

### 2015 Media Category Share



- Cable TV - 3.5%
- Cinema - 3.0%
- Direct Mail - 6.9%
- Directories - 7.6%
- Local TV Stations - 9.1%
- Network TV - 0.0%
- Newspaper - 13.9%
- Online - 39.2%
- Out of Home - 1.1%
- Other Print - 5.5%
- Radio - 9.0%
- Telemarketing - 1.0%

Annual Estimates for: MarketTotals	Market Area: Youngstown OH
Business Category: MarketTotals	Definition: Totals for all business categories in this market.
Category Advertising Directed to Local Consumers From:	
<b>Businesses From Inside the Market in: Youngstown OH MarketTotals</b>	

\$176,050,000	=>	100%	=>	Spent on <b>All</b> forms of advertising
\$68,970,000	=>	39%	=>	Spent on <b>Online</b> advertising
\$32,340,000	=>	18%	=>	Spent on <b>Broadcast TV &amp; Radio</b> advertising
\$47,530,000	=>	27%	=>	Spent on <b>Print</b> advertising
\$27,210,000	=>	15%	=>	Spent on <b>Other Forms</b> of advertising

### Businesses From Outside the Market in: Youngstown OH MarketTotals

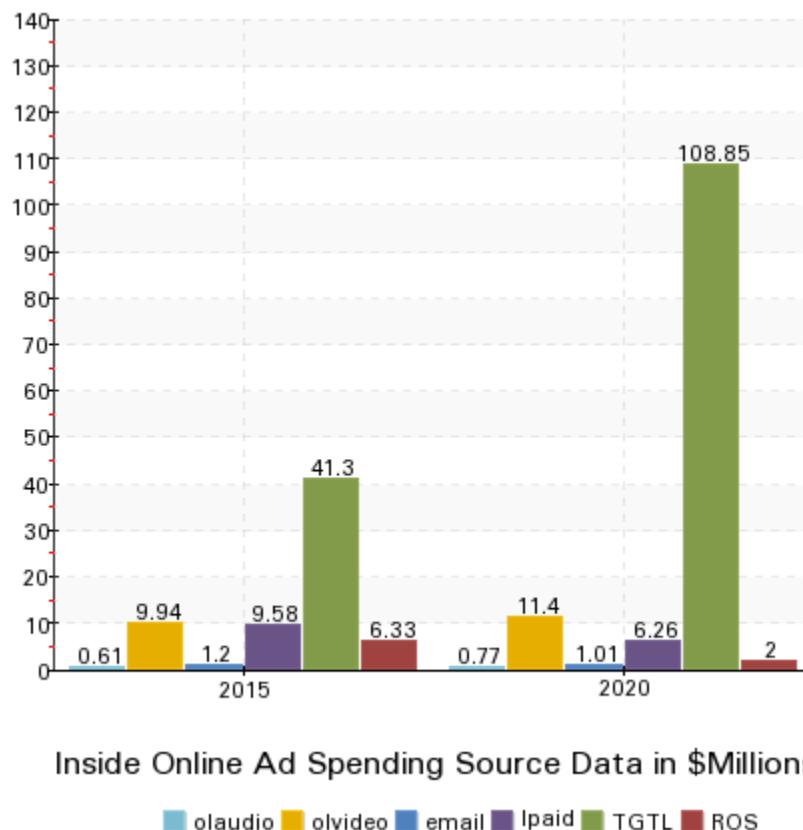
\$268,110,000	=>	Amount spent on <b>ALL FORMS</b> of <b>NATIONAL</b> ads in this category
\$108,390,000	=>	Amount spent for <b>ONLINE</b> advertising

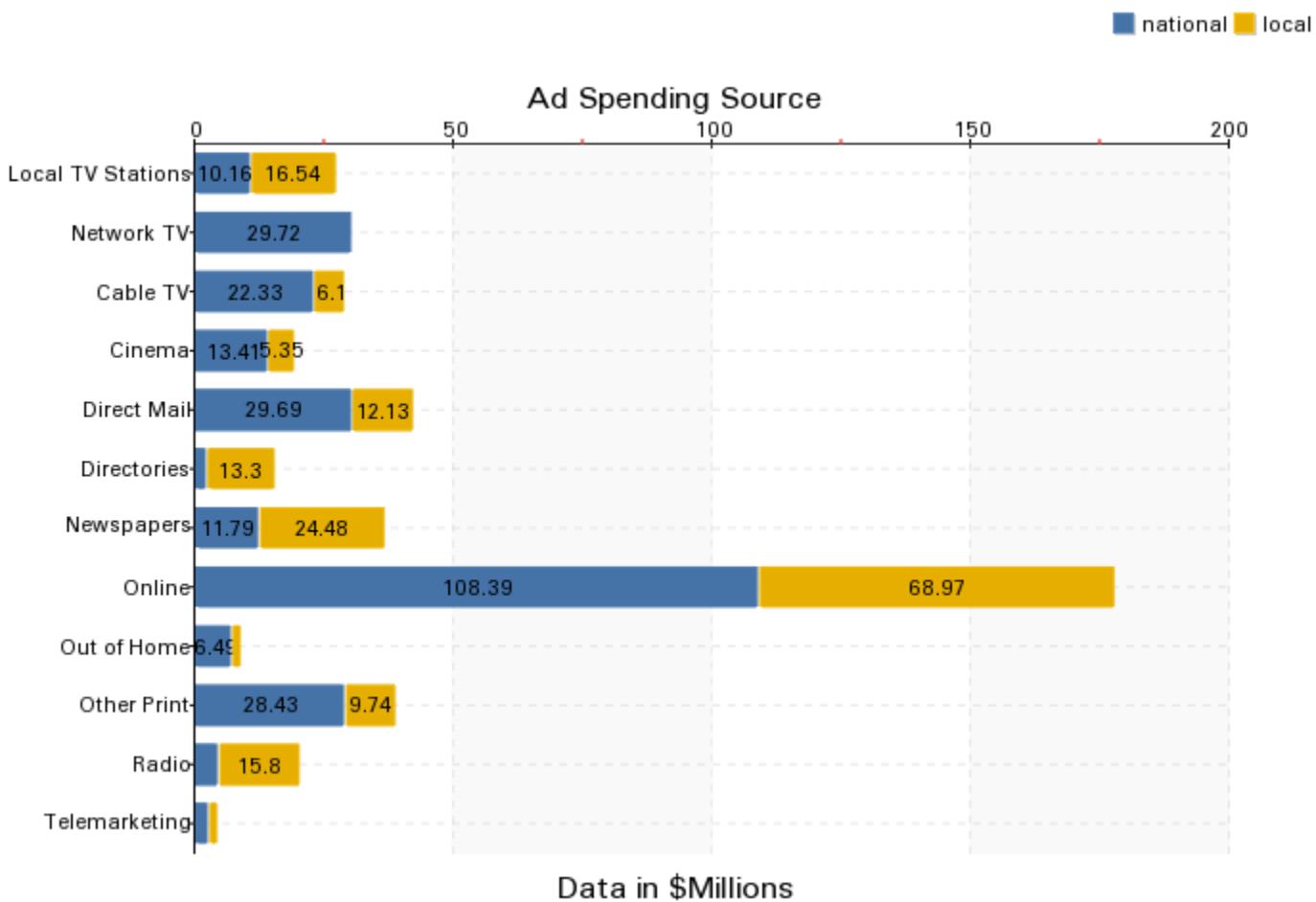
### Media Overview: From Inside Category Share

Media	From Inside	Share
Cable TV	\$6.101	3.5%
Cinema	\$5.349	3.0%
Direct Mail	\$12.131	6.9%

Media	From Inside	Share
Directories	\$13.304	7.6%
Local TV Stations	\$16.537	9.4%
Network TV	\$0.000	0.0%
Newspaper	\$24.484	13.9%
Online	\$68.967	39.2%
Out of Home	\$1.942	1.1%
Other Print	\$9.739	5.5%
Radio	\$15.804	9.0%
Telemarketing	\$1.689	1.0%
Total	\$176.047	100.0%
From Inside "Non-Ad" Marketing	\$389.856	221.4%

Table Data in \$Millions





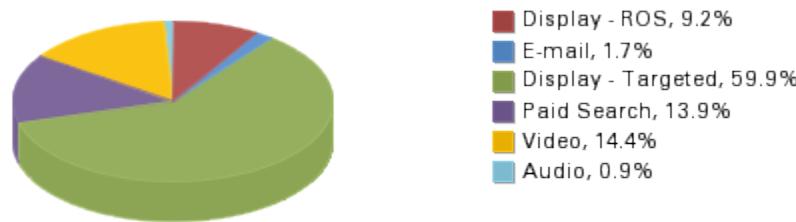
Annual Estimates for: MarketTotals	Market Area: Youngstown OH
Business Category: MarketTotals	Definition: Totals for all business categories in this market.
Category Advertising Directed to Local Consumers From:	
Businesses From Inside the Market in: Youngstown OH MarketTotals	

