

Capstone Case Study - Weekly EQ Volume Decomp

Week	BASE	COUPON	DIGITAL BANNER	PRINT	TRADE	TV	WEBSITE	Total
23-Jun-2007	3,151.19	0.13	27.46	126.51	823.89	56.61	37.00	4,222.79
16-Jun-2007	3,124.56	0.42	27.51	131.42	843.92	54.62	37.15	4,219.60
09-Jun-2007	3,192.36	1.40	27.70	148.02	1,082.80	56.43	37.66	4,546.37
02-Jun-2007	3,140.88	4.69	28.31	165.08	960.62	57.04	39.34	4,395.96
26-May-2007	2,965.96	0.19	30.36	187.08	361.33	55.69	44.96	3,645.57
19-May-2007	3,058.10	0.62	30.38	209.83	426.77	60.46	45.02	3,831.18
12-May-2007	2,980.18	0.31	30.41	229.52	488.98	61.50	45.18	3,836.08
05-May-2007	2,930.73	1.03	30.52	247.90	516.19	57.56	45.75	3,829.68
28-Apr-2007	3,168.78	3.44	30.90	271.73	1,330.57	55.79	47.63	4,908.84
21-Apr-2007	2,913.11	11.48	30.87	302.64	1,037.56	56.86	47.90	4,400.42
14-Apr-2007	2,879.12	28.27	20.76	221.55	659.16	62.70	48.81	4,029.47
Total	154,593.12	1,588.95	2,211.41	12,026.70	36,161.99	3,551.47	2,923.87	213,057.51

