



## 5 Reasons Mid-sized Agencies Need to Know Where Clients Are Advertising

### Win New Business and Strengthen Existing business with Local Media Insights from Media Monitors!

Mid-sized agencies operate in a challenging landscape, often facing challenging demands from clients with little or no resources.

To grow, you need to astonish prospects and clients at every turn. Being well-informed on the media landscape is a game-changer. A data-driven approach allows you to pinpoint your best prospects, know what their challenges are, uncover gaps in their media buying strategies, and recognize new opportunities.

Imagine, for example, being able to:

- >>> Identify who is currently advertising in local media – and where
- >>> Know how many broadcast instances each client is airing
- >>> Gain a better understanding of advertising expenditures
- >>> Generate a list of client leads for outreach
- >>> Identify gaps and opportunities in overall strategy
- >>> Tell a prospective advertiser about their competitors' ad buys



With Media Monitors, the nation's leading local broadcast monitoring company, account managers, media planners and media buyers can do all of this. Near real-time intelligence about broadcast TV, cable, radio, podcasts, print and digital helps you make better media decisions for your clients and accelerate your agency's growth.

"New business pitches are more compelling if they're personalized, and ad strategies more effective if they're based on accurate insights. A data-driven approach is the smartest way to cultivate and WIN clients. That's why locally focused intelligence offers mid-sized agencies a clear competitive advantage," said Media Monitors President and CEO Philippe Generali. "With Media Monitors, mid-sized agencies have one of the most valuable tools for growing their business."

Here are a few ways Media Monitors can help you build a prospecting list, impress potential accounts and strengthen client relationships.

#### Identify new prospects

Agencies are constantly on the lookout for new business opportunities. Word-of-mouth and referrals aren't enough to keep your pipeline full. Knowing who's advertising today is one of the best ways to generate new leads.

With our easy-to-use web interface your team can select a market and date range to find out which local advertisers are advertising in radio, television, cable, podcasts, digital and in print. They can also spot growth categories by looking at industry trends over time. This is valuable intelligence for identifying accounts that are most likely to be strong prospects.

## Strengthen new business pitches

Account teams face tough competition in every pitch – especially if they're going up against larger agencies. Competitive intelligence can help them create a more compelling pitch – with ideas backed up by data.

With Media Monitors, users get an accurate read of the market. Information such as where the prospect's competitors are advertising, how often, and how much they're spending competition can illuminate gaps and shine a light on opportunities. Together with an assessment of the prospect's own advertising, these findings help the team craft a highly personalized pitch.

## Optimize media buying strategies

In today's fragmented media landscape, media buyers have more options than ever, so determining how to deploy ad spending across multiple channels is a complex decision. MM's near real-time expenditure and market share data informs media strategies.

In addition, near real-time intelligence uncovers potential advertising opportunities. Media buyers get an instant handle on where clients and their competitors are most likely to air spots and which channels they might be overlooking.



## Conduct competitive research

Mid-sized agencies can prove their value by showing they understand all there is to know about the ad strategies of their clients' competitors, including how many occurrences they've aired and which media and channels they're using most often.

With Media Monitors, account teams can drill down for more details, including the exact air times, program detail and spot length. They can also click through to see and hear the actual creative. Media buyers can use these insights to identify opportunities.

Our customizable and interactive dashboard offers a summarized view of an account and its competitive set, which includes ad revenue, instances, media share and media outlet share. Users can compare the current year's activities to the previous year's and identify changes in strategy or priority. They can also understand the media mix for each parent advertiser or account.

## Measure results

Without an understanding of how campaigns impact overall results, most advertisers find themselves making strategic decisions without enough information. Near real-time insights into advertising effectiveness can help agencies see what's working and what's not.

Our MM Attribution tool overlays broadcast occurrence and impressions data with an advertiser's website traffic data, provided automatically by Google Analytics. For agencies and their advertisers, this makes the correlation between advertising campaigns and website traffic instantly clear. Using this intelligence, account teams can take steps to optimize their clients' media mix – such as test different messages or adjust air times – to improve the ROI of their campaigns.

If the client campaign includes direct response advertising, account teams can leverage MM Direct Response to verify spot occurrences on global radio, TV and local cable. They can also analyze the impact of instances using specific information, such as promo codes or phone numbers, and adjust strategy as needed. In addition, they can compare direct response and non-direct response advertising to better navigate the competitive media landscape.

Media Monitors is the nation's leading network and local monitoring company, serving the media and advertising industries with near real-time intelligence on radio, television, cable, print and display internet. For radio, the company is the only provider of spot occurrence data in the US.

To learn how we can help give your mid-sized agency a competitive edge, contact us at: [sales@mediamonitors.com](mailto:sales@mediamonitors.com)