- \$176,050,000 => Spent on **ALL** forms of advertising
- \$68,970,000 => Invested in some form of **ONLINE** advertising
- 39% => Average percent of ad budget directed toward **ONLINE** ads in 2015
- +89% => **Forecast for From Inside ONLINE** ad spending by 2020
- \$59,390,000 => Spent From Inside the Market on **ONLINE PROMOTIONS** and **PUBLIC RELATIONS**
- +161% => **Forecast for From Inside ONLINE PROMOTIONS & PR** spending by 2020

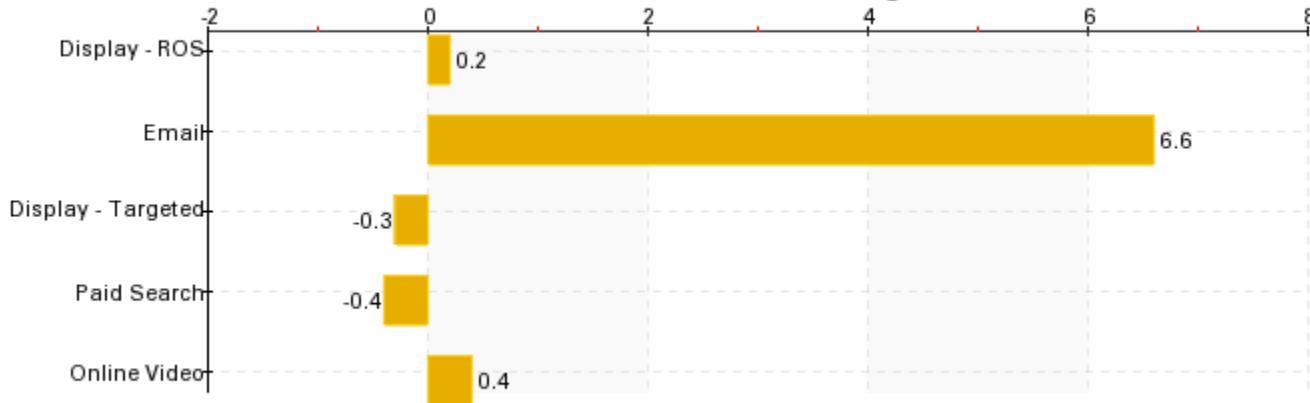
### Businesses From Outside the Market in: Youngstown OH MarketTotals

\$268,110,000 => Amount spent on **ALL FORMS** of **NATIONAL** ads in this category  
 \$108,390,000 => Amount spent for **ONLINE** advertising

### 2015 From Inside Online Ad Format Shares Youngstown OH



From Inside Online Advertising Share  
 % Difference from U.S. Average



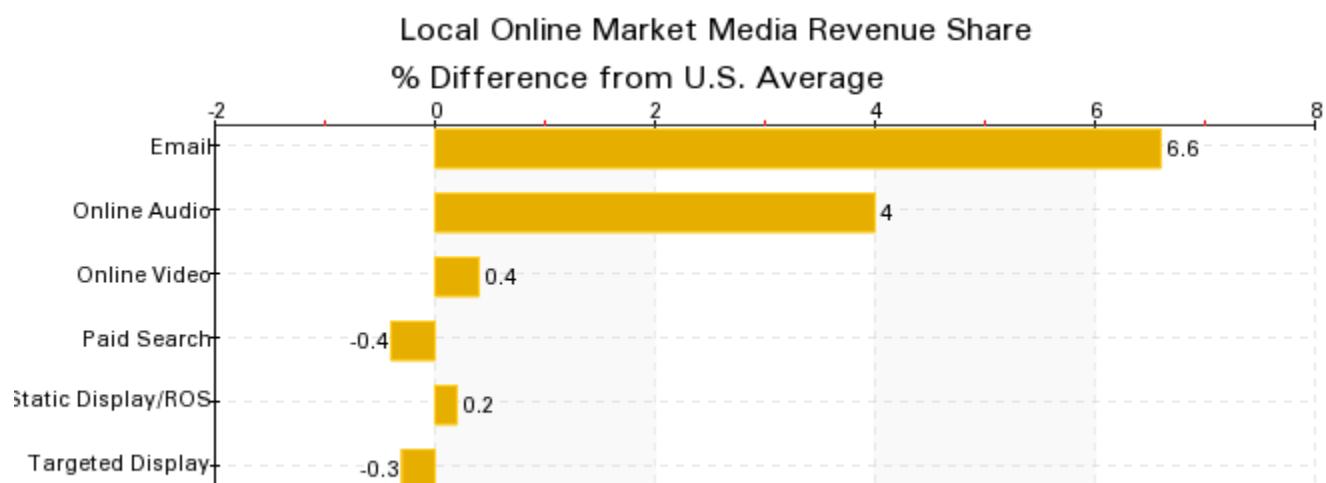
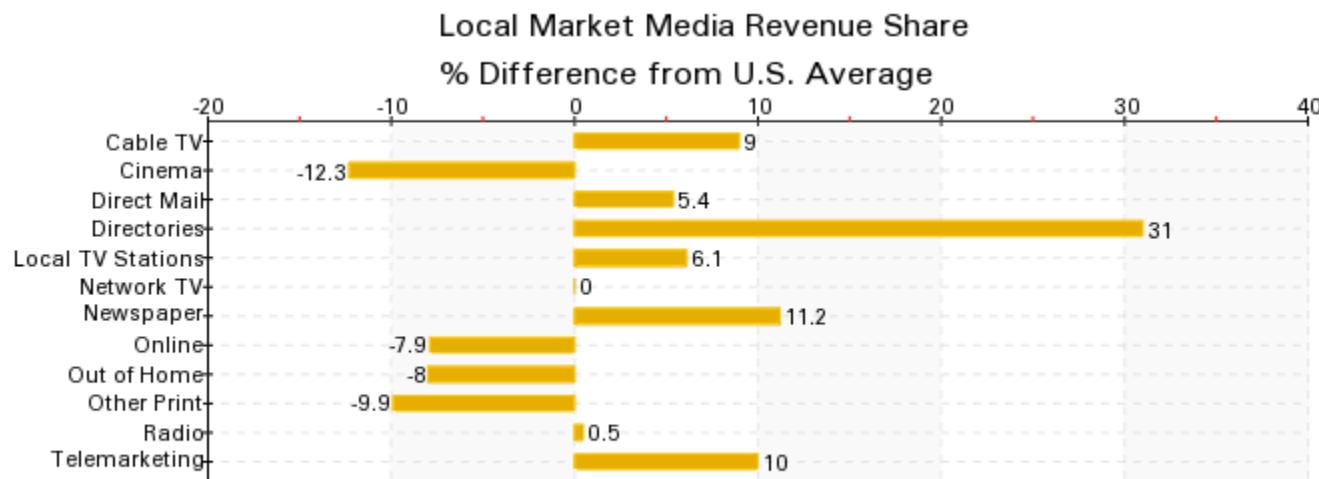
## Market Online Dashboard

