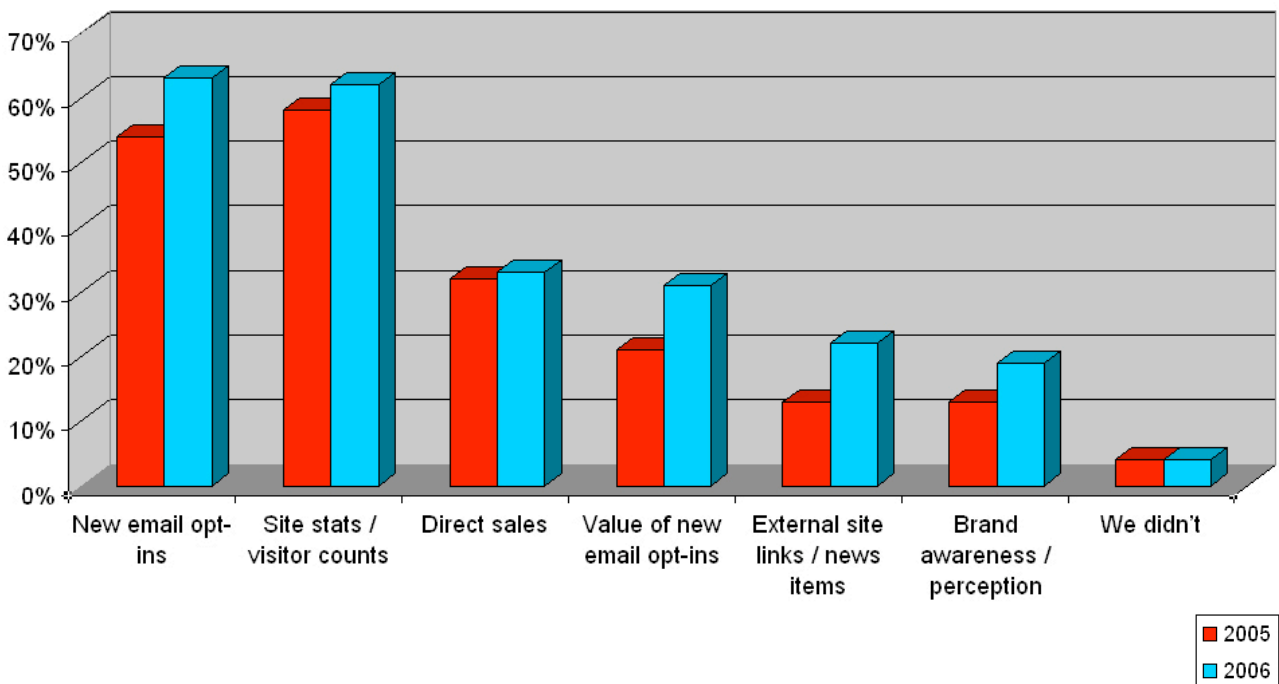


Metrics Which Viral Marketers Are Measuring

Introduction

This report illustrates the various different types of data that viral marketers are measuring within a campaign and how these trends have changed between 2005 and 2006.

Graphical Data



Tabular Data

	2005	2006
New email opt-ins	54%	63%
Site stats / visitor counts	58%	62%
Direct sales	32%	33%
Value of new email opt-ins	21%	31%
External site links / news items	13%	22%
Brand awareness / perception	13%	19%
We didn't	4%	4%

Comment

From the above data we can see that there is an overall increase in the measurement of metrics. Marketers are beginning to realise the value of viral campaigns and it is becoming evident that the industry is maturing into a mainstream marketing channel.