CNBC PARTNER PERFORMANCE INTELLIGENCE

CNBC'S partnership opportunities

PARTNER PERFORMANCE INTELLIGENCE

	Platinum	Gold	Silver	Bronze
Basic Ratings and Delivery Analysis (Web analytics can also be made available upon clients request)	●	●	●	●
Industry/Competitor Advertising Analysis	●	●	●	●
Custom US Pre and Post Survey Using CNBC Viewer Panel	●	●	●	
Custom Global Pre and Post Studies in Europe and Asia	●	●		
Online Dynamic Logic Survey	●	●		
Incentivised Viewer Study	●	●		
Custom Survey at Client Sponsored Event	●	●		
Online Poll	●			
CNBC Focus Group Study	●			

CNBC

PARTNER PERFORMANCE INTELLIGENCE

First in Business Worldwide. ▲ First in Business Worldwide. ▲ First in Business Worldwide. ▲ First in Business Worldwide. ▲ First in Business Worldwide.
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PPI OFFERING

BASIC RATINGS AND DELIVERY ANALYSIS

Provides an in-depth ratings overview for programming your sponsorship appears in and comprehensive delivery analysis. (Web analytics can made available upon clients request)

INDUSTRY/COMPETITOR ADVERTISING ANALYSIS

Through this offering we provide you with comprehensive information on your competitors and players within your industry

CUSTOM US PRE AND POST SURVEY USING CNBC VIEWER PANEL

The CNBC Viewer Panel Study (VPS) provides insight into how your messaging is received among viewers before and after your sponsorship goes live

CUSTOM GLOBAL PRE AND POST STUDIES IN EUROPE AND ASIA

Similar to the VPS, this offering provides insight into how your brand is received among viewers before and after your sponsorship goes live in Europe and Asia

ONLINE DYNAMIC LOGIC SURVEY

This customized online survey gives you the opportunity to gather the sentiment of consumers, investors, and leaders who visit CNBC.com to get the latest industry news.

Source: 2010 CNBC Partner Performance Intelligence

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PPI OFFERING

INCENTIVISED VIEWER STUDY
Incentivise your custom viewer study to increase the rate of response. Gifts may include a sponsor branded premium, a subscription to CNBC Plus, or a CNBC Originals Box Set.

CUSTOM SURVEY AT CLIENT SPONSORED EVENT
CNBC works with you to develop and execute live a custom study at a high caliber sponsored event

ONLINE POLL
CNBC taps into its online visitors for insight and analysis on key questions

CNBC FOCUS GROUP STUDY
Connect directly with a diverse group of CNBC viewers to get their thoughts on the effectiveness of your brand's messaging on CNBC.

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