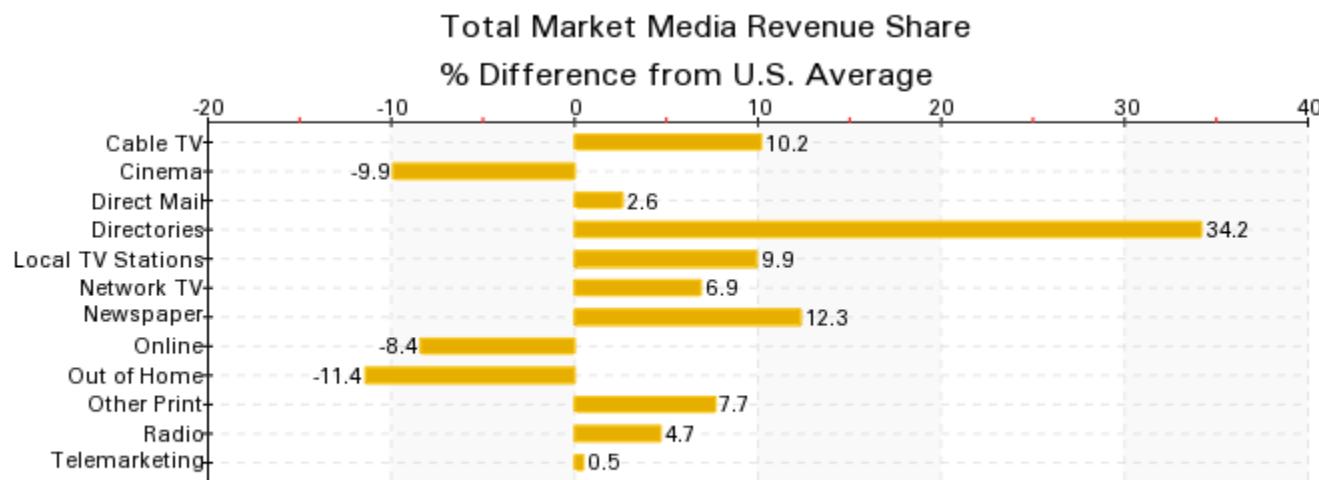
2015 Projection: \$68.97

2020 Forecast: \$130.29

\$ in Millions

Percent Change: 89%





#### Total Advertising Comparison to National Averages

Media	Share for Mkt	US Nat'l Avg	% Difference	Share Pt Shift
Cable TV	6.4%	5.8%	10.2	0.6
Cinema	4.2%	4.7%	-9.9	-0.5
Direct Mail	9.4%	9.2%	2.6	0.2
Directories	3.4%	2.5%	34.2	0.9
Local TV Stations	6.0%	5.5%	9.9	0.5
Network TV	6.7%	6.3%	6.9	0.4
Newspaper	8.2%	7.3%	12.3	0.9
Online	39.9%	43.6%	-8.4	-3.7
Out of Home	1.9%	2.1%	-11.4	-0.2
Other Print	8.6%	8.0%	7.7	0.6
Radio	4.5%	4.3%	4.7	0.2
Telemarketing	0.8%	0.8%	0.5	0.0

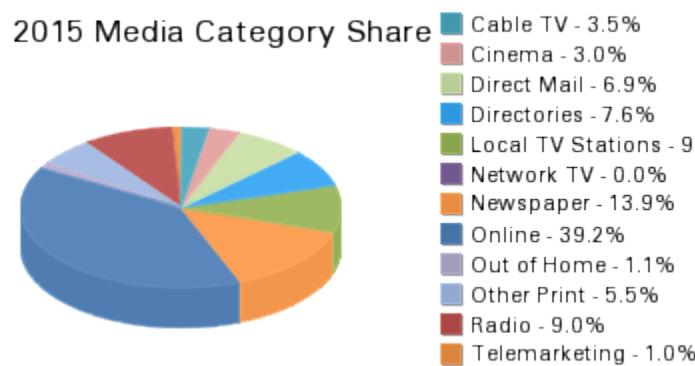
#### Local Advertising Comparison to National Averages

Media	Share for Mkt	US Nat'l Avg	% Difference	Share Pt Shift
Cable TV	3.5%	3.2%	9.0	0.3
Cinema	3.0%	3.5%	-12.3	-0.4
Direct Mail	6.9%	6.5%	5.4	0.4

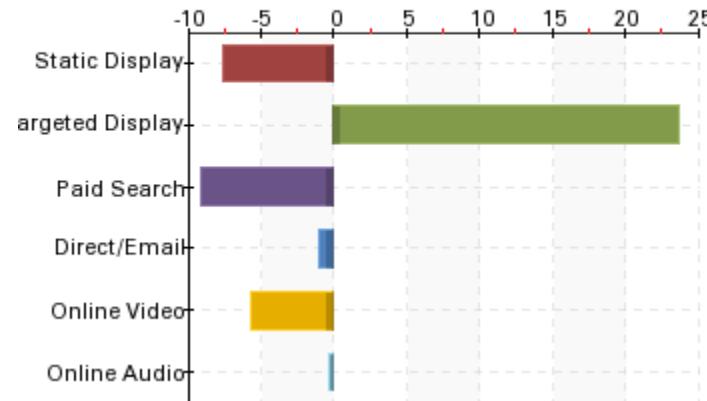
Media	Share for Mkt	US Nat'l Avg	% Difference	Share Pt Shift
Directories	7.6%	5.8%	31.0	1.8
Local TV Stations	9.4%	8.9%	6.1	0.5
Network TV				
Newspaper	13.9%	12.5%	11.2	1.4
Online	39.2%	42.5%	-7.9	-3.4
Out of Home	1.1%	1.2%	-8.0	-0.1
Other Print	5.5%	6.1%	-9.9	-0.6
Radio	9.0%	8.9%	0.5	0.0
Telemarketing	1.0%	0.9%	10.0	0.1

### Local Online Advertising Comparison to National Averages

Media	Share for Mkt	US Nat'l Avg	% Difference	Share Pt Shift
Email	1.7%	1.6%	6.6	0.1
Online Audio	0.9%	0.8%	4.0	0.0
Online Video	14.4%	14.4%	0.4	0.1
Paid Search	13.9%	13.9%	-0.4	-0.1
Static Display/ROS	9.2%	9.2%	0.2	0.0
Targeted Display	59.9%	60.0%	-0.3	-0.2



### 2015 - 2020 Share Point Change



### Company Spending Worksheet: 2015 From Inside Ad Share

Media	From Inside	Share
<b>Cable TV</b>	\$6.101	3.5%
<b>Cinema</b>	\$5.349	3.0%
<b>Direct Mail</b>	\$12.131	6.9%
<b>Directories</b>	\$13.304	7.6%
<b>Local TV Stations</b>	\$16.537	9.4%
<b>Network TV</b>	\$0.000	0.0%
<b>Newspaper</b>	\$24.484	13.9%
<b>Online</b>	\$68.967	39.2%
<b>Out of Home</b>	\$1.942	1.1%
<b>Other Print</b>	\$9.739	5.5%
<b>Radio</b>	\$15.804	9.0%
<b>Telemarketing</b>	\$1.689	1.0%
Total	\$176.047	100.0%
From Inside "Non-Ad" Marketing	\$389.856	221.4%

Table Data in \$Millions

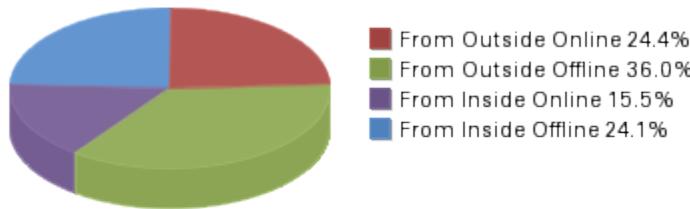
### Company Spending Worksheet: 2015 - 2020 From Inside Ad Spending Comparison

From Inside Online Ad Spending	2015	Share	2020	Share	% Change	Share Pt Change
Email	\$1.203	1.7%	\$1.011	0.8%	-16.0%	-1.0%

From Inside Online Ad Spending	2015	Share	2020	Share	% Change	Share Pt Change
Online Audio	\$0.609	0.9%	\$0.766	0.6%	+25.7%	-0.3%
Online Video	\$9.939	14.4%	\$11.403	8.8%	+14.7%	-5.7%
Paid Search	\$9.581	13.9%	\$6.262	4.8%	-34.6%	-9.1%
Static Display/ROS	\$6.334	9.2%	\$2.002	1.5%	-68.4%	-7.6%
Targeted Display	\$41.300	59.9%	\$108.847	83.5%	+163.6%	+23.7%
Total From Inside Online Ads	\$68.967	100.0%	\$130.291	100.0%	+88.9%	
Online Promotions & Public Relations	\$59.389	86.1%	\$155.186	119.1%	+161.3%	33%

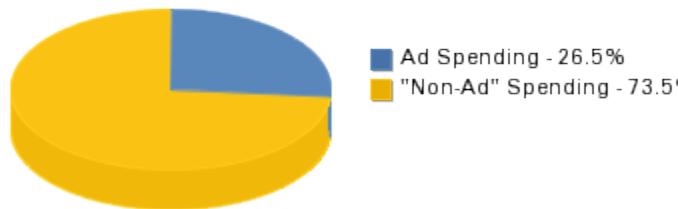
Table Data in \$Millions

### 2015 Online and Offline From Inside and From Outside Ad Spending



- From Outside Online 24.4%
- From Outside Offline 36.0%
- From Inside Online 15.5%
- From Inside Offline 24.1%

