



Correction to: Can your advertising really buy earned impressions? The effect of brand advertising on word of mouth

Mitchell J. Lovett¹  · Renana Peres² · Linli Xu³

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The table below should replace Table 1. The related text in section 3.3 needs also be corrected and should read:

Table 1 presents category specific information about the advertising, media mentions, and WOM mentions data. This table communicates the large variation across categories in the use of the different types of advertising and in the number of media mentions. Looking across all brands, the highest spender on TV ads is AT&T, the highest spender on Internet display ads is TD AmeriTrade, and the brand with the highest number of news mentions is Facebook. The average number of total mentions for a brand in the sample is 15.8 (equivalent to 36 million mentions in the population), the brand with the highest total WOM is Coca Cola, and the brand with the highest online WOM is Facebook. In Web Appendix 1, we present time series plots for four representative brands as well as descriptive statistics and correlations for the data.

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✉ Mitchell J. Lovett
mitch.lovett@simon.rochester.edu

Renana Peres
peresren@huji.ac.il

Linli Xu
linlixu@umn.edu

¹ Simon Business School, University of Rochester, Rochester, NY, USA

² School of Business Administration, Hebrew University of Jerusalem, 91905 Jerusalem, Israel

³ Carlson School of Management, University of Minnesota, Minneapolis, MN, USA

Table 1 Monthly spending on advertising on TV and Internet, and number of news and press mentions per category

Category	Avg TV \$/mo	Brand with max Spending TV	Avg Internet \$/mo	Brand with max Spending Internet	Avg News /mo	Brand with max News	Avg Total WOM /mo	Brand with max Total WOM	Avg Online WOM /mo	Brand with max Online WOM Mentions
Beauty products	4.80	L'oreal	0.2	L'oreal	11.9	Chanel	9.92	Dove	4080	Chanel
Beverages	4.68	Pepsi	0.2	Pepsi	17.84	Coca-Cola	22.93	Coca-Cola	11,167	Coca-Cola
Cars	15.33	Ford	1.4	Chevrolet	208.04	GM	24.76	Ford	55,045	Ford
Children's products	2.96	Mattel	0.1	Lego	11.36	Mattel	10.38	Toys R Us	6344	Lego
Clothing products	2.89	Lowes	0.2	Lowes	52.55	GAP	13.22	Nike	15,307	Nike
Department stores	8.97	Walmart	0.9	Target	74.31	Walmart	41.47	Walmart	34,249	Amazon
Financial services	6.49	Geico	2.7	TD Ameritrade	316.47	Bank of America	10.64	Bank of America	7019	Mastercard
Food and dining	7.31	General Mills	0.3	General Mills	30.47	Banquet	12.16	McDonalds	10,852	McDonalds
Health	12.13	Johnson & Johnson	0.7	Johnson & Johnson	63.54	Pfizer	10.73	Tylenol	8396	Tylenol
Home design	5.96	Home Depot	0.5	Home Depot	45.91	Home Depot	16.98	Home Depot	10,567	Ikea
Household products	4.33	Clorox	0.2	Clorox	11.26	P&G	10.85	Tide	2112	Black & Decker
Media and entertainment	2.85	Time Warner	0.7	Netflix	397.58	Facebook	8.38	American Idol	103,276	Facebook
Sports and hobbies	0.47	NFL *	0.2	MLB *	2410.4	NHL *	18.11	NFL*	94,717	NFL*

Table 1 (continued)

Category	Avg TV \$/mo	Brand with max Spending TV	Avg Internet \$/mo	Brand with max Spending Internet	Avg News /mo	Brand with max News	Avg Total WOM /mo	Brand with max Total WOM	Avg Online WOM /mo	Brand with max Online WOM Mentions
Technology	3.77	Apple	0.7	Microsoft	86.23	Apple	26.31	Apple	68,553	Apple
Telecom	13.78	AT&T	1.4	AT&T	361.05	iPhone	35.62	AT&T	86,061	iPhone
Travel services	2.10	Southwest Airlines	0.6	Expedia	60.19	Holiday Inn	10.14	Southwest Airlines	3929	American Express

*NFL = National Football League, MLB = Major Baseball League, NHL = National Hockey League