

# AdBar™ Research.

## Category Research Results.

### Automotive

Average per category

63% recall = 18% unaided + 45% aided



### Charity

Average per category

72% recall = 21% unaided + 51% aided



### Entertainment & Events

Average per category

70% recall = 15% unaided + 56% aided



### Education & Municipal

Average per category

47% recall = 14% unaided + 33% aided



### Financial

Average per category

59% recall = 19% unaided + 38% aided



### Food & Beverage

Average per category

54% recall = 18% unaided + 37% aided



### Media

Average per category

53% recall = 18% unaided + 35% aided



### Retail

Average per category

50% recall = 13% unaided + 37% aided



### Telecommunications

Average per category

59% recall = 20% unaided + 39% aided



### Real Estate

Average per category

71% recall = 20% unaided + 51% aided

