



matrix

Leveraging Revenue Management  
to Effectively Increase your ROI

# ARE YOU LOSING SALES DOLLARS?

- Struggling to retain customers?
- Losing revenue opportunities?
- Falling short developing new business?
- Lacking efficient sales processes and control?
- Relying on inaccurate and unavailable data?



DON'T LET SALES SLIP THROUGH THE CRACKS

# INEFFICIENCIES = LOST SALES DOLLARS



From **initial awareness** to **ad serving**, media sales people experience **data inconsistencies**.

Sales people have to look for data they have never needed before, in multiple tech stacks or legacy systems with different metrics to meet the needs of high-touch interactions.

## TECH STACK

LEGACY SYSTEM 1

LEGACY SYSTEM 2

LEGACY SYSTEM 3

LEGACY SYSTEM 4

LEGACY SYSTEM 5

AWARENESS

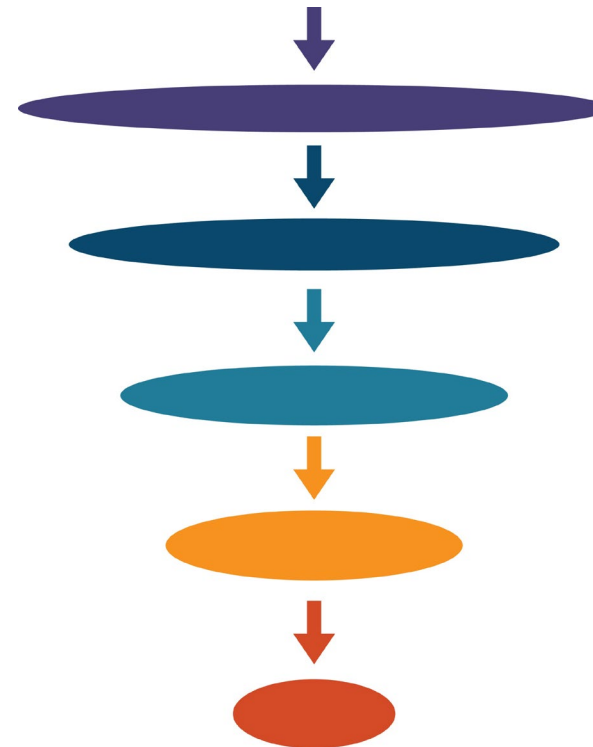
PROSPECTING

CRM

OMS

SERVER

## SALES FUNNEL



78%

media salespeople report data inconsistencies as their number 1 frustration

66%

sales people report that accessing data is the most challenging task they face

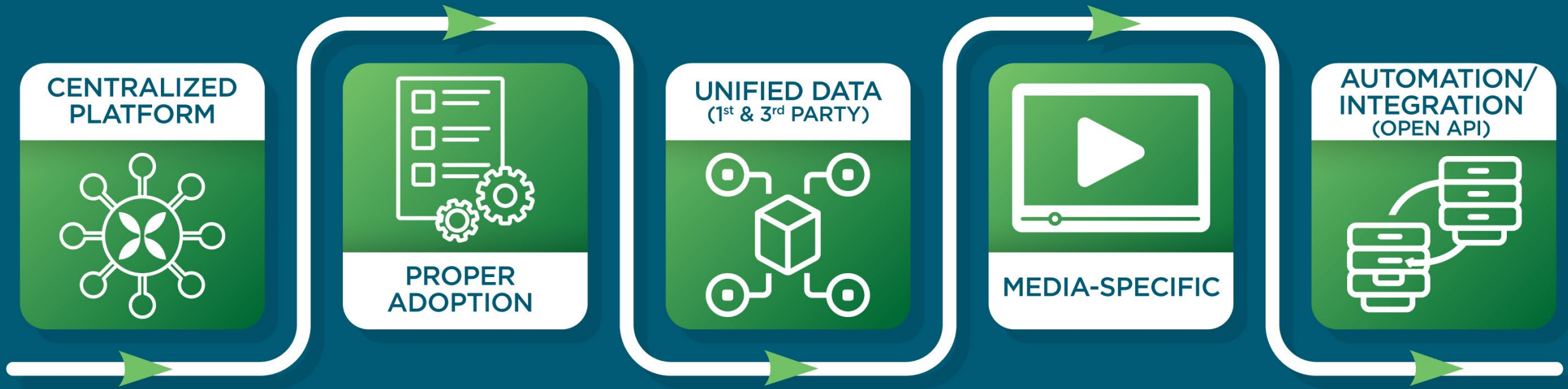


# MONARCH MEDIA AD SALES PLATFORM

To ensure consistent data, Monarch integrates with your technology stack, legacy solutions, traffic and billing solutions, as well as vital first and third party data allowing updates to be made near real-time, enriching account, contact and sales team with accurate data.



# 5 WAYS MONARCH DELIVERS ROI



