

Reporting Results

When reporting results, please use these metrics and definitions (curated by the WOMMA Research & Measurement Council) 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 |