

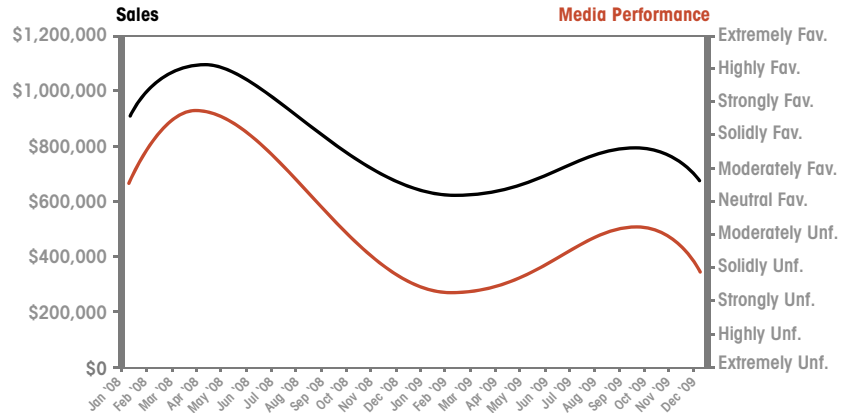
CARMA[®]

Linking your Media Performance with Tangible Outcomes and Showing the Real Value of PR

CONNECT

Measurement more relevant than outdated metrics like advertising equivalency

The quantity and quality of your media coverage is connected to your outcomes; you know this intuitively



CARMA Connect is a statistically sound method that provides you with hard data:

- demonstrating tangible ROI
- illustrating the real value of your media coverage in the parlance of the c-suite: numbers you can feel confident standing behind
- helping you move beyond the anecdotal and intuition toward data-driven decision-making
- helping you maintain or grow your budgets and staffing levels



Contact us for more information.
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CARMA[®]
International
Global Media Analysts