### Ad vs Non-Ad Spending for MarketTotals in Youngstown OH



- Ad Spending - 26.5%
- "Non-Ad" Spending - 73.5%

From Inside vs From Outside / Online vs Offline	2015	Share	2020	Share
<b>From Outside Online</b>	\$108.392	24.4%	\$128.893	26.7%
<b>From Outside Offline</b>	\$159.722	36.0%	\$135.098	28.0%
<b>From Inside Online</b>	\$68.967	15.5%	\$130.291	27.0%
<b>From Inside Offline</b>	\$107.080	24.1%	\$88.474	18.3%
2015 Total Ad Estimate	\$444.160	100.0%	\$482.756	100.0%

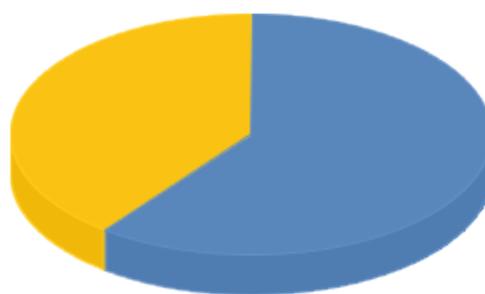
Table Data in \$Millions

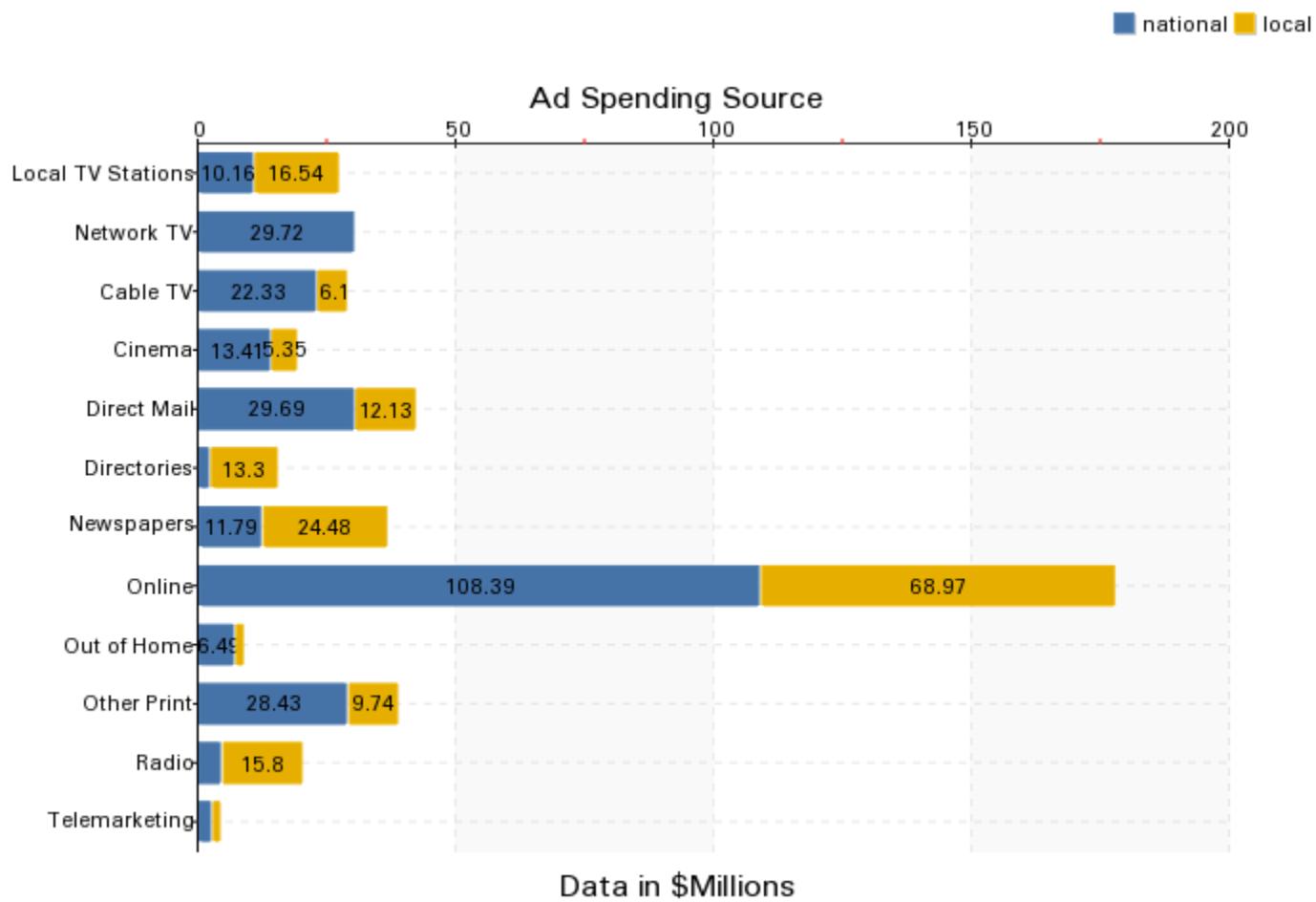
From Inside Online Ad Spending	From Outside	Share	From Inside	Share
<b>Email</b>	\$24.529	22.6%	\$1.203	1.7%
<b>Online Audio</b>	\$2.083	1.9%	\$0.609	0.9%
<b>Online Video</b>	\$27.505	25.4%	\$9.939	14.4%
<b>Paid Search</b>	\$7.763	7.2%	\$9.581	13.9%
<b>Static Display/ROS</b>	\$2.733	2.5%	\$6.334	9.2%
<b>Targeted Display</b>	\$43.779	40.4%	\$41.300	59.9%
2015 Online Ad Estimate	\$108.392	100.0%	\$68.967	100.0%

Table Data in \$Millions

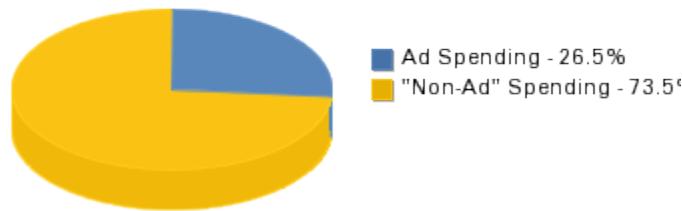
### From Inside vs From Outside Ad Spending for MarketTotals in Youngstown OH

From Outside - 60.4%  
 From Inside - 39.6%





### Ad vs Non-Ad Spending for MarketTotals in Youngstown OH



### 2015 Annual Ad Spending Summary

Media	From Outside	Share	From Inside	Share	Total Available	Share
Cable TV	\$22.325	8.3%	\$6.101	3.5%	\$28.426	6.4%
Cinema	\$13.408	5.0%	\$5.349	3.0%	\$18.757	4.2%

Media	From Outside	Share	From Inside	Share	Total Available	Share
Direct Mail	\$29.686	11.1%	\$12.131	6.9%	\$41.817	9.4%
Directories	\$1.652	0.6%	\$13.304	7.6%	\$14.955	3.4%
Local TV Stations	\$10.164	3.8%	\$16.537	9.4%	\$26.701	6.0%
Network TV	\$29.723	11.1%	\$0.000	0.0%	\$29.723	6.7%
Newspaper	\$11.788	4.4%	\$24.484	13.9%	\$36.272	8.2%
Online	\$108.392	40.4%	\$68.967	39.2%	\$177.359	39.9%
Out of Home	\$6.487	2.4%	\$1.942	1.1%	\$8.429	1.9%
Other Print	\$28.434	10.6%	\$9.739	5.5%	\$38.173	8.6%
Radio	\$4.000	1.5%	\$15.804	9.0%	\$19.803	4.5%
Telemarketing	\$2.055	0.8%	\$1.689	1.0%	\$3.744	0.8%
2015 Estimate	\$268.113	100.0%	\$176.047	100.0%	\$444.160	100.0%

Table Data in \$Millions

### 2015 Ad Spending - Group Demographics

Business Locations	39,599
Employees	291,496
Average Employees	7
Average per-Employee From Inside Ad Spending	\$604

### 2015 Annual "Non-Ad" Spending Summary for Youngstown OH

Media	From Outside	Share	From Inside	Share	Total Available	Share
Ad Production	\$97.102	11.5%	\$42.481	10.9%	\$139.583	11.3%
Market Research	\$0.664	0.1%	\$0.397	0.1%	\$1.061	0.1%
Online Promotions & PR	\$59.155	7.0%	\$59.389	15.2%	\$118.544	9.6%
Promotions	\$677.177	80.5%	\$285.078	73.1%	\$962.255	78.2%
Public Relations	\$4.604	0.5%	\$0.634	0.2%	\$5.238	0.4%
Sales Force Materials	\$2.252	0.3%	\$1.878	0.5%	\$4.130	0.3%
2015 Estimate	\$840.954	100.0%	\$389.856	100.0%	\$1,230.810	100.0%

