

Powerful Ammunition to Support Retailing Counsel and Competitive Selling:

MediaSight provides local market media organizations and agencies with outstanding resources for retailing guidance and media sales.

- » Size and characteristics of hundreds of consumer demographic, psychographic, product consumption, lifestyle and shopping targets
- » Vital competitive positioning and strategic retailing intelligence for local and national advertisers
- » Comprehensive media audience measurement; both offline and online
- » Tools for media sales reps and agencies to prepare compelling presentations and conduct precision media planning
- » Practical training and support for marketing and advertising sales staff to increase their earning potential

Fresh Insights for Retailers

Take retail guidance to new levels with cross-shopping, store selection drivers, shopper and non-shopper profiles and Net Promoter Scores. Target the consumer groups with the greatest business potential and strategically configure messaging content. Couple business strategy with the most appropriate media selections to effectively reach and influence consumer targets.



Greater Selling Ease and Closing Power

Build high-impact presentations for use in sales engagements, in the sales office or the client's office, using MediaSight Reporting print-ready pages, or integrate with MS Office.

Extended retail and media intelligence, and more vivid communication tools, enable MediaSight users to become the market leaders in business strategy and media counsel.



Surprise advertisers with new metrics and visuals

A dynamic library of strategic sales reports to help reps gain an advertiser's attention and provide important investment criteria

- » Strategic intelligence not before seen – Shopper and Non-Shopper Profiles, Net Promoter Scores, Retail Cross-Shopping, Store Selection Drivers
- » Highly competitive media positioning – audience ratings and cumes, online medias' contribution to overall reach, exclusive and duplicated audiences between any media, and true unduplicated media contributions to net reach (when using multiple vehicles in a schedule)
- » Refreshing visuals and new information to create higher advertiser interest

Unique retail and media intelligence, color, clarity, flexibility and interoperability with MS Office help create a more powerful sales staff

SmartTraining for media marketing and advertising sales staff

Develop MediaSight Reporting skills in a simulated sales engagement environment

Learn the seven-point advertising sales system for increasing call; close ratio while gaining MediaSight proficiency

Training Agenda

To best develop the full range of skills needed to effectively navigate and apply MediaSight Reporting, training simulates an advertising sales call. This teaches software proficiency while increasing selling power. We call it SmartTraining.

Ongoing Technical & Staff Support

MediaSight subscribers are provided with rapid response to technical issues or questions regarding best use of MediaSight Reporting for different types of sales calls.



The Complete Solution for Media Marketing

- » Retail shopping market shares, detailed store customer and non-customer profiles, cross-shopping analyses, store selection drivers and Net Promoter Scores for retail advertisers
- » Highly accurate and competitive advertising sales tools for reps
- » Detailed section readership diagnostics for daily newspaper, precision daypart and average-quarter-hour perspectives for broadcast properties, profiles of audience lifestyles and behavior to guide decisions for content fine-tuning to attract new audience members.



Retail Brand Strategies



Advertising Sales Support



Audience Development



Content Guidance

Commitment to Excellence ...Ours and Yours

- » Leadership in the marketplace by delivering retailing intelligence others can't – helping advertisers to make better-informed decisions on how to run their businesses
- » Reputation of providing the most precise and reliable guidance for media buying decisions – helping advertisers make their media spending decisions with greater knowledge and more confidence for higher returns
- » Professionalism of sales staff in the role of “guidance counselor” to local retailers – through the use of superior sales tools and training to accompany them
- » Trust from the retail community through full-disclosure selling – presenting legitimate arguments why specific media are or are not well-suited for a retailer's media plan



MediaSight assists media marketing teams with strategic management of their audiences

The combination of information collected and report automation enables media marketing and management teams to more easily and confidently make strategic decisions to raise and maintain audience levels.

