

## **Independent Research Firm Highlights Virtual Worlds Value, New Measurement Tools**

*Millions of Us LLC, a leader in creating virtual worlds, multiplayer online games, and social media marketing campaigns, today released a commissioned study conducted by Forrester Consulting on behalf of Millions of Us. An executive summary of this study is available for download at: [http://www.millionsofus.com/forrester/Forrester\\_Consulting.pdf](http://www.millionsofus.com/forrester/Forrester_Consulting.pdf)*

San Francisco, CA ([PRWeb](#)) December 2, 2008 -- Millions of Us LLC, a leader in creating virtual worlds, multiplayer online games, and social media marketing campaigns, today released a commissioned study conducted by Forrester Consulting on behalf of Millions of Us. An executive summary of this study is available for download at: [http://www.millionsofus.com/forrester/Forrester\\_Consulting.pdf](http://www.millionsofus.com/forrester/Forrester_Consulting.pdf)

The study, underpinned by Forrester's respected and impartial research methodology, emphasized the potential of virtual worlds to offer unprecedented consumer engagement and to tap into elusive opinion-leading audiences. These conclusions, long held instinctively by pioneering digital marketers, have now been more formally confirmed. Forrester also found that improved measurement tools will offer more nuanced information and map more effectively to the conventional Web campaign measurement tools that have evolved over the past decade.

The study was commissioned by Millions of Us and a consortium of 12 leading virtual world platform operators in an effort to clarify ROI from virtual worlds marketing programs to date, and to outline best practices in measuring the success of such programs going forward. Successes and failures in virtual world marketing have been assessed thus far through proprietary data and anecdotal evidence. Responding to the wishes of advertising clients, platform operators and agencies like Millions of Us are working towards an objective industry standard for campaign measurement.

"We've entered an era in which brands must rethink the way they connect with their audience," said Reuben Steiger, CEO, Millions of Us. "This study from Forrester can strengthen arguments about the value of strategic investments in virtual worlds marketing, and charts the way to the more tangible and objective measurements that CMOs demand - with benefits for platform operators and agencies alike."

### About Millions of Us LLC

Millions of Us is a pioneer and recognized leader in creating virtual worlds, multiplayer online games, and social media marketing campaigns. Founded in 2006 and based in San Francisco, the agency's clients include 20th Century Fox, Warner Bros., Better Place, Cisco, and Intel. Additional information is available at [www.millionsofus.com](http://www.millionsofus.com).

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