

The Components

MediaSight is the sum of its parts, high-precision data plus twenty-seven different reports to select from to portray media audience strength in terms of comparative reach, composition, indexing, exclusivity, contribution to multimedia net reach and/or frequency, and ROI.

Reporting System

The MediaSight reporting system was designed for the advertiser, account representative and media marketing manager; offering new and unique retailing intelligence to the advertiser, more powerful data and presentation tools to the sales staff, and greater diagnostic information to those responsible for growing and maintaining the media audience.

Graphics

Using high-impact Dundas Charting technology and offering numerous chart options, MediaSight provides users with the flexibility to build sales presentations that inform, impress, and stand out in the advertising community. Reports fall into the following categories, and can be seen individually by taking the Report Tour on the home page:

- » Target Market Assessment – 3
- » Brand Strategy - 4
- » Media Screening - 2
- » Media Performance - 5
- » Media Structure - 8
- » Media Selection - 1
- » Audience Diagnostics - 4