Table Data in \$Millions

**2015 Annual Non-Ad Spending - Group Demographics**

Business Locations	39,599
Employees	291,496
Average Employees	7
Average per-Employee From Inside 'Non-Ad' Spending	\$1,337

**2015 Annual Ad vs Non-Ad Spending Summary**

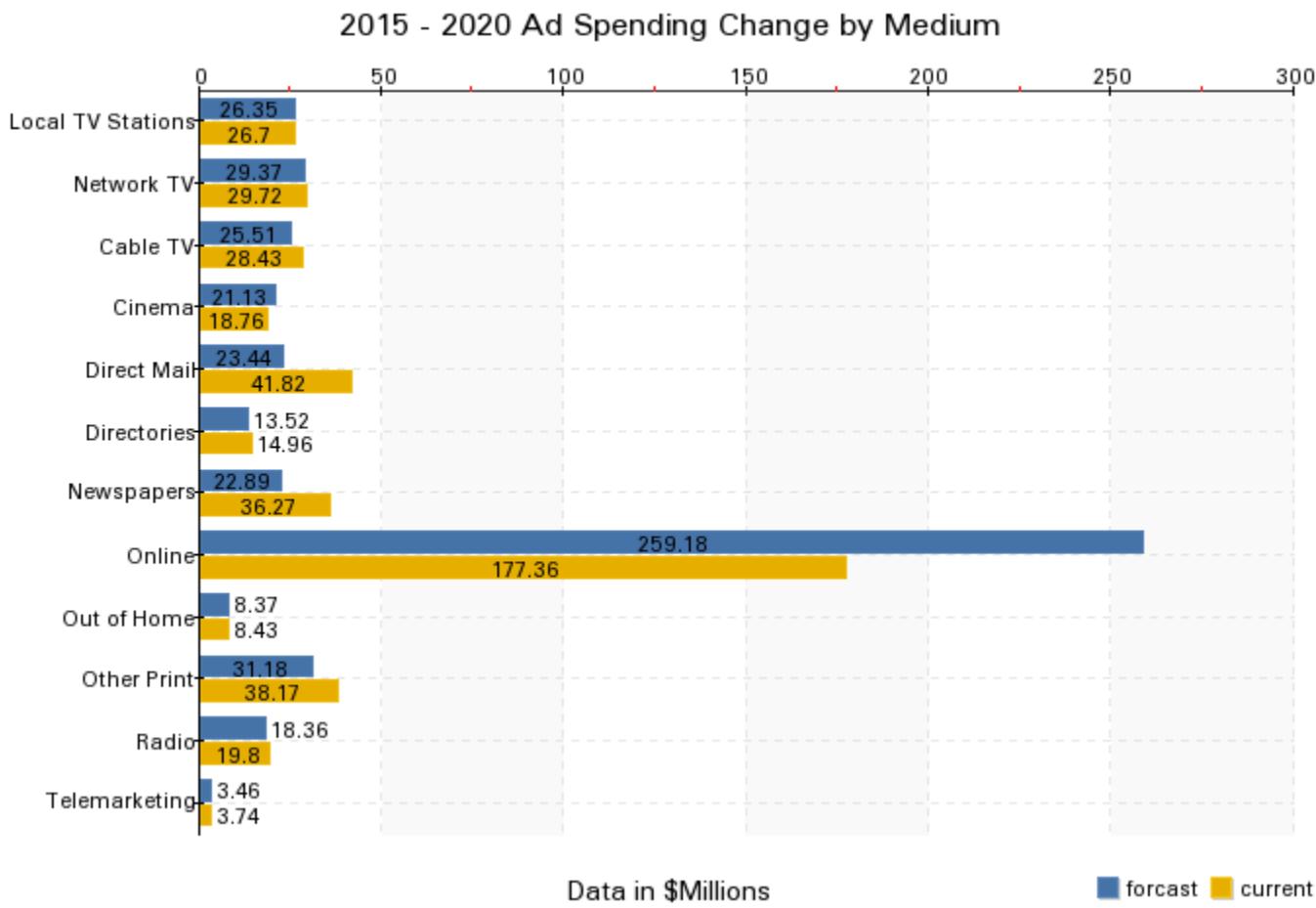
Spending Category	From Outside	Share	From Inside	Share	Total Available	Share
<b>Ad Spending</b>	\$268.113	24.2%	\$176.047	31.1%	\$444.160	26.5%
<b>"Non-Ad" Spending</b>	\$840.954	75.8%	\$389.856	68.9%	\$1,230.810	73.5%
<b>Total Marketing Expenditure</b>	\$1,109.068	100.0%	\$565.903	100.0%	\$1,674.971	100.0%
<b>Share</b>		66.2%		33.8%		

Table data in \$Millions

**2015 Annual Summary**

73.5% of all marketing expenditures for this category will not be in advertising 2015  
 66.2% will originate from outside the market

Table data in \$Millions



2020 Annual "Ad" Spending Forecast for Youngstown OH					MarketTotals	
Media	From Outside	Share	From Inside	Share	Total Available	Share
Cable TV	\$20.996	8.0%	\$4.513	2.1%	\$25.509	5.3%
Cinema	\$14.728	5.6%	\$6.397	2.9%	\$21.126	4.4%
Direct Mail	\$14.212	5.4%	\$9.225	4.2%	\$23.437	4.9%
Directories	\$1.189	0.5%	\$12.330	5.6%	\$13.519	2.8%
Local TV Stations	\$10.244	3.9%	\$16.104	7.4%	\$26.348	5.5%
Network TV	\$29.373	11.1%	\$0.000	0.0%	\$29.373	6.1%
Newspaper	\$7.889	3.0%	\$15.005	6.9%	\$22.894	4.7%
Online	\$128.893	48.8%	\$130.291	59.6%	\$259.184	53.7%
Out of Home	\$6.624	2.5%	\$1.751	0.8%	\$8.374	1.7%
Other Print	\$23.998	9.1%	\$7.182	3.3%	\$31.180	6.5%
Radio	\$3.974	1.5%	\$14.381	6.6%	\$18.355	3.8%
Telemarketing	\$1.870	0.7%	\$1.586	0.7%	\$3.456	0.7%

Media	From Outside	Share	From Inside	Share	Total Available	Share
2020 Forecast	\$263.991	100.0%	\$218.765	100.0%	\$482.756	100.0%

Table Data in \$Millions

2020 Ad Spending Forecast Demographics		
Share of Market's 2020 Ad Spending Total: <b>100.0%</b>	Group Demographics	
	Employees	302,018
	Average Per-Employee From Inside Ad Spending	\$724
		\$ in Actuals

#### Forecast 2015 - 2020 Ad Spending Change, by Medium

Media	From Outside	Share	From Inside	Share	Total % Change	Pt Shift
Cable TV	-\$1,329.011	-6.0%	-\$1,587.755	-26.0%	-10,260.8%	-1.1%
Cinema	\$1,320.099	9.8%	\$1,048.721	19.6%	12,629.0%	0.2%
Direct Mail	-\$15,474.060	-52.1%	-\$2,906.637	-24.0%	-43,954.6%	-4.6%
Directories	-\$462.158	-28.0%	-\$973.879	-7.3%	-9,602.2%	-0.6%
Local TV Stations	\$79.568	0.8%	-\$432.882	-2.6%	-1,323.2%	-0.6%
Network TV	-\$349.641	-1.2%	\$0.000	N/A	-1,176.4%	-0.6%
Newspaper	-\$3,898.768	-33.1%	-\$9,479.208	-38.7%	-36,882.5%	-3.4%
Online	\$20,501.238	18.9%	\$61,323.836	88.9%	46,135.4%	13.8%
Out of Home	\$136.397	2.1%	-\$191.143	-9.8%	-649.5%	-0.2%
Other Print	-\$4,435.979	-15.6%	-\$2,557.062	-26.3%	-18,319.1%	-2.1%
Radio	-\$25.334	-0.6%	-\$1,422.794	-9.0%	-7,312.5%	-0.7%
Telemarketing	-\$184.377	-9.0%	-\$103.059	-6.1%	-7,677.4%	-0.1%
Market Total	-\$4,122.025	-1.5%	\$42,718.139	24.3%	8.7%	0.0%

