



T O U C H P O I N T

Statistical Recap For

**The
Economist**

September 16 - October 27
2011

Media Buy Overview



Barnes & Noble College Bookstore Network



41 Locations



1 - month campaign (9/16 - 10/26/11)



Agency: Refuel

Campaign Results

WI-Fi Pageviews
Successful Pageviews
79,087

Bluetooth Results		
Detections No Response	Declines	Successes
61,498	10,194	7,364

Total Successes: Opt-In & Pageviews
86,451

Total Device Detections
158,143

Wi-Fi and Bluetooth Definitions:

- **Detect-No Response** - Consumer received the opt-in message but did not respond.
- **Reject** - Consumer received the opt-in message but elected not to opt-in.
- **Success** - Consumer received the opt-in message, accepted it, and downloaded ad content to mobile device.
- **Successful Pageview** - Consumer connected to the TOUCHPOINT Wi-Fi, and the ad content landing page was successfully delivered.