

Business Model:

- » Provide comprehensive qualitative media audience data to any media organization – opening the door for affordable multimedia data to move sales reps to a new level of competitive (proof-of-concept) selling
- » Measure media audiences with the highest precision; to enable examination of media audience structure, performance and investment value with greater precision than ever before
- » Offer new insights into retailing strategies; to improve the quantity and quality of service provided to advertisers
- » Furnish an easy-to-use and incomparable reporting system; to help sales reps achieve greater success faster.
- » Offer the highest ROI in the industry based on product features, benefits and price; to help media organizations to increase their profits
- » Be flexible regarding survey geography, market conditions and sample size

MediaSight:

- » Simple – Easy for sales reps to build their strongest case
- » Persuasive – Complete suite of statistics and analyses required by advertisers and agencies to make media decisions
- » Smart – Interactive web-based reporting system for 24/7 access from any enabled location. Performing critical computations and graphics to best communicate relevant messages to current and potential customers

