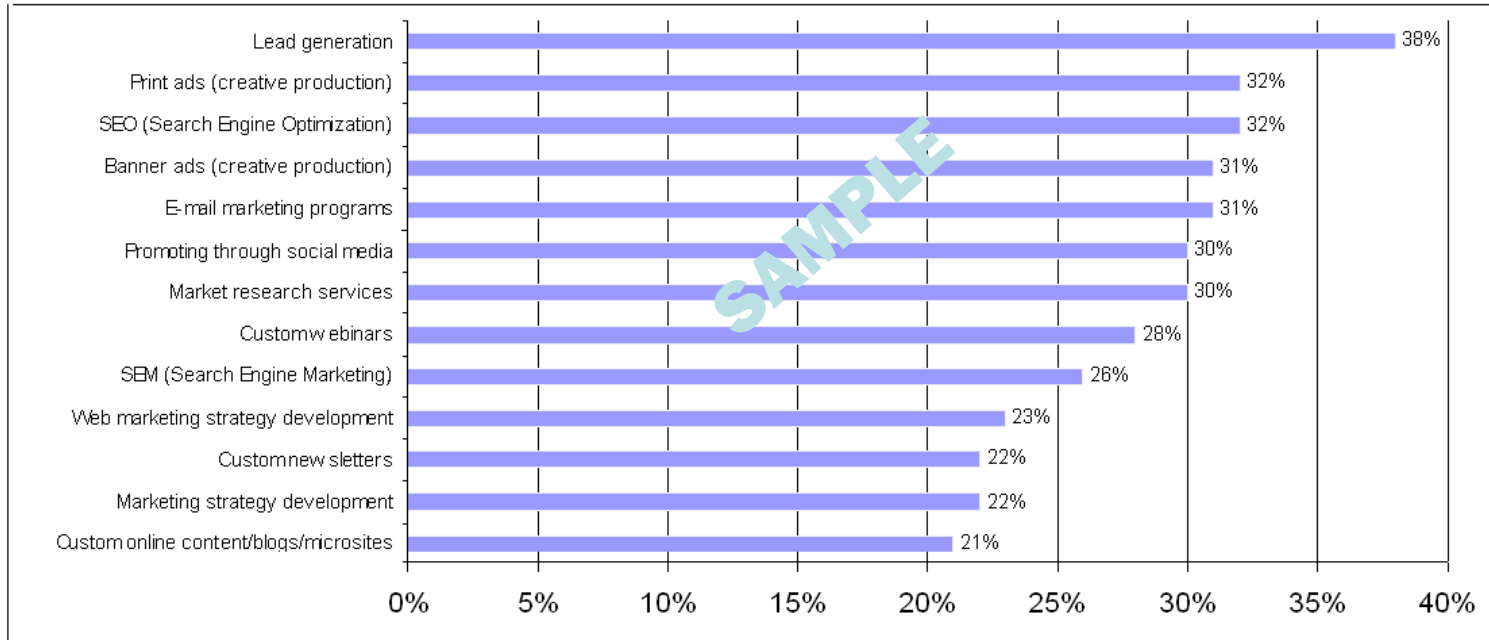


Key Drivers



Question: Please select the most important factors in determining the amount of money you spend with a media company on marketing, agency, and communications services? Select up to three.

Media Partner: Services Valued Most (1 of 2)



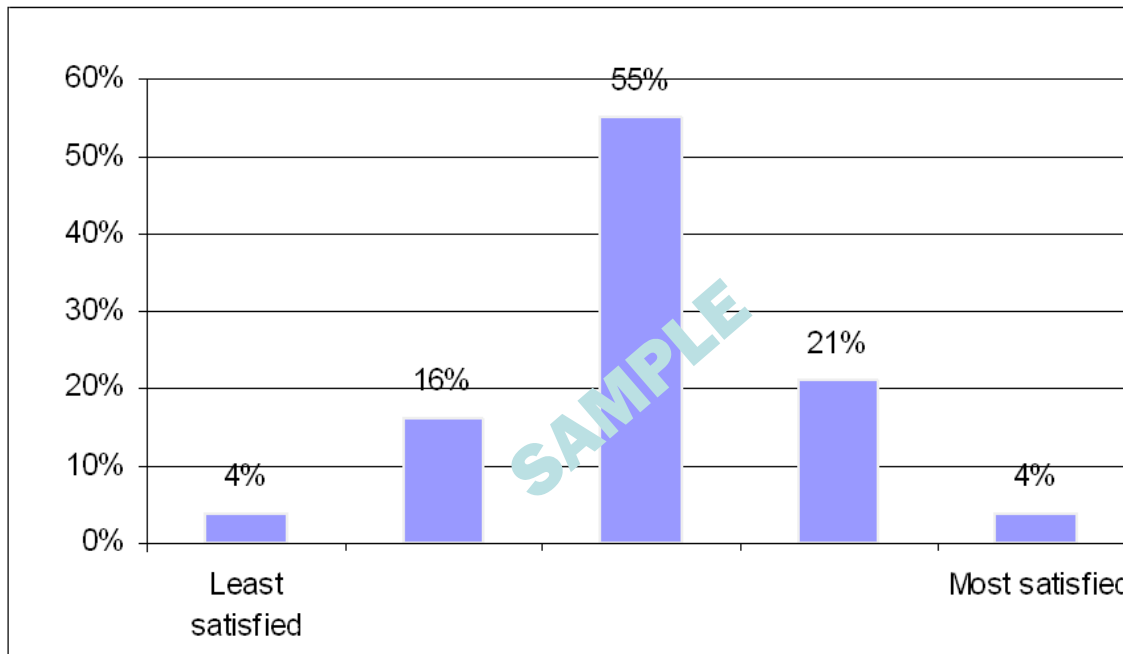
Question: Which of the following marketing, communications, or typical agency services do you find provide the greatest value when offered by a media company? Check all that apply.

N=280

Source: *BtoB* and *Media Business*, "Marketing Services: What Marketers Want From Their Media Partners," 2011

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Satisfaction with Media Partner ROI Metrics



Question: How would you rate your satisfaction with the ROI metrics provided by b-to-b media companies? Please rate on a scale of 1 to 5 where 1 is least satisfied and 5 is most satisfied.