213.06K

Total EQ Volume

Bucket

All

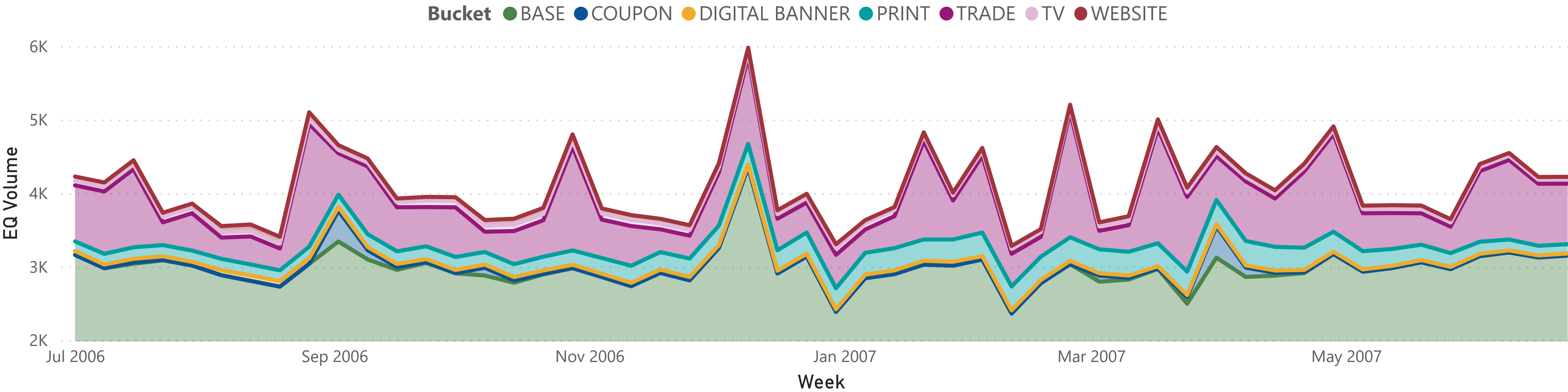
Period

11 mo YTD'05

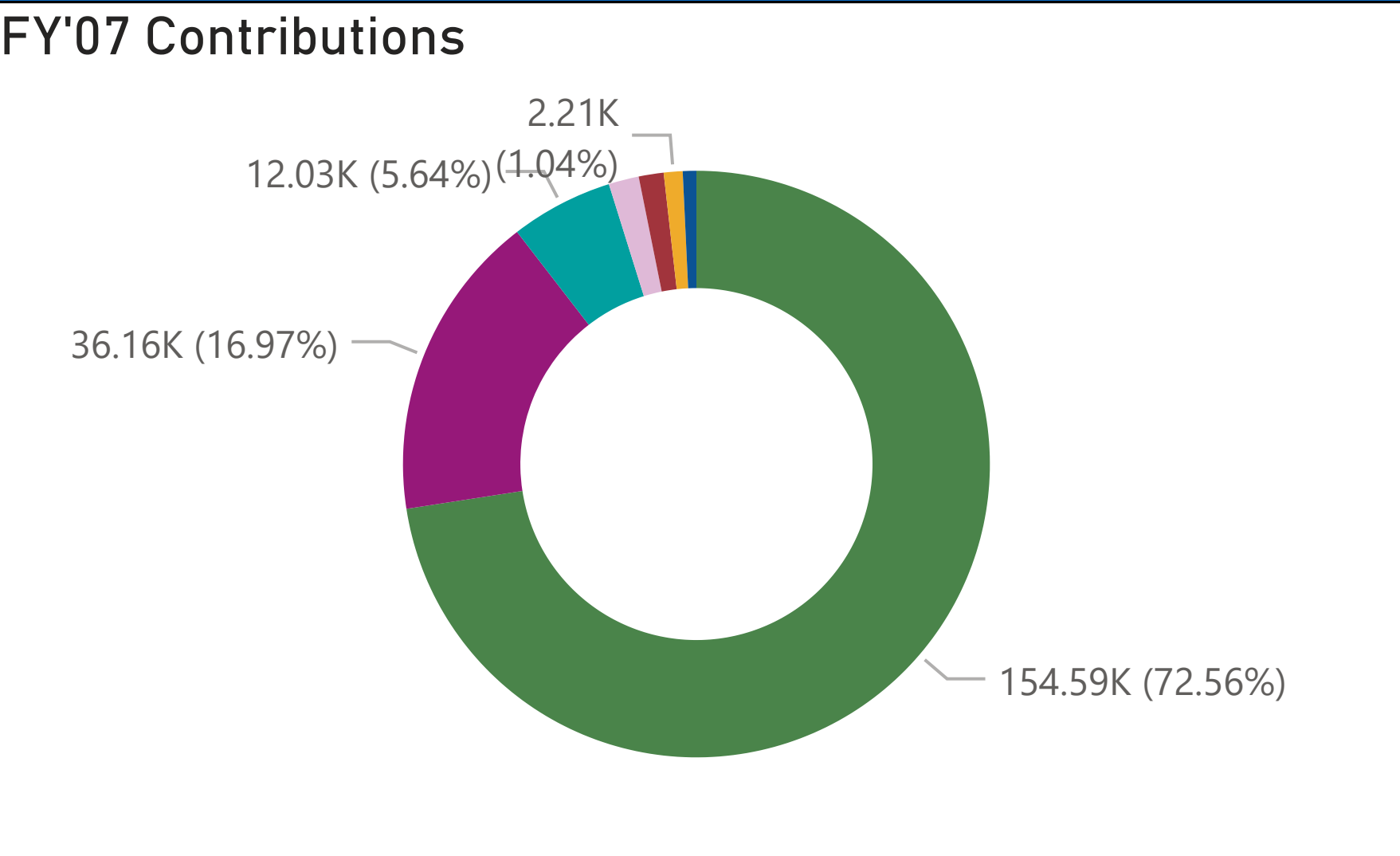
FY'06

FY'07

EQ Volume Breakdown by Bucket

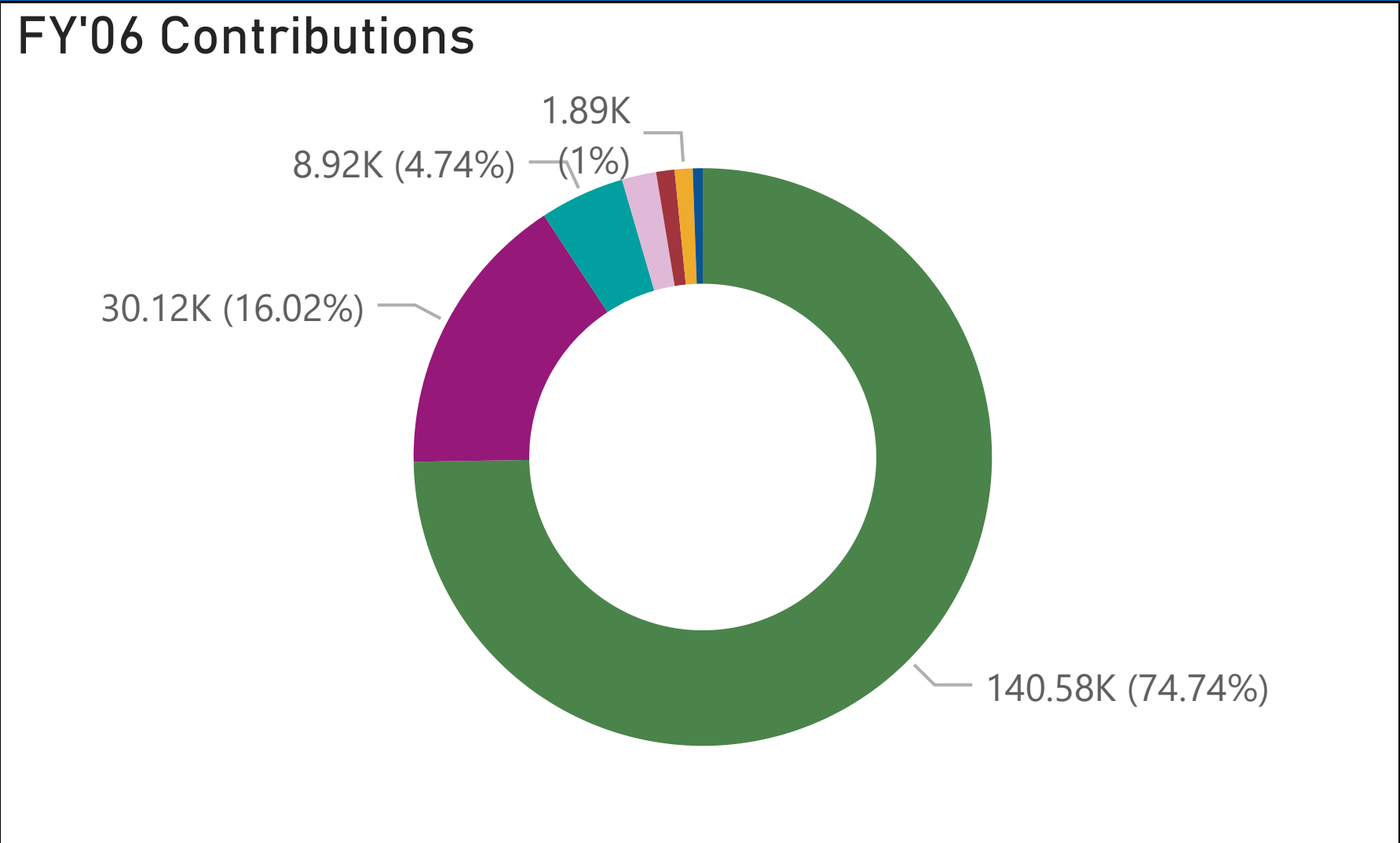


Capstone Case Study - EQ Volume Contributions Donut Charts



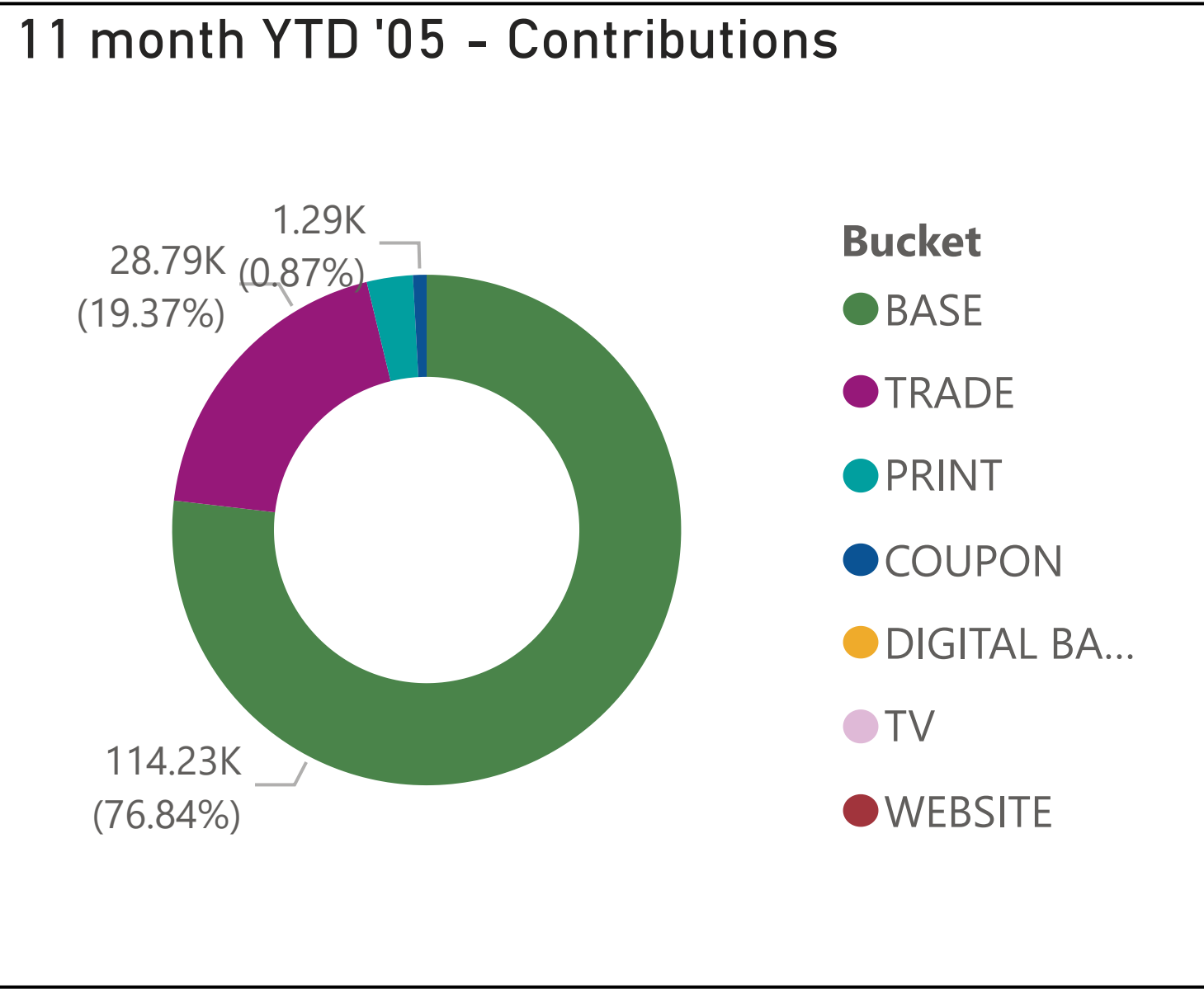
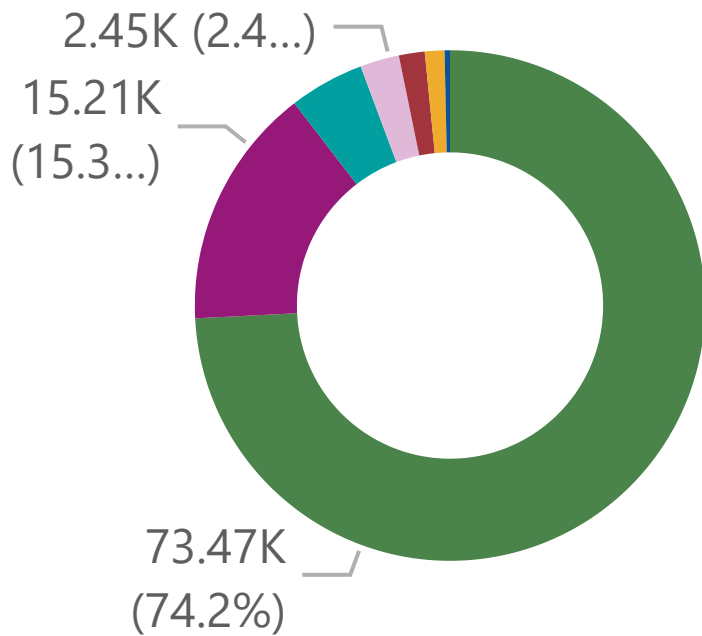
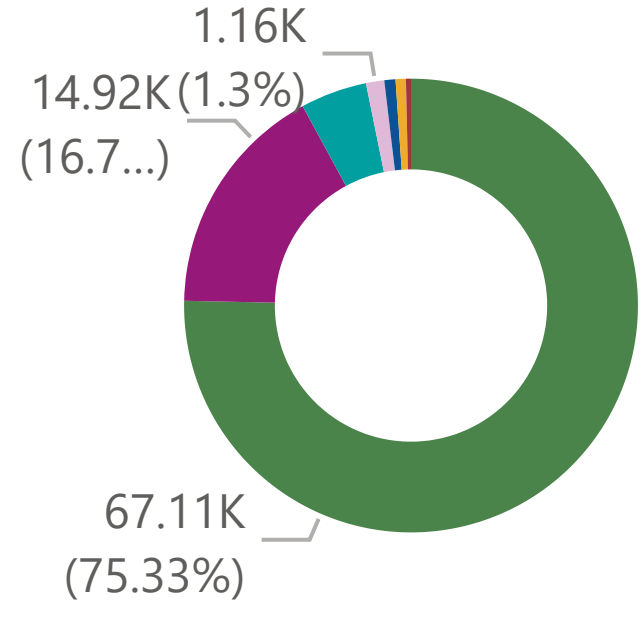
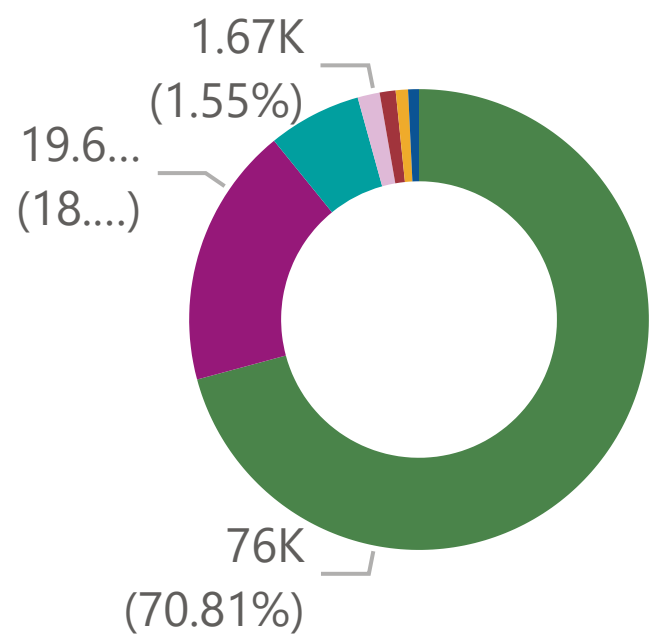
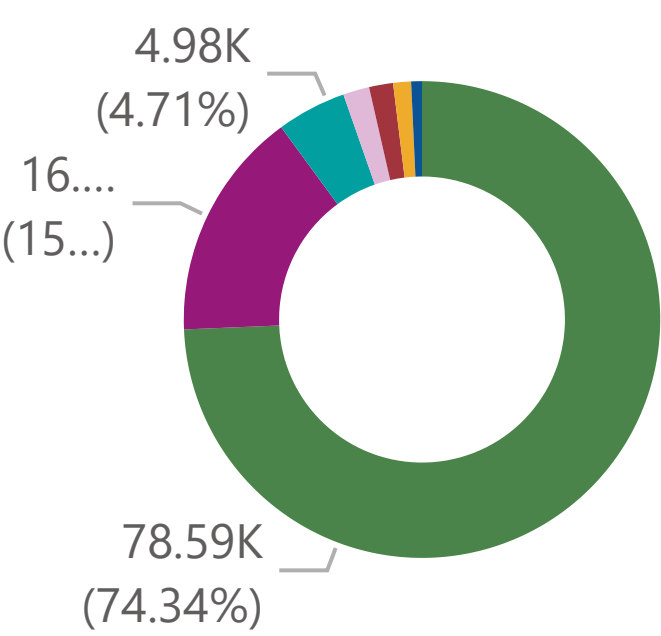
FY'07 - 1H (26w)

