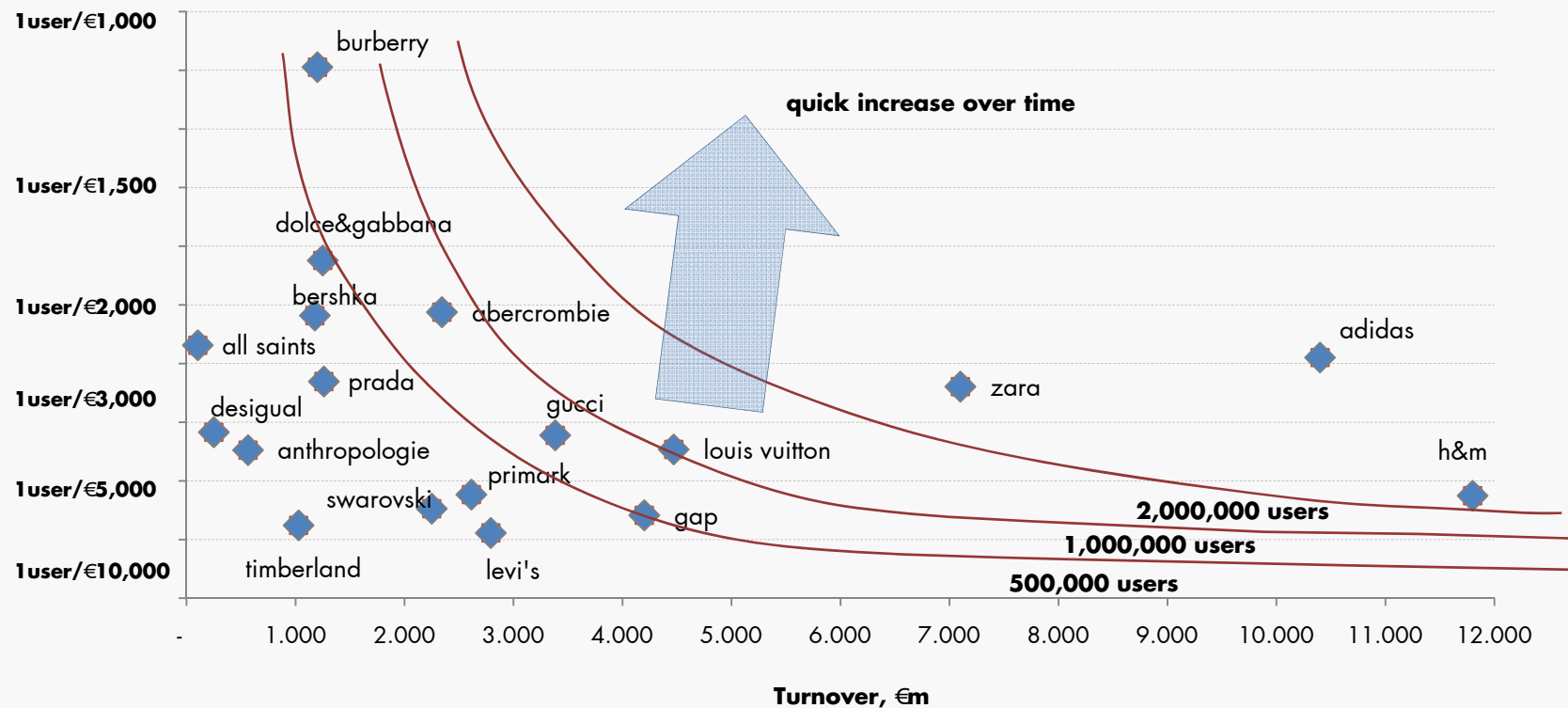


## Return on INvolvement - ROIn - May 2010

The growing relevance of communities on brands' life requires a change in the way companies interact and collaborate with stakeholders. There is a need for new drivers to measure business performance and competitiveness. Return On INvolvement (ROIn) measures the size of brand's community compared to turnover. The higher the number of users per income, the higher the attraction of the brand and the viral potential. In the research done on May '10 it emerges that comparable businesses have quite different community size. Brands will quickly climb up toward higher number of user per €000 of turnover



source: Ispira analysis on social network and company data, may '10

www.ispira.com

