

Virtual Goods Deliver Real World Results for Brands

appssavvy social activity research finds virtual goods build brand awareness, influence positive opinions about products and, most importantly, drive purchase intent at staggering rates

NEW YORK – July 19, 2010 – “Virtual goods may be bringing the largest disruption entertainment, communication and e-commerce infrastructure companies have seen for a long time,” according to a recent report*. appssavvy (www.appssavvy.com), a direct sales and services team for the social media space, today released research showing virtual goods are just as large of an opportunity for brands.

The appssavvy social activity research found branded virtual goods delivered a creative and innovative ad format, increasing all brand metrics, beating out mobile advertising norms and recall of receiving the item (receipt recall). The key results included:

- Aided brand awareness increased 44.5 percentage points to 69.8 percent
- Mobile ad awareness increased 60.1 percentage points to 74.2 percent
- and, most importantly, Purchase intent increased 31.5 percentage points to 62.8 percent

Presented today for the first time at the IAB Mobile Marketplace event (http://www.iab.net/events_training/mobile2010/overview) in New York, the appssavvy research centered on measuring the effectiveness of an iPhone® app campaign led by Maxus Global (www.maxusglobal.com) and M80 (www.m80im.com), in partnership with appssavvy, involving Powermat (www.powermat.com), the worldwide leader in wireless charging. Powermat rewarded consumers of Booyah’s MyTown (www.booyah.com) location-based app game with branded virtual goods when checking in at a Powermat retailer, such as Best Buy, Bed Bath and Beyond and Target. The research was conducted in partnership with InsightExpress (www.insightexpress.com) and its Mobile AdInsights® solution.

“There is a tremendous amount of buzz in the advertising community around virtual goods. Today’s research should significantly raise that as the results of delivering branded items proved to drive metrics through the roof,” said Chris Cunningham, co-founder and CEO of appssavvy. “The key to virtual goods marketing is, first and foremost, understanding the social activity taking place and then adding value to that experience, which the Powermat campaign did to perfection.”

In addition to dramatic increases in overall brand metrics and purchase intent, the appssavvy research found virtual goods marketing dramatically outperformed all InsightExpress’ Mobile and Online Norms:

- Nearly 3X lift in Purchase Intent than Mobile Internet Norms
- 5X lift in Aided Awareness than Mobile Video Norms
- and 10X lift in Ad Awareness than Online Tech Norms



“Our Mobile AdInsights solution has a database of more than 100 mobile campaigns and we haven’t seen results like these for more than two years,” said Joy Liuzzo, senior director mobile and marketing at InsightExpress. “The potential to engage target audiences, not only in a unique environment, but with an innovative ad format – virtual goods – is tremendous.”

The Powermat campaign included a first-of-its kind sweepstakes promotion on MyTown to enter to win Powermat’s Wireless Charging System for iPhone by physically interacting with Powermat products in-store. Receipt recall of virtual goods related to “check-in” and the sweepstakes also saw significant increases and led to learnings as which virtual goods to display and optimize the campaign:

- Receipt recall of wireless recharge unit increased 38.2 percentage points to 43.3 percent
- Receipt recall of fully charged game system increased 35.1 percentage points to 43.1 percent
- Receipt recall of scratch off increased 13.6 percentage points to 74 percent
- Receipt recall of fully charged mobile phone increased nine percentage points to 19.6 percent

Research Details

InsightExpress recruited a total of 2,894 players (Control = 1,691 and Exposed = 1,203) from the MyTown environment using a survey link within a virtual item during the campaign. The Control group was collected before the Powermat virtual goods were introduced, while the Exposed group was collected from just those players that received the various Powermat branded virtual items.

The complete appssavvy virtual goods research can be viewed and downloaded at www.appssavvy.com/virtualgoods.

**Inside Virtual Goods: The US Virtual Goods Market 2009 – 2010*
(<http://www.insidevirtualgoods.com/us-virtual-goods/>)

About InsightExpress

InsightExpress is a leading provider of high-quality, digital marketing research and plays a preeminent role in the measurement of advertising effectiveness across online, mobile and other media. Through its patented technologies, proprietary solutions, world-class expertise and time-tested research principles, InsightExpress transforms the way advertisers, agencies, publishers and researchers optimize their marketing activities. InsightExpress is headquartered in Stamford, CT, with offices in San Francisco, New York, and Los Angeles. For more information, visit www.insightexpress.com or call 203-406-3233.

About appssavvy

appssavvy is a direct sales and marketing services team that provides a platform for brands and their agencies to run organic, engaging, social advertising campaigns that are designed to add value to people’s activities in the social graph. appssavvy’s platform, made up of leading developers and publisher app partners, is first and foremost focused on people’s activities and



secondly on how brands can engage with that audience in a relevant and meaningful way on Facebook, Apple and other emerging social platforms. For more information, visit www.appssavvy.com.

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