FY'07 - 2H (26w)



FY'06 - 1H (26w)

FY'06 - 2H (26w)



- Bucket**
- BASE
 - TRADE
 - PRINT
 - COUPON
 - DIGITAL BA...
 - TV
 - WEBSITE

Capstone Case Study - Volume Change by Waterfalls

Period

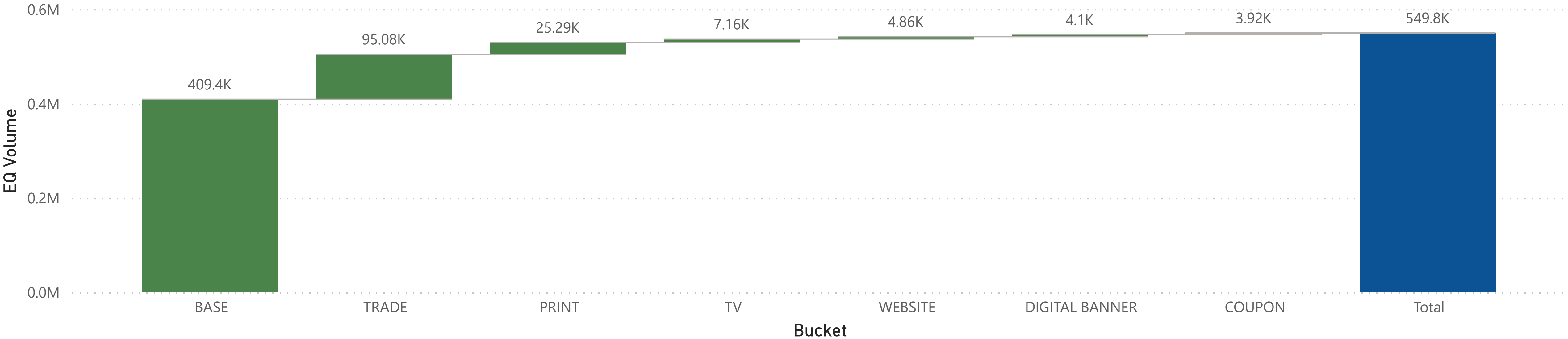
FY'07

Category

All

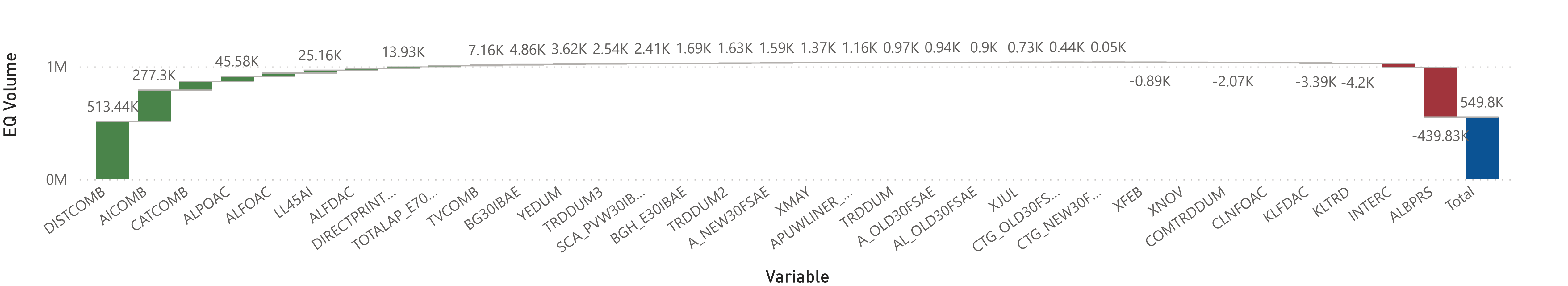
Period over Period Volume Change by Category

● Increase ● Decrease ● Total



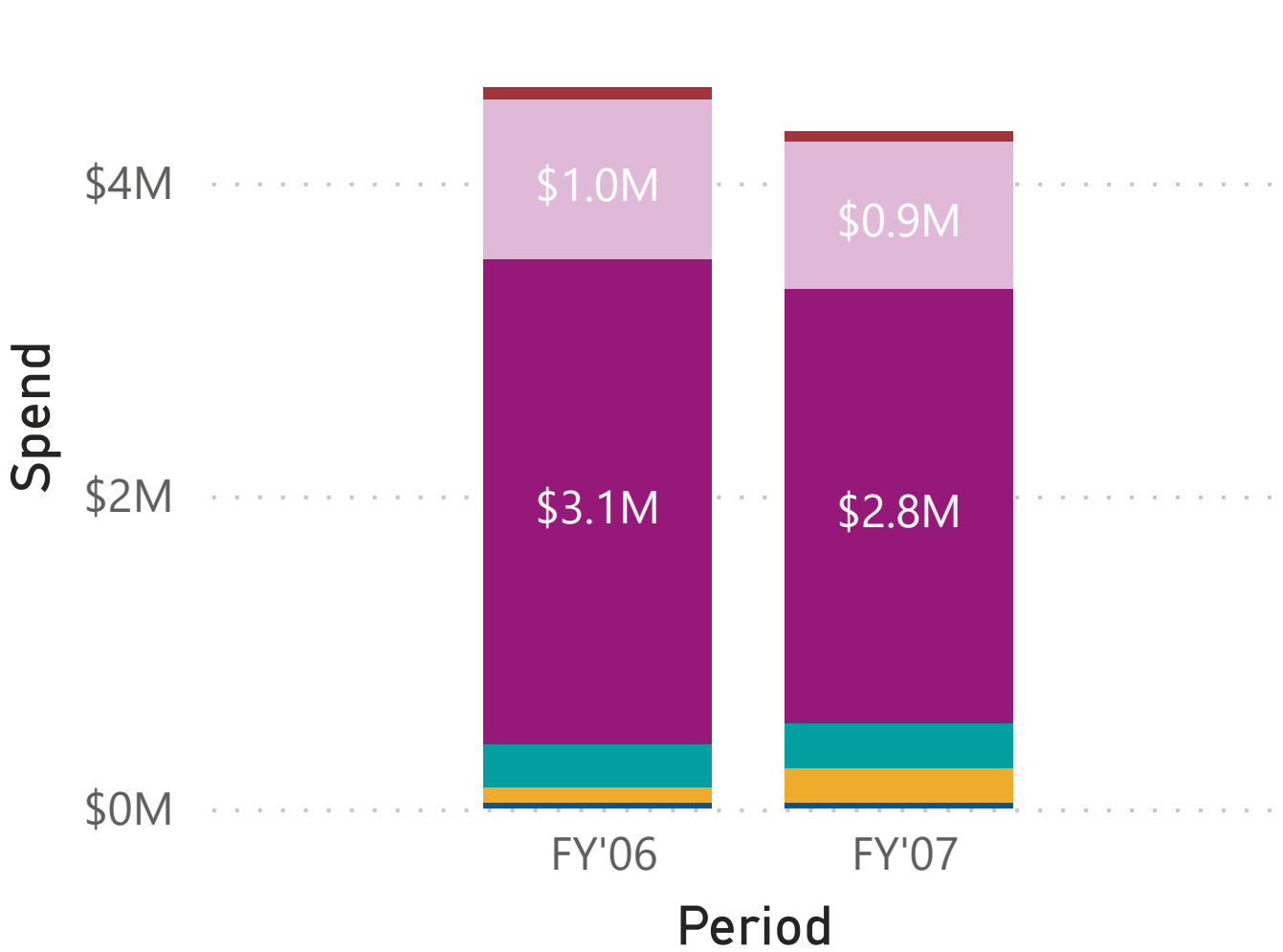
Period over Period Volume Change by Variable

