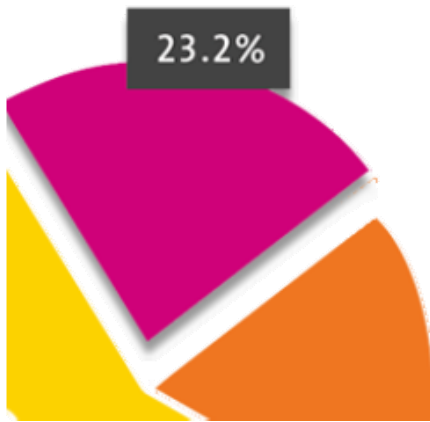


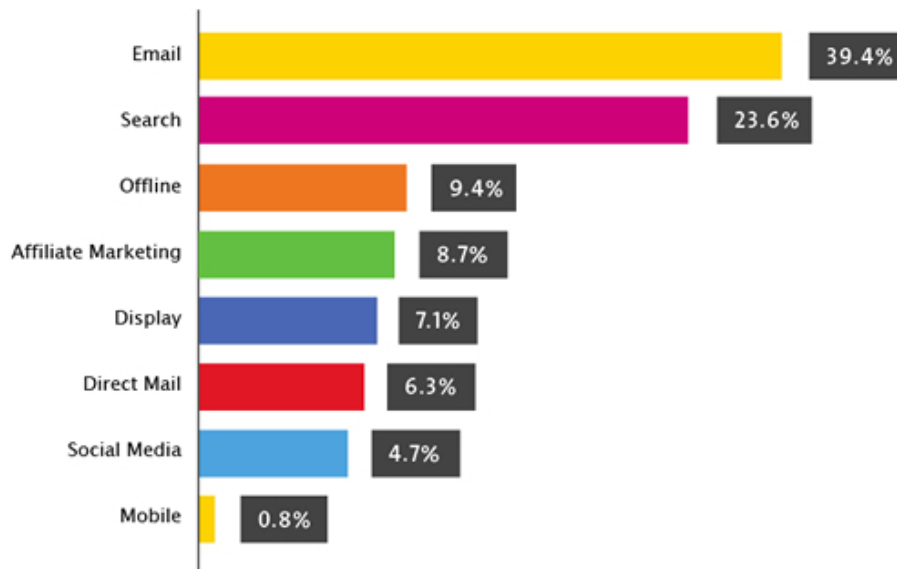


Digital Marketing Technology

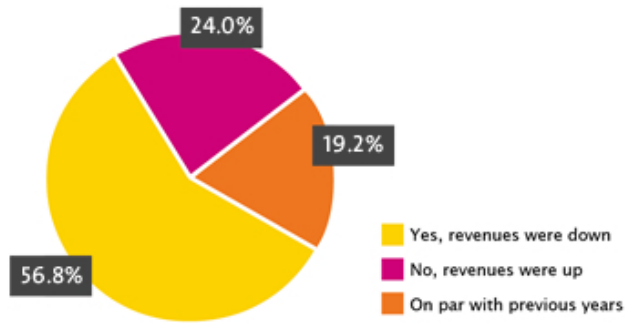
# 4<sup>th</sup> Annual Marketing & Media Survey



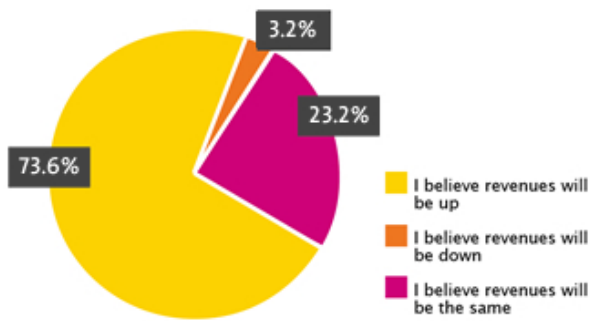
**What advertising channels performed the strongest for your company in 2009?**



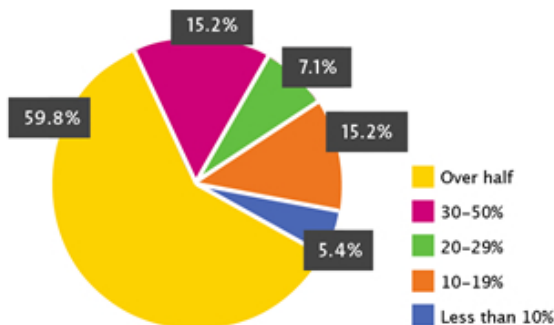
**Was your business affected by the recession in 2009?**



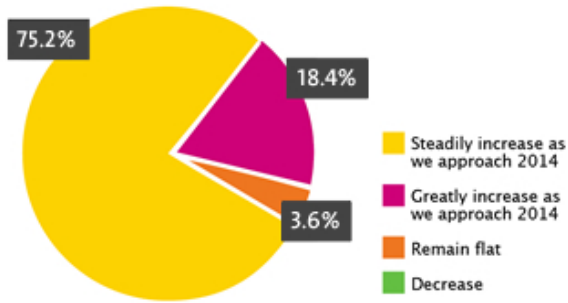
**How do you feel business will perform in 2010 versus 2009?**



**In 2010, what percentage of your company's overall multi-channel advertising campaign will be allocated to digital marketing channels (versus print, radio, television, outdoor, etc...?)**



**Beyond 2010, do you expect the percentage of your budget allocated to digital marketing to:**



In December 2009, Datran Media conducted its fourth annual marketing and media survey by reaching out to over 5,000 marketing executives from Fortune 500 brands, top publishers and leading advertising and media agencies. This survey was conducted in association with the Direct Marketing Association Email Experience Council and other media partners.

Each year, Datran Media conducts its annual survey to capture insights from marketers around the globe. This year, Datran Media asked marketers to address their toughest challenges in this increasingly difficult economy. The results of the survey reveal significant optimism towards 2010 marketing and advertising spending, after a decline in 2009. Survey results also show a definitive move toward leveraging online audience marketing measurement tools, and a focus on emerging digital and social channels for reaching target audiences.