New Mexico True Certified Performance Measure

1. Marketing

Please provide information on your marketing for the 2020 calendar year

* 1. What is the name of your business?

* 2. What is the type of business?
  - Food/Beverage
  - Clothing/Jewelry/Accessories
  - Art
  - Home (decor, furniture)
  - Personal Care

* 3. How did you implement the New Mexico True Certified (NMTC) brand in digital advertising?

* 4. Did your marketing costs increase when implementing NMTC brand?
  - Yes
  - No

5. If yes, by how much? (Please select only one)
  - $0-$999
  - $1000-$4999
  - $5000-$9999
  - $10000 or more

* 6. What were your total impressions from digital advertising for the past year? (Impressions are defined as the number of times an individual or individuals saw the advertisement)

* 7. What were your total impressions from digital advertising that incorporated the NMTC brand for the past year?
* 8. In what ways did you use the NMTC brand in physical advertisements? (Check all that apply)

- [ ] Billboard
- [ ] Flyer
- [ ] Signage (in-store, farmer's market, festival)
- [ ] Print advertisements (newspaper, magazines)
- [ ] N/A
- [ ] Other (please specify)

* 9. How successful were the physical advertisements? (1- Not Successful, 5- Very Successful) Select "other" if not applicable.

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Other (please write in N/A if no physical advertisements were used)
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2. Sales

Please provide information on your sales for the 2020 calendar year

* 10. What percentage of your products carry the Certified Logo?

[0] [100]

* 11. Are you selling a greater amount of True Certified products compared to other products?

[ ] Yes
[ ] No

12. If yes, by what percentage are Certified Products outselling others?

[0] [100]

* 13. Are you receiving a greater net profit from True Certified products?

[ ] Yes
[ ] No

14. If yes, by what percentage?

[0] [100]
3. Feedback

Please provide any feedback about the NMTC program or the New Mexico Tourism Department (NMTD)

15. What about the program has helped you to best grow your sales?

* 16. Do you commonly export products out of state?
   - Yes
   - No

17. How can NMTD and the True Certified program best assist you in exporting products out of the state?

* 18. Are you interested in product placement opportunities in retail settings?
   - Yes
   - No

19. Any additional feedback