● Increase ● Decrease ● Total

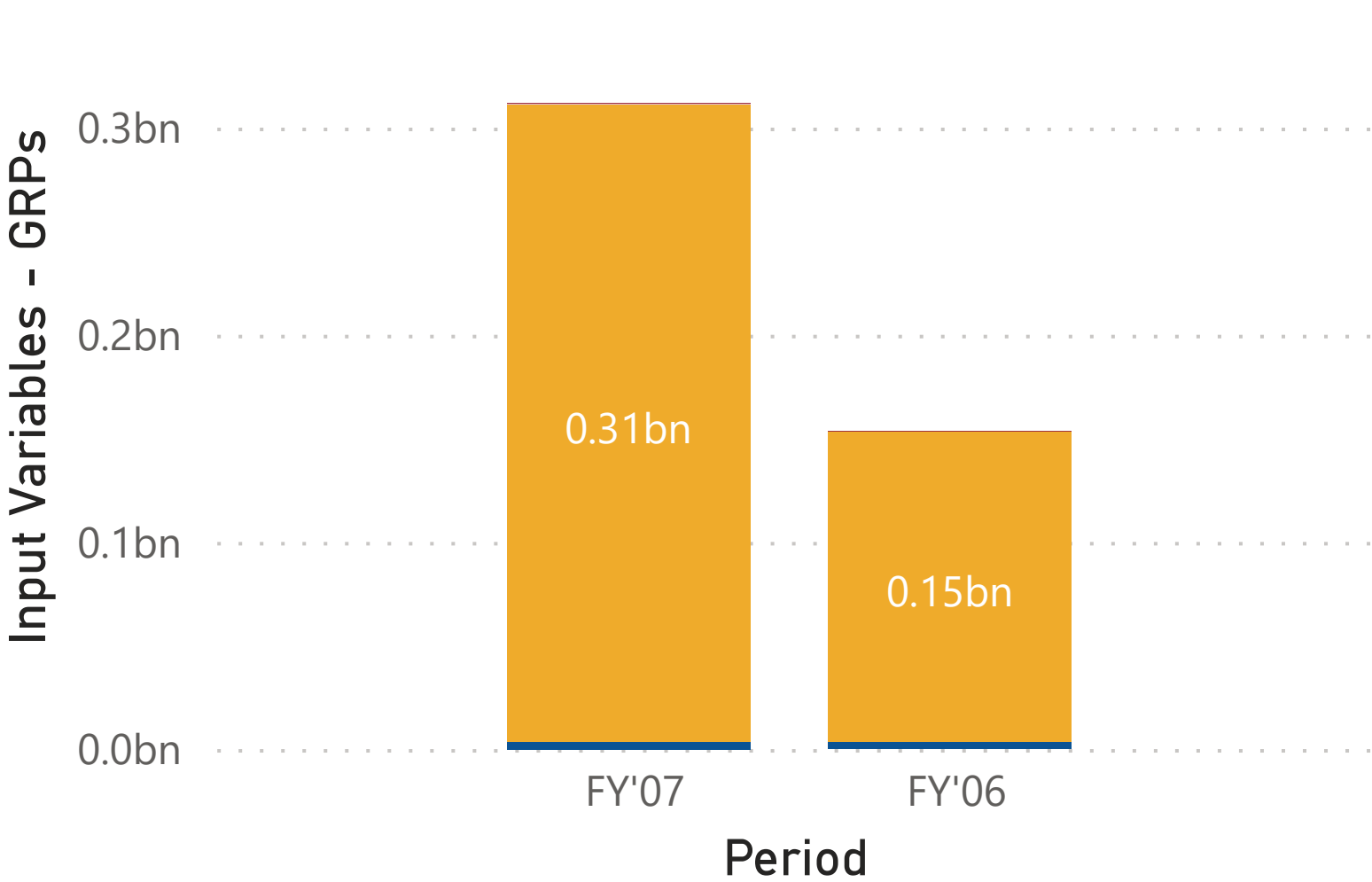


Capstone Case Study - Execution and Impact (Stacked Charts)

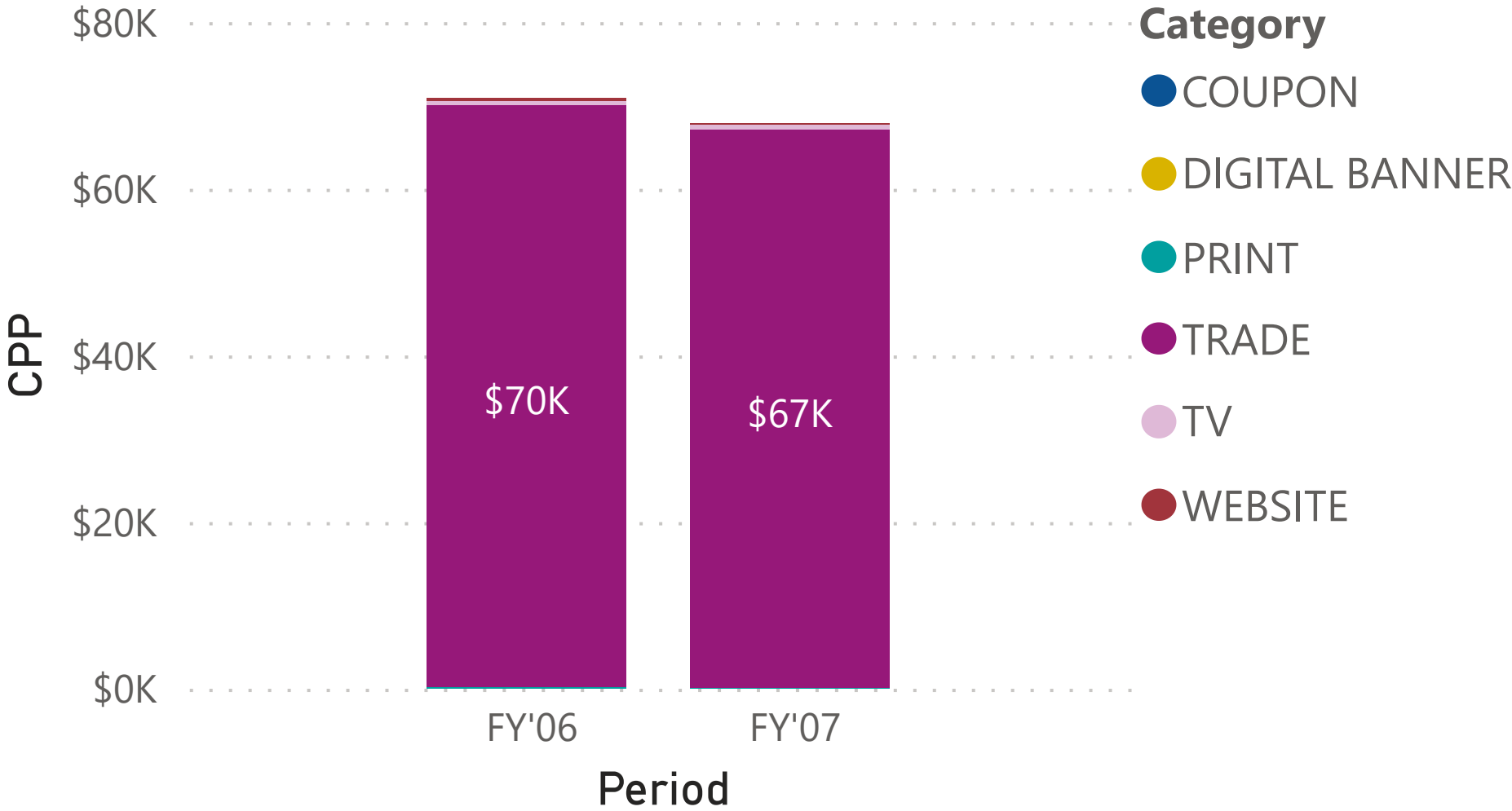
Spend by Period and Category



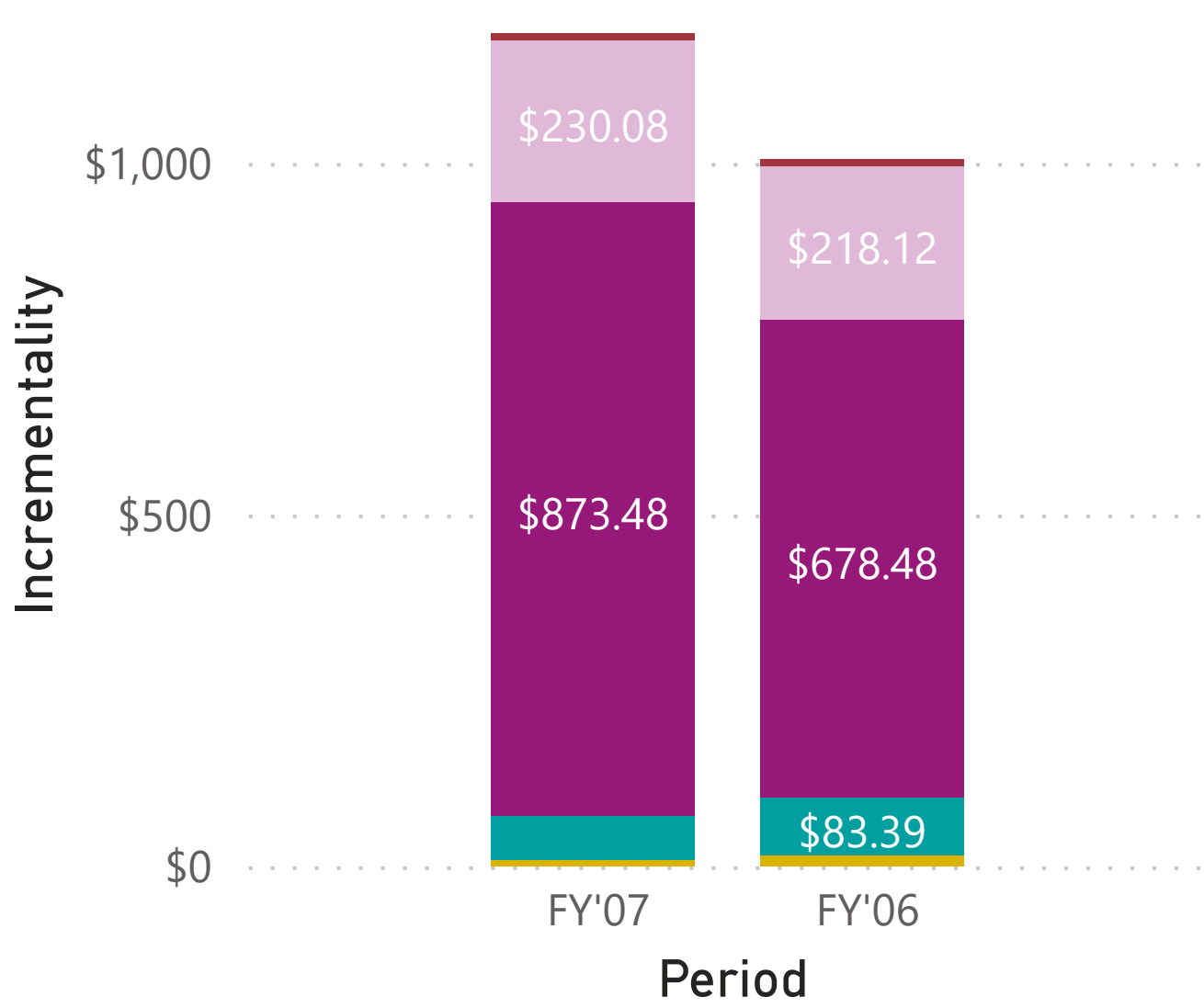
Input Variables - GRPs by Period and Category



