

REPORTING RESULTS

When reporting results, please use these metrics and definitions to the extent possible. Please define any additional metrics provided, and briefly state the measurement methodology for all results.

Each submission should include metrics from at least two of the categories of metrics below.

CATEGORY	METRIC	METRIC DEFINITION
ENGAGEMENT	Photo User-Generated Content (UGC)	Number of photos submitted
	Text User-Generated Content (UGC)	Number of pieces of text submitted
	Social Posts	Number of posts in social media (and where)
	Reviews	Number of reviews posted (and where)
	Engagements	Number of total consumer actions
REACH	Potential Impressions	Number of potential views, assuming all friends/followers see
	Estimated Actual Impressions	Number of estimated actual views, using disclosed assumptions
BRAND LIFT	Favorability	Percentage of 2nd generation lift in very or somewhat favorable to brand
	Net Promoter Score	Percentage of 2nd generation lift in 'promoters' minus % of detractors
	Purchase Intent	Percentage of 2nd generation lift in very or somewhat intending to buy
SALES LIFT	Sales Lift	Percentage of increase in incremental sales
	ROI	Dollars (\$) in net profit for every \$1 spent