

Advertisers and Agencies

Advertisers and agencies stake their business on data; consumer behavior, shopping patterns, brand positioning and media audience performance. MediaSight provides new dimensions in retail counsel and media buying that transcend basic “shopper profiles” with more powerful brand strategies, and the the highest precision guidance for media schedule investment.

MediaSight introduces advertisers and agencies to fresh insights into marketing and media decision-making with metrics not before seen with such precision or clarity.

Along with Routine Shopper Profiles, MediaSight provides:

- » Target Market Sizing – To assess market and revenue potential
- » Target Detection and Profiling – To find the most promising targets and understand their dynamics
- » Retail Cross-Shopping – to determine the competitive climate
- » Net Promoter Scores – to view brand share along with brand image, and forecast growth potential
- » Store Selection Drivers – To guide store imaging and ad content
- » Non-Shopper Profiles – To guide marketing and operations directions

New marketing intelligence, and the most reliable media scheduling available, make MediaSight the best choice for discerning advertisers and agencies.