MediaSight measurements include:

For Daily Newspapers

- » Cumulative and Daily/Weekly Audiences for all Daily Newspapers
- » Specific Newspaper Section Audience Ratings
- » Newspaper Readership by Day-of-Week
- » Method of Obtaining Daily Newspaper (home delivery, company delivery, purchased outside of home or business, someone else's copy, other)
- » Detailed Profiles of Audience Members and Non-Members

For Broadcasters

- » Cumulative and Daily/Weekly Audiences for all Stations
- » Detailed Views of Daypart Audience Distribution
- » Detailed Profiles of Audience Members and Non-Members
- » Audience Analytics of Station Daypart Audiences

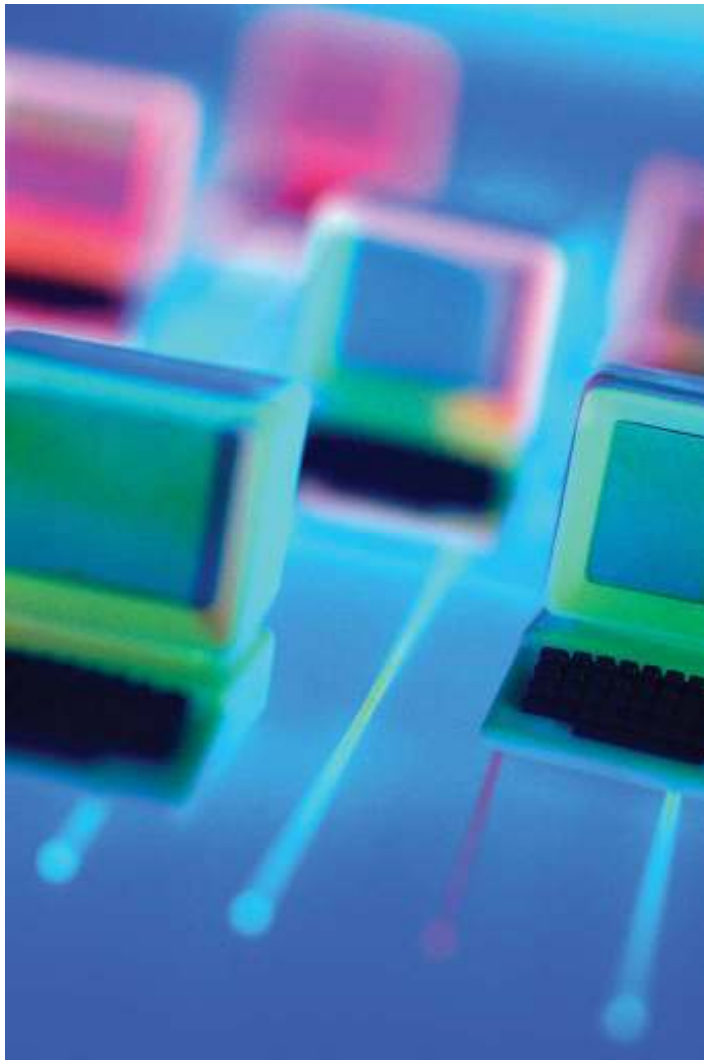
For Other Media

- » Cumulative and Daily/Weekly Audiences and Detailed Profiles



Sell more strategically... for higher returns

- » MediaSight reporting is built to synchronize with the advertising sales engagement process.
- » Sales reps are trained in the most effective application of MediaSight data to win more advertising dollars



MediaSight's reporting system guides reps through the steps in an effective sales engagement.

- » Target Market Assessment – Determines the size and profile of targeted consumer groups
- » Brand Strategy – Helps build the advertising strategy by determining competitive position, brand image and loyalty and consumer motivation
- » Media Screening – Pre-selection screening to determine which vehicles are most and least suited to reach an advertiser's target(s)
- » Media Performance & Structure – In-depth analysis of media vehicles to assess their potential for reaching targeted consumer segments
- » Media Decisions – Final selection of specific media vehicles based on their a) ability to reach a consumer segment, b) duplication with other vehicles, c) cost-effectiveness, and d) contribution to the total media schedule

MediaSight's data and easy-to-use menu-driven reporting system allows sales reps to use the most accurate information and dynamic analytics to gain advertiser engagement, confidence, and commitment.