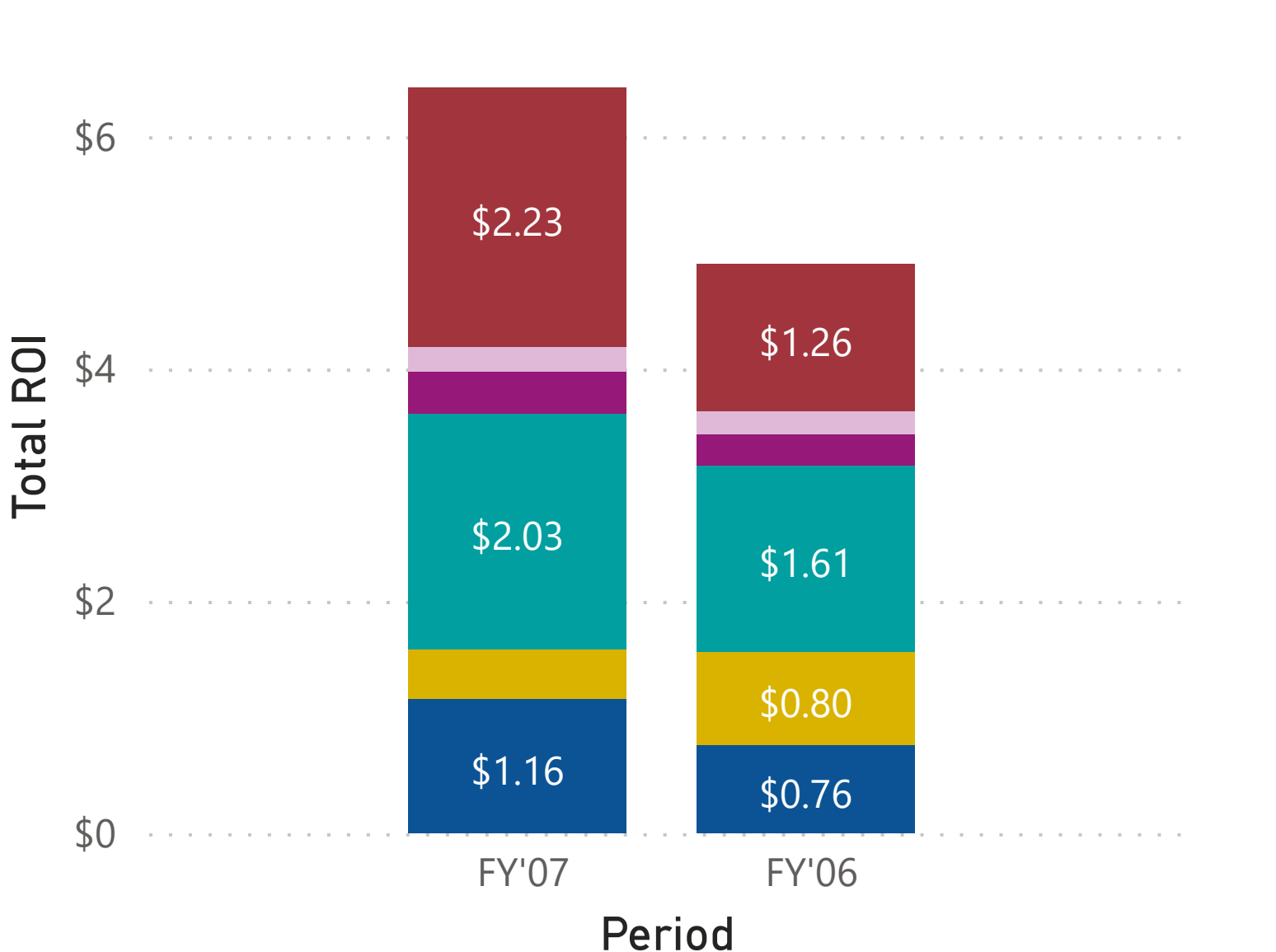
CPP by Period and Category



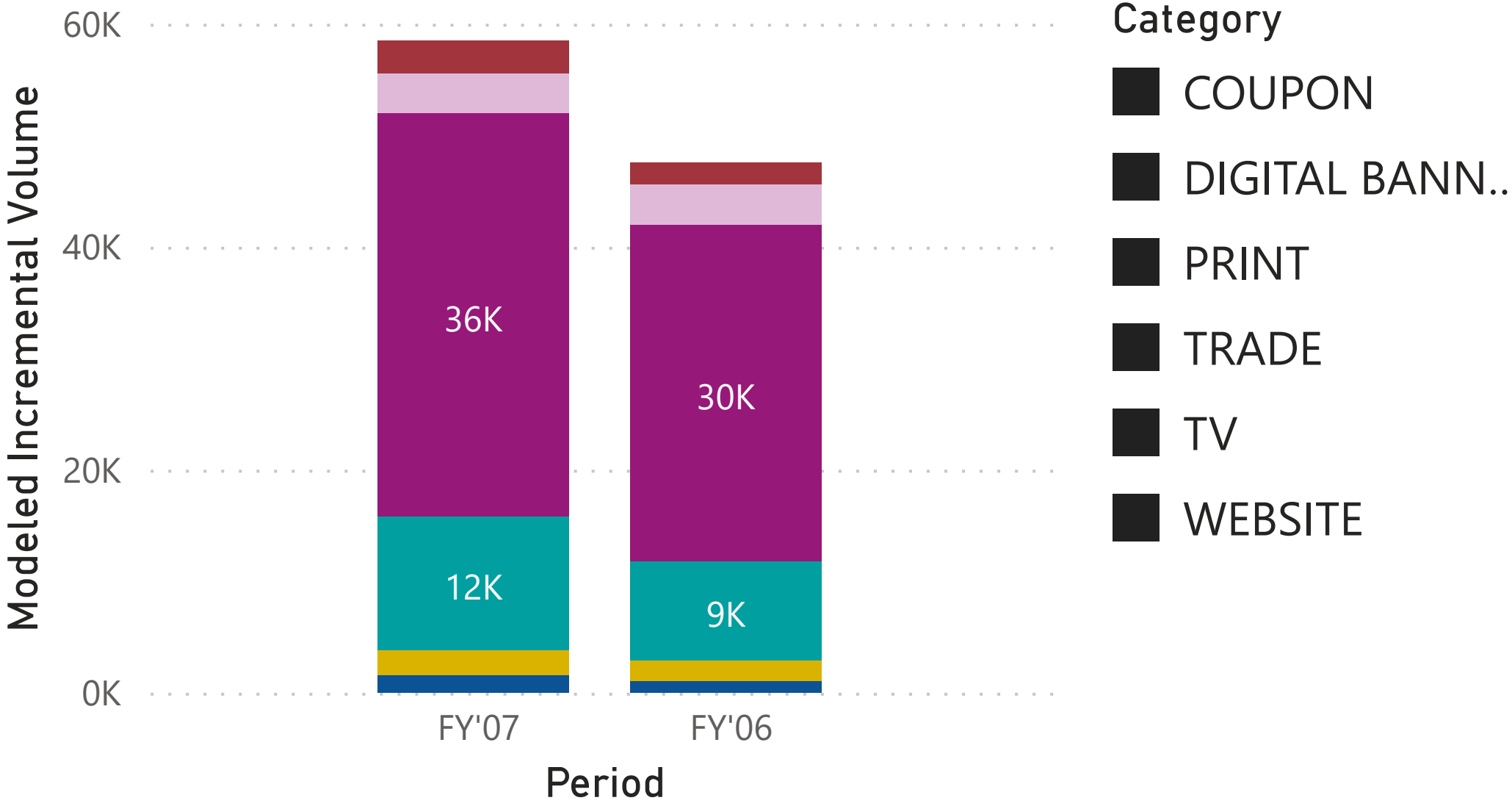
Incrementality by Period and Category



Total ROI by Period and Category



Modeled Incremental Volume by Period and Category



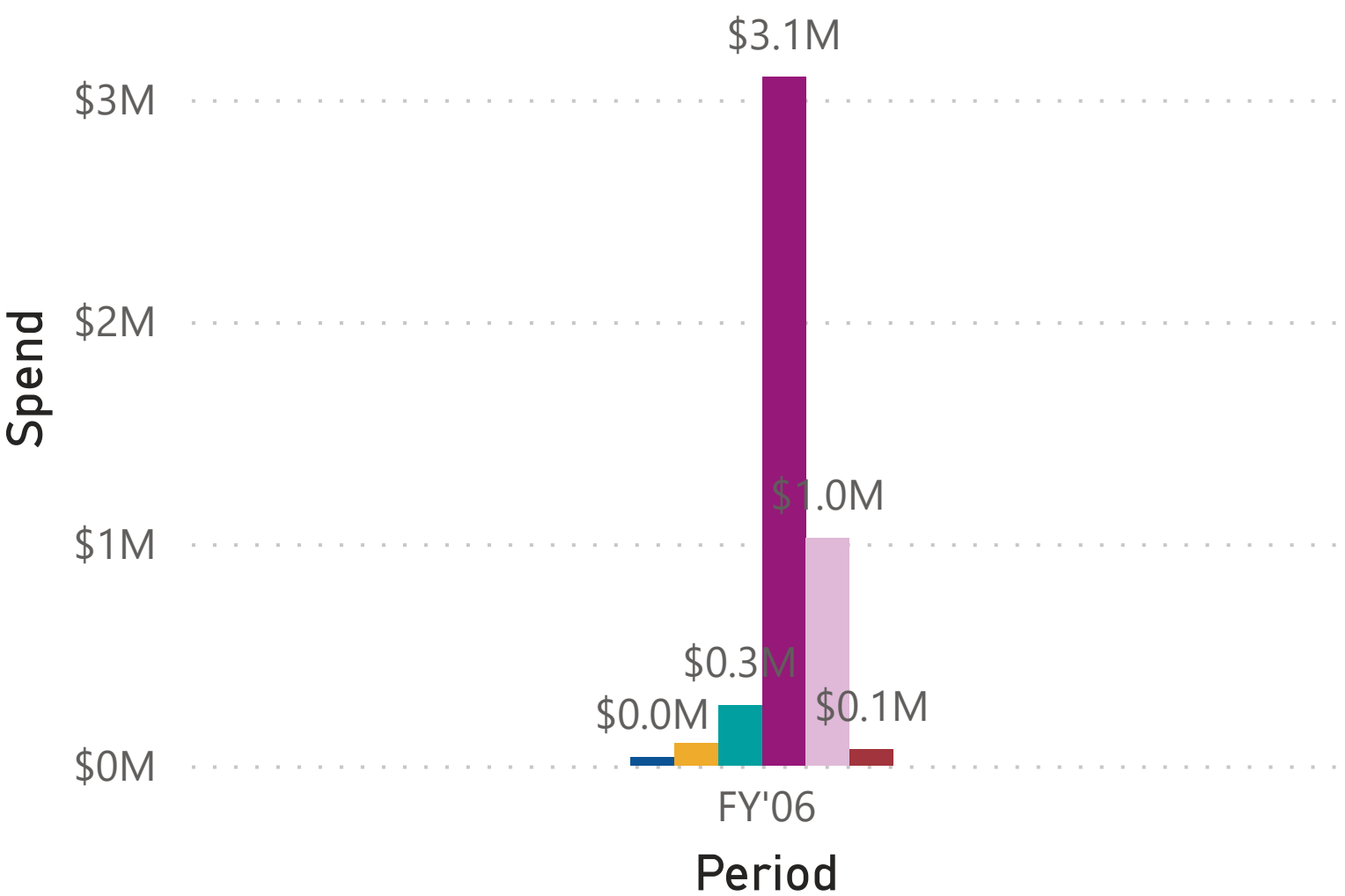
Capstone Case Study - Execution and Impact