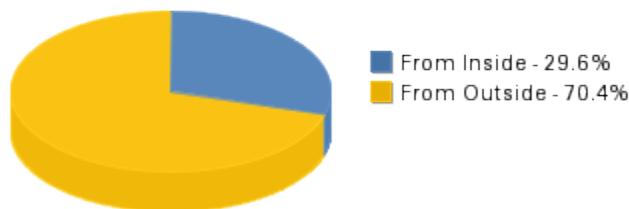
Table Data in \$Thousands

2015 Promotions Summary: MarketTotals						
Media	From Outside	Share	From Inside	Share	Total Available	Share
Coupons	\$95.214	14.1%	\$10.134	3.6%	\$105.348	10.9%

Media	From Outside	Share	From Inside	Share	Total Available	Share
Samples	\$4.123	0.6%	\$1.199	0.4%	\$5.322	0.6%
Specialty Printing	\$2.907	0.4%	\$1.402	0.5%	\$4.309	0.4%
Licenses	\$11.583	1.7%	\$0.374	0.1%	\$11.957	1.2%
Games	\$3.466	0.5%	\$1.130	0.4%	\$4.596	0.5%
Sponsorships	\$4.930	0.7%	\$3.337	1.2%	\$8.267	0.9%
Point of Sale	\$8.098	1.2%	\$1.928	0.7%	\$10.025	1.0%
Loyalty	\$3.831	0.6%	\$1.775	0.6%	\$5.606	0.6%
Event Marketing	\$6.981	1.0%	\$3.704	1.3%	\$10.686	1.1%
Discounts	\$525.117	77.5%	\$256.847	90.1%	\$781.963	81.3%
Promotional Products	\$10.928	1.6%	\$3.249	1.1%	\$14.176	1.5%
2015 Estimate	\$677.177	70.4%	\$285.078	29.6%	\$962.255	100.0%

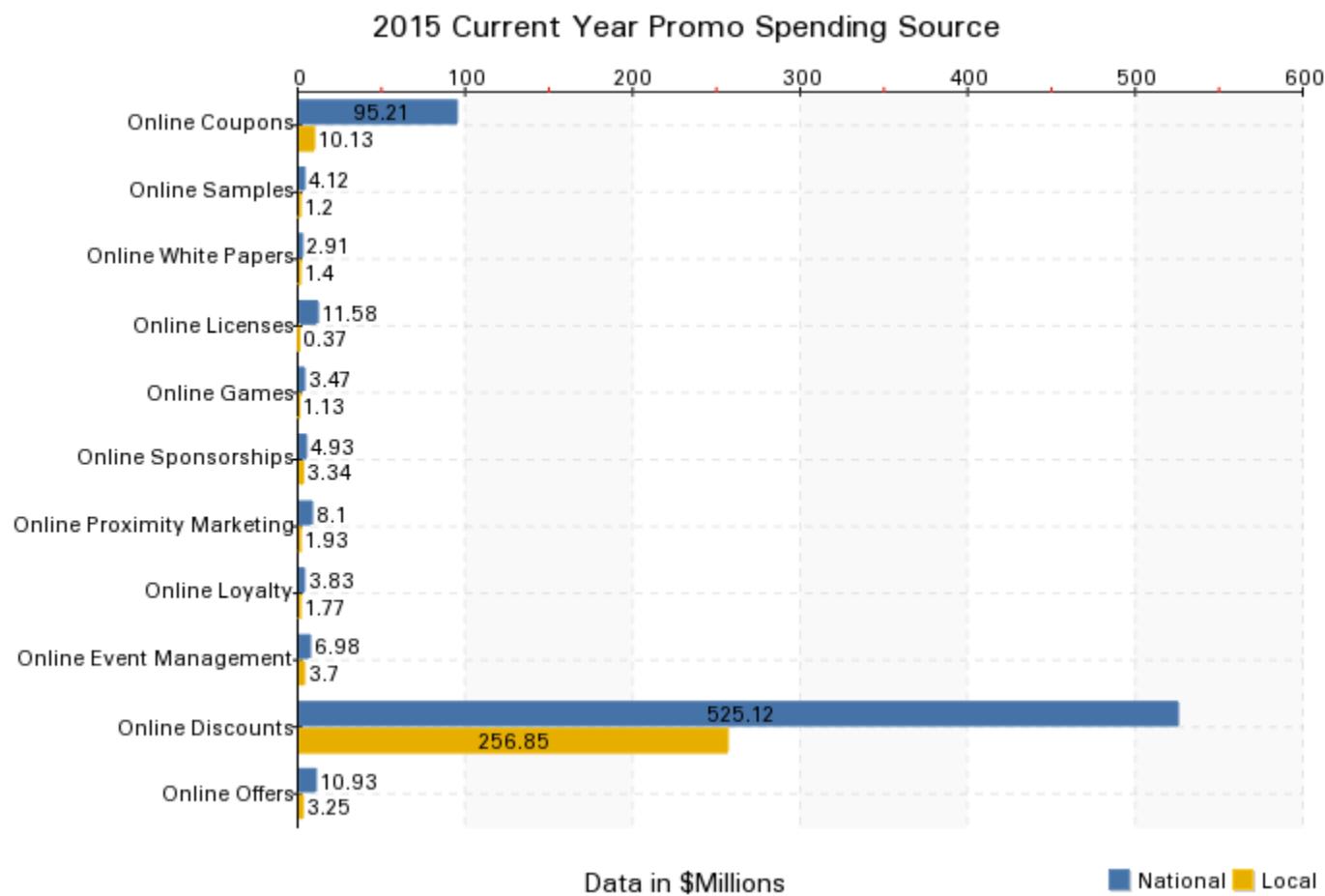
\$ in Millions

### 2015 From Inside vs From Outside Promotions Spend



### Group Demographics

Business Locations	39,599
Employees	291,496
Average Employees	7
Average Per-Employee From Inside Promo Spending	\$978
\$ in Actuals	



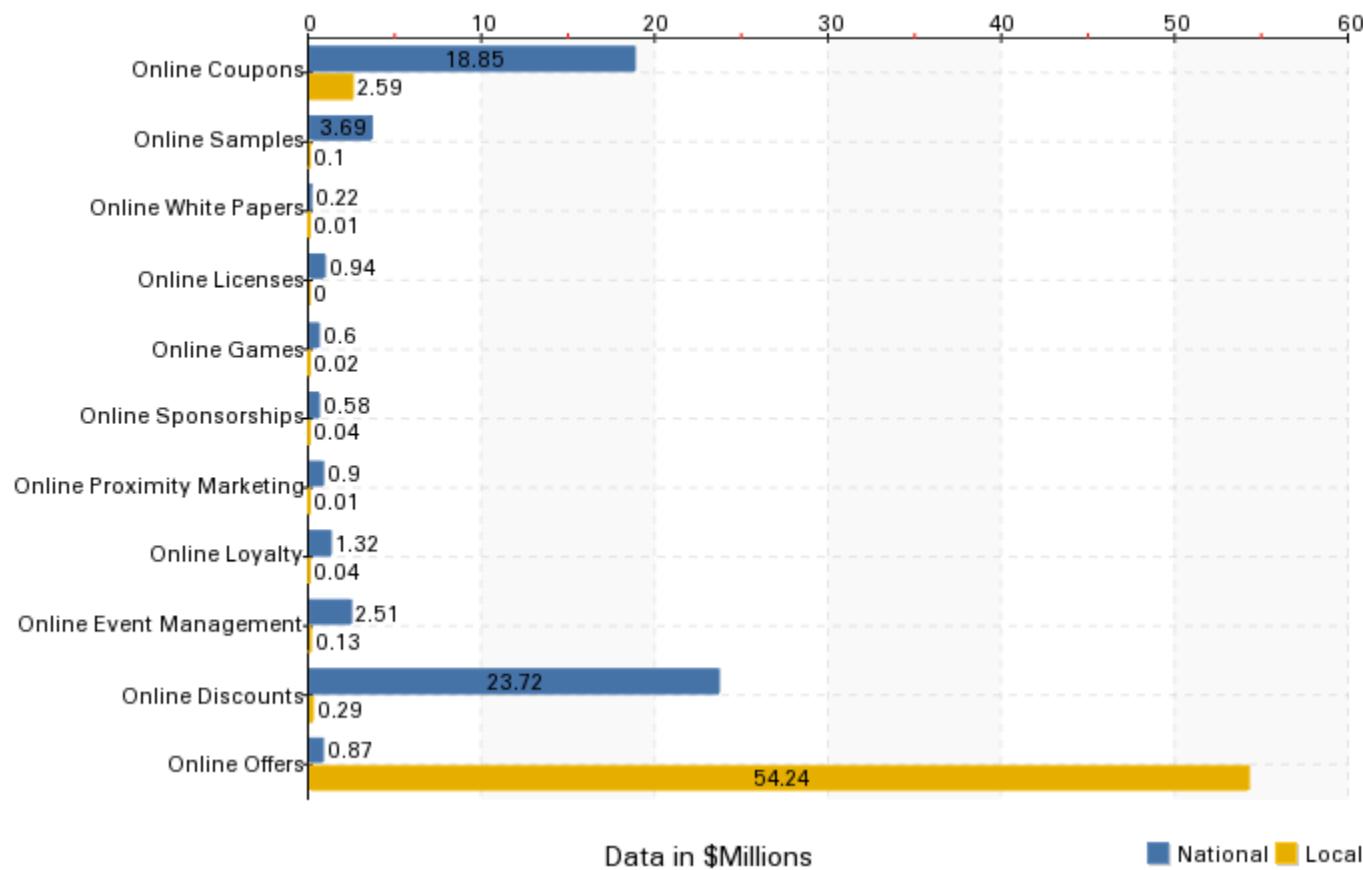
### 2015 Online Promotions Spending, by Media:

