

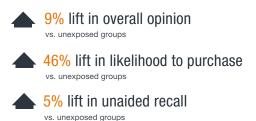
## On-Amazon campaign drives brand benefits and offline sales for Crest Whitestrips

At Amazon, we've suspected for some time that campaigns on our site not only drive on-Amazon sales, but offline sales and brand benefits for our advertisers, as well. Procter & Gamble worked with Amazon to test the impact of an Amazon advertising campaign on offline sales and key brand metrics in addition to sales on Amazon.com.

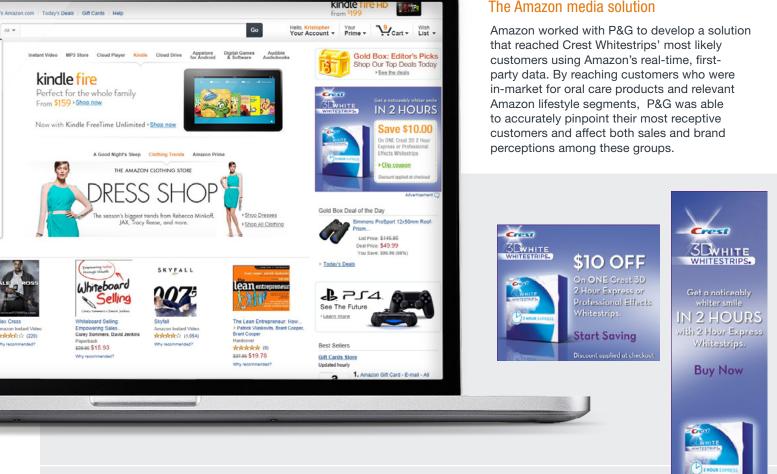
## Sales success metrics

- \$1MM incremental offline sales 8% lift compared with pre-campaign benchmarks
- \$338K incremental on-Amazon sales 26% lift compared with pre-campaign benchmarks

## Brand success metrics







P&G serves approximately 4.6 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in approximately 75 countries worldwide.

Source: Nielsen Brand Effect, 2012

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