Period

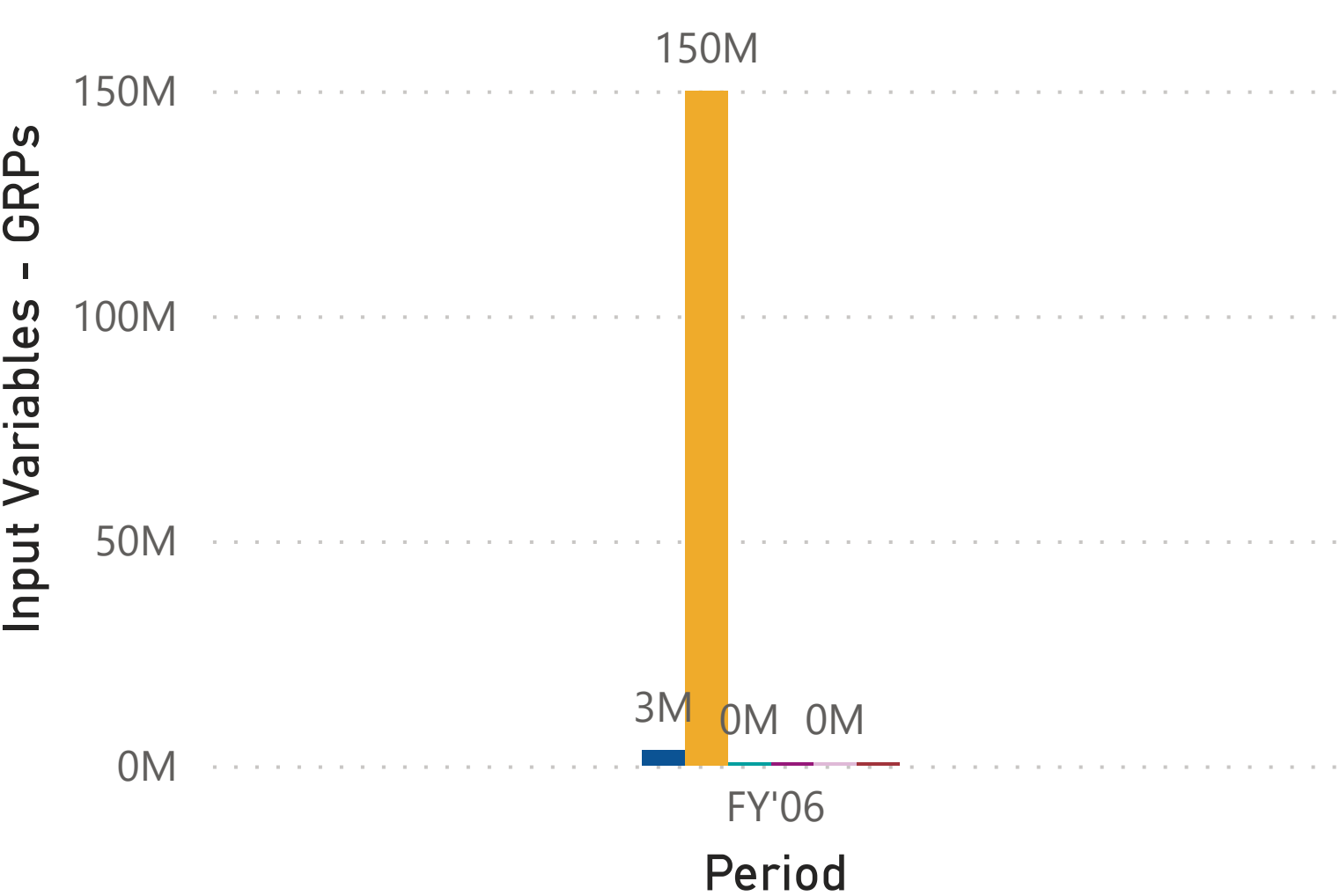
FY'06



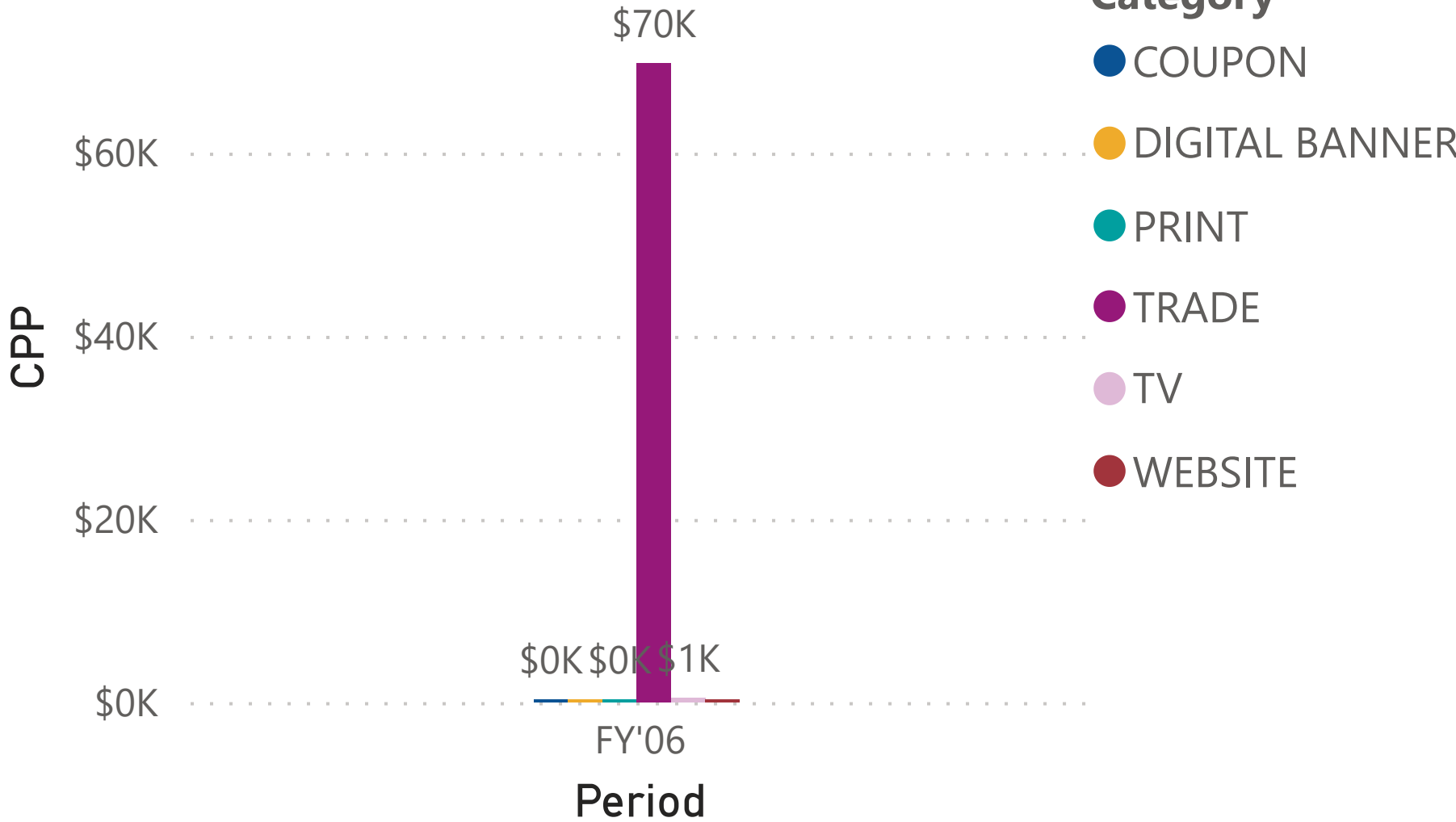
Spend by Period and Category



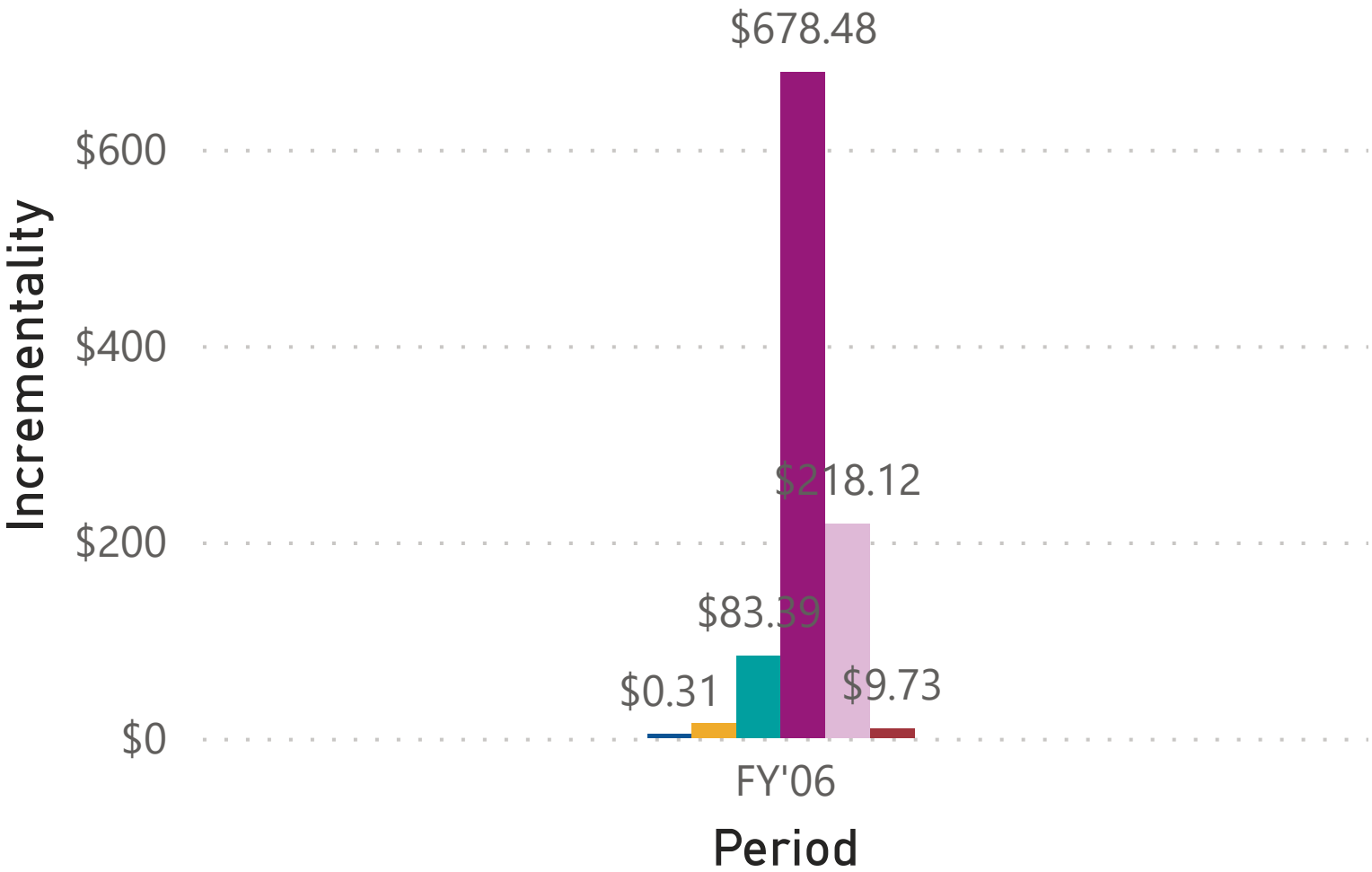
Input Variables - GRPs by Period and Category