Media	From Outside	Share	From Inside	Share	Total Available	Share
Online Coupons	\$18.849	34.8%	\$2.587	4.5%	\$21.436	19.2%
Online Samples	\$3.693	6.8%	\$0.095	0.2%	\$3.788	3.4%
Online White Papers	\$0.221	0.4%	\$0.013	0.0%	\$0.235	0.2%
Online Licenses	\$0.942	1.7%	\$0.003	0.0%	\$0.945	0.8%
Online Games	\$0.601	1.1%	\$0.016	0.0%	\$0.618	0.6%
Online Sponsorships	\$0.579	1.1%	\$0.043	0.1%	\$0.623	0.6%
Online Proximity Marketing	\$0.901	1.7%	\$0.014	0.0%	\$0.915	0.8%
Online Loyalty	\$1.320	2.4%	\$0.036	0.1%	\$1.356	1.2%
Online Event Management	\$2.511	4.6%	\$0.131	0.2%	\$2.641	2.4%
Online Discounts	\$23.718	43.8%	\$0.294	0.5%	\$24.012	21.5%

Media	From Outside	Share	From Inside	Share	Total Available	Share
Online Offers	\$0.868	1.6%	\$54.242	94.4%	\$55.111	49.3%
2015 Estimate	\$54.203	48.5%	\$57.476	51.5%	\$111.679	100.0%

\$ in Millions

### 2015 Current Year Online Promo Spending Source



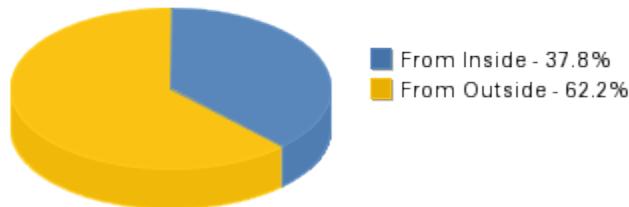
### 2020 Promotions Forecast Summary: MarketTotals

Media	From Outside	Share	From Inside	Share	Total Available	Share
Coupons	\$79.848	7.8%	\$10.958	1.8%	\$90.806	5.5%
Samples	\$6.779	0.7%	\$1.682	0.3%	\$8.461	0.5%
Specialty Printing	\$3.826	0.4%	\$1.716	0.3%	\$5.542	0.3%
Licenses	\$14.666	1.4%	\$0.515	0.1%	\$15.181	0.9%
Games	\$3.568	0.3%	\$1.215	0.2%	\$4.784	0.3%
Sponsorships	\$5.873	0.6%	\$4.494	0.7%	\$10.366	0.6%

Media	From Outside	Share	From Inside	Share	Total Available	Share
<b>Point of Sale</b>	\$13.430	1.3%	\$2.817	0.5%	\$16.248	1.0%
<b>Loyalty</b>	\$9.639	0.9%	\$2.867	0.5%	\$12.506	0.8%
<b>Event Marketing</b>	\$8.108	0.8%	\$4.414	0.7%	\$12.522	0.8%
<b>Discounts</b>	\$872.295	84.8%	\$593.072	94.8%	\$1,465.367	88.6%
<b>Promotional Products</b>	\$10.546	1.0%	\$2.076	0.3%	\$12.622	0.8%
<b>2020 Forecast</b>	<b>\$1,028.577</b>	<b>62.2%</b>	<b>\$625.828</b>	<b>37.8%</b>	<b>\$1,654.404</b>	<b>100.0%</b>

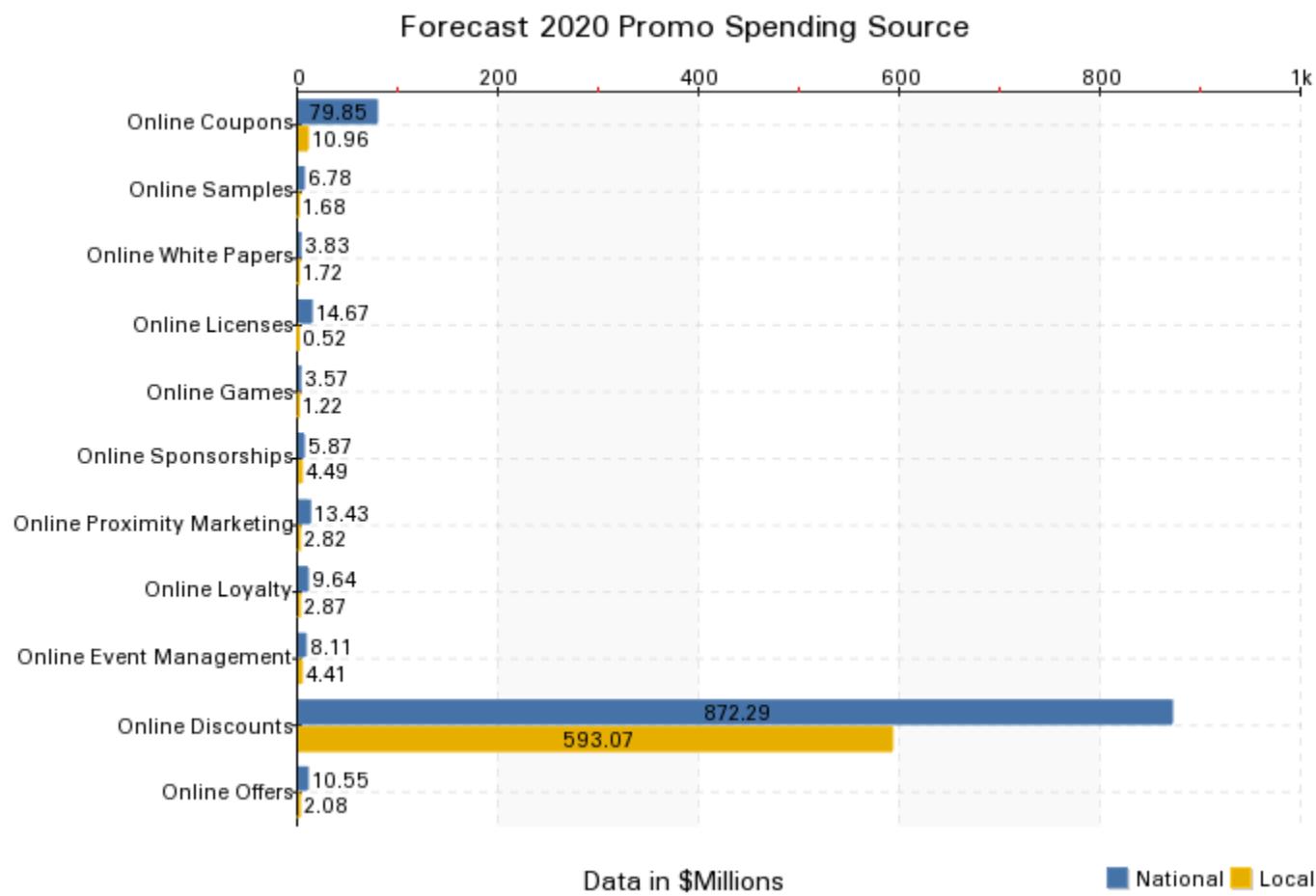
\$ in Millions

### 2020 From Inside vs From Outside Promotions Spend



### Group Demographics

Employees	302,018
Average Per-Employee From Inside Promo Spending	\$2,072
\$ in Actuals	