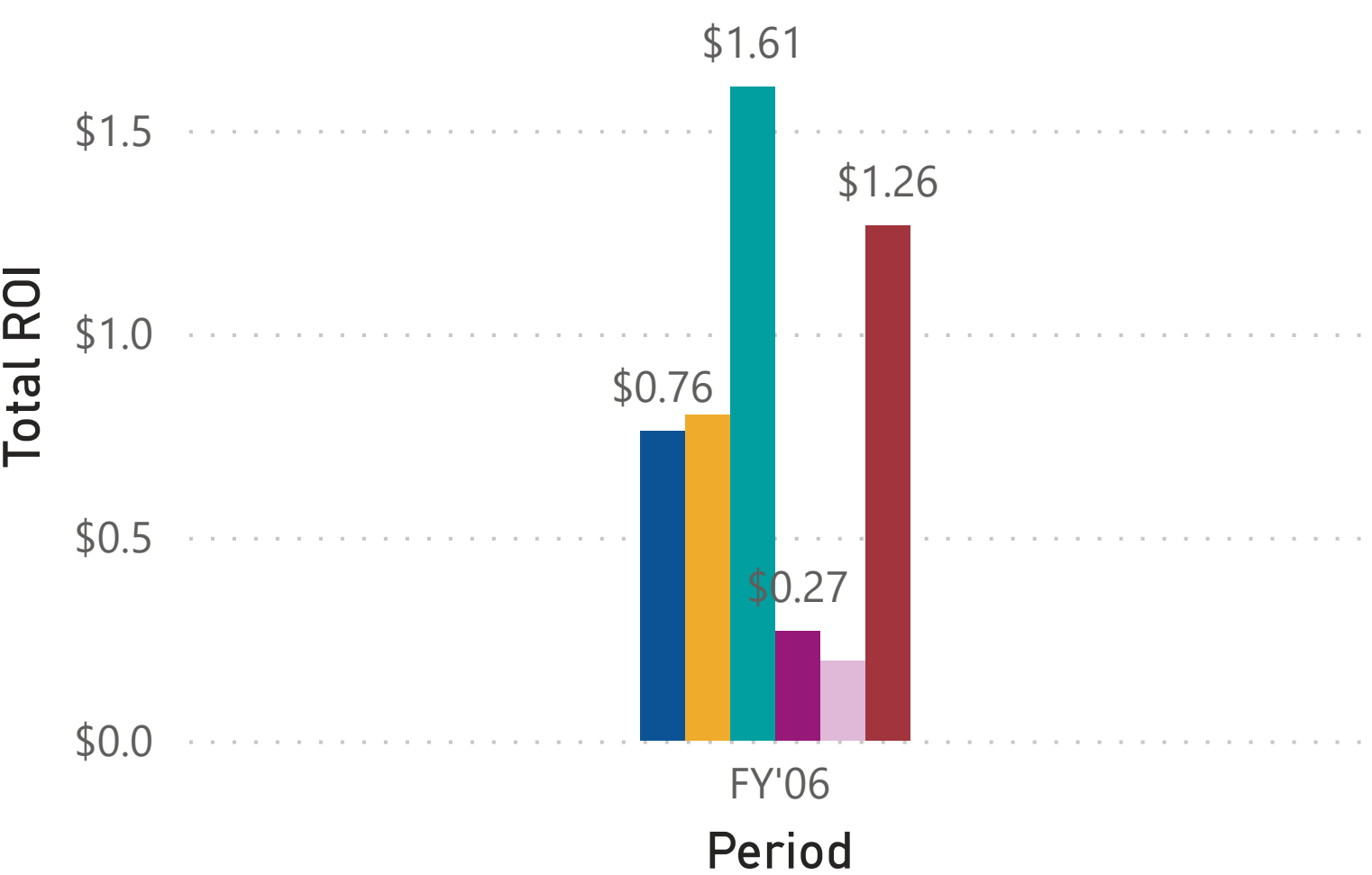
CPP by Period and Category



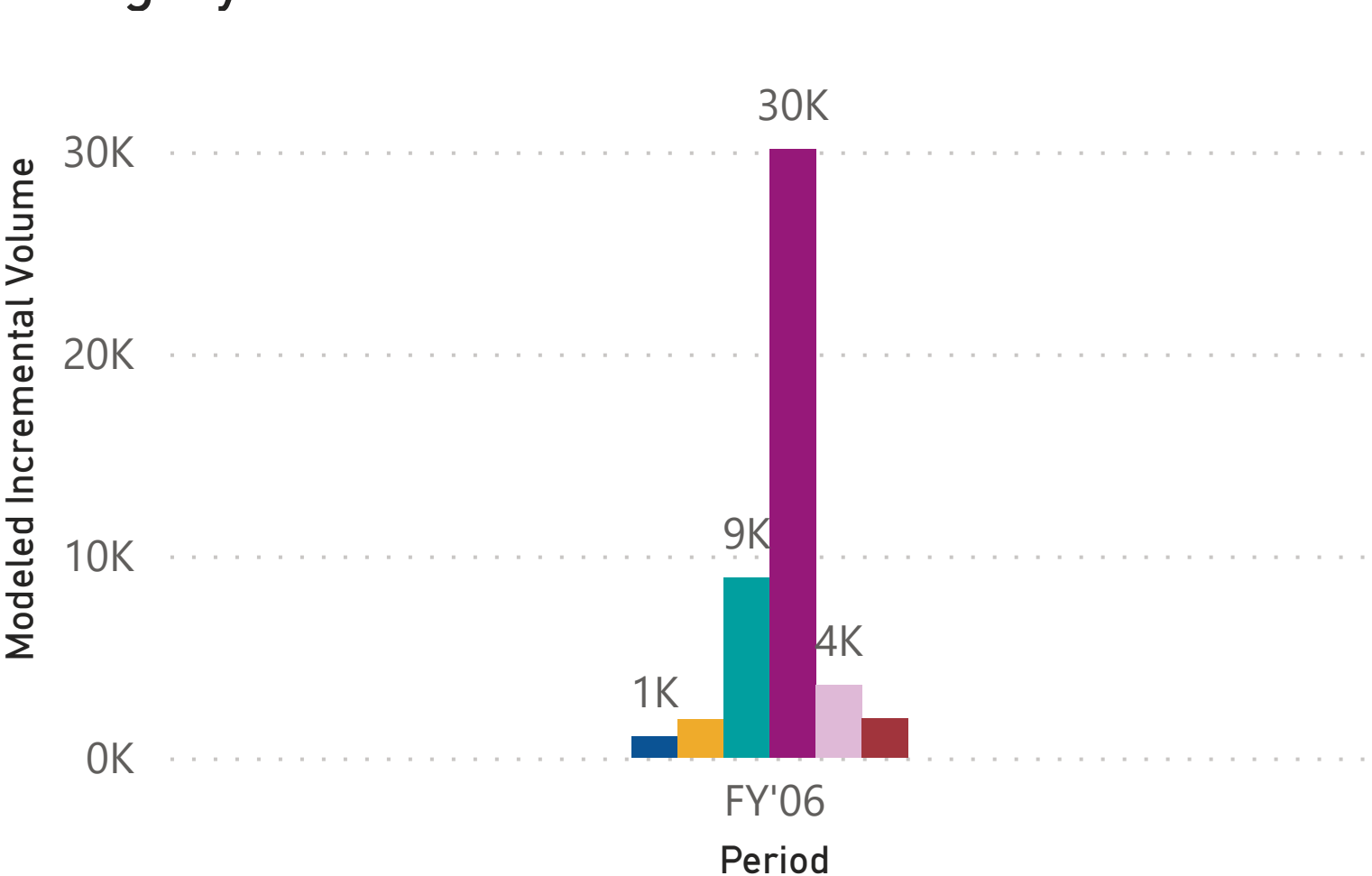
Incrementality by Period and Category



Total ROI by Period and Category



Modeled Incremental Volume by Period and Category



Capstone Case Study - Bubble Chart (ROI, Incremental Volume, Spend)

Total ROI, Modeled Incremental Volume and Spend by Category