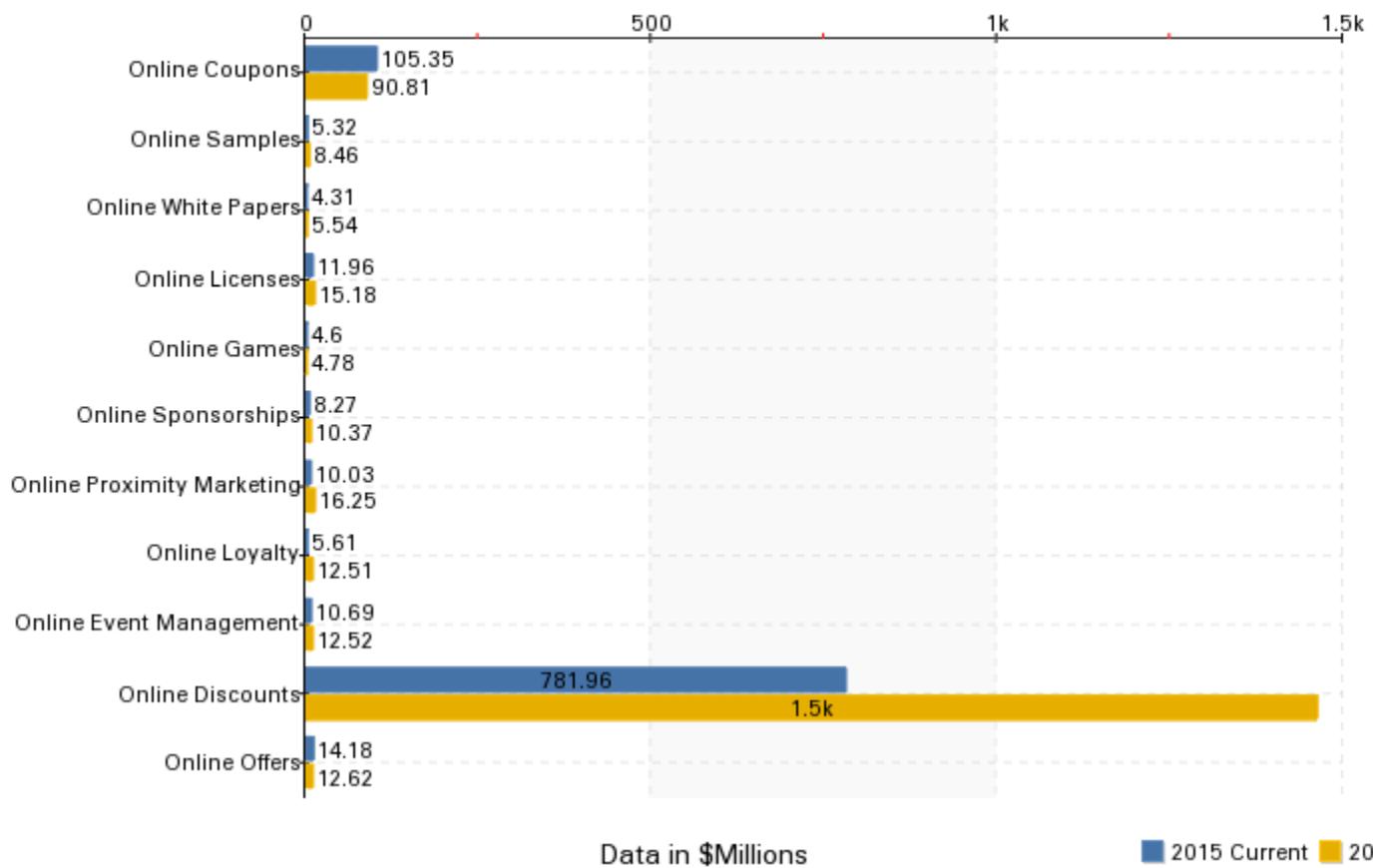
**Forecast 2015 - 2020 Promotions Spending Change, by Media: MarketTotals**

Media	From Outside Change	% Change	From Inside Change	% Change	Total % Change	Forecast Share Pt Shift
Coupons	-\$15.367	-16.1%	\$0.825	8.1%	-13.8%	-5.5%
Samples	\$2.656	64.4%	\$0.483	40.3%	59.0%	-0.0%
Specialty Printing	\$0.919	31.6%	\$0.314	22.4%	28.6%	-0.1%
Licenses	\$3.083	26.6%	\$0.141	37.9%	27.0%	-0.3%
Games	\$0.102	3.0%	\$0.085	7.6%	4.1%	-0.2%
Sponsorships	\$0.943	19.1%	\$1.157	34.7%	25.4%	-0.2%
Point of Sale	\$5.333	65.9%	\$0.890	46.2%	62.1%	-0.1%
Loyalty	\$5.807	151.6%	\$1.093	61.6%	123.1%	0.2%
Event Marketing	\$1.126	16.1%	\$0.710	19.2%	17.2%	-0.4%
Discounts	\$347.178	66.1%	\$336.225	130.9%	87.4%	7.3%

Media	From Outside Change	% Change	From Inside Change	% Change	Total % Change	Forecast Share Pt Shift
Promotional Products	-\$0.382	-3.5%	-\$1.173	-36.1%	-11.0%	-0.7%
Total	\$351.399	51.9%	\$340.750	119.5%	71.9%	

\$ in Millions

### 2015 - 2020 Promotions Spending Change by Medium



### 2020 Online Promotions Spending, by Media: MarketTotals

Media	From Outside	Share	From Inside	Share	Total Available	Share
Online Coupons	\$25.558	11.9%	\$6.175	4.0%	\$31.733	8.6%
Online Samples	\$4.703	2.2%	\$0.144	0.1%	\$4.847	1.3%
Online White Papers	\$0.364	0.2%	\$0.024	0.0%	\$0.388	0.1%
Online Licenses	\$1.322	0.6%	\$0.007	0.0%	\$1.329	0.4%

Media	From Outside	Share	From Inside	Share	Total Available	Share
<b>Online Games</b>	\$0.842	0.4%	\$0.026	0.0%	\$0.868	0.2%
<b>Online Sponsorships</b>	\$1.323	0.6%	\$0.125	0.1%	\$1.448	0.4%
<b>Online Proximity Marketing</b>	\$8.421	3.9%	\$0.752	0.5%	\$9.173	2.5%
<b>Online Loyalty</b>	\$7.688	3.6%	\$0.078	0.1%	\$7.766	2.1%
<b>Online Event Management</b>	\$2.990	1.4%	\$0.264	0.2%	\$3.253	0.9%
<b>Online Discounts</b>	\$136.211	63.2%	\$1.206	0.8%	\$137.417	37.3%
<b>Online Offers</b>	\$26.211	12.2%	\$143.884	94.2%	\$170.094	46.2%
<b>2020 Forecast</b>	<b>\$215.634</b>	<b>58.5%</b>	<b>\$152.683</b>	<b>41.5%</b>	<b>\$368.317</b>	<b>100.0%</b>

\$ in Millions

### 2015 - 2020 Online Promotions Spending Change, by Media: MarketTotals

Media	From Outside Change	% Change	From Inside Change	% Change	Total % Change	Forecast Share Pt Shift
<b>Online Coupons</b>	\$6.710	35.6%	\$3.588	138.7%	48.0%	-10.6%
<b>Online Samples</b>	\$1.011	27.4%	\$0.048	50.8%	28.0%	-2.1%
<b>Online White Papers</b>	\$0.143	64.5%	\$0.011	82.4%	65.5%	-0.1%
<b>Online Licenses</b>	\$0.380	40.4%	\$0.003	95.3%	40.6%	-0.5%
<b>Online Games</b>	\$0.241	40.1%	\$0.010	58.9%	40.6%	-0.3%
<b>Online Sponsorships</b>	\$0.744	128.5%	\$0.081	188.2%	132.6%	-0.2%
<b>Online Proximity Marketing</b>	\$7.520	834.4%	\$0.738	5,414.5%	902.7%	1.7%
<b>Online Loyalty</b>	\$6.368	482.5%	\$0.042	114.8%	472.7%	0.9%
<b>Online Event Management</b>	\$0.479	19.1%	\$0.133	101.6%	23.2%	-1.5%
<b>Online Discounts</b>	\$112.493	474.3%	\$0.912	310.5%	472.3%	15.8%
<b>Online Offers</b>	\$25.342	2,918.6%	\$89.641	165.3%	208.6%	-3.2%
<b>Total</b>	<b>\$161.431</b>	<b>297.8%</b>	<b>\$95.208</b>	<b>165.6%</b>	<b>229.8%</b>	

\$ in Millions

## 2015 - 2020 Online Promotions Spending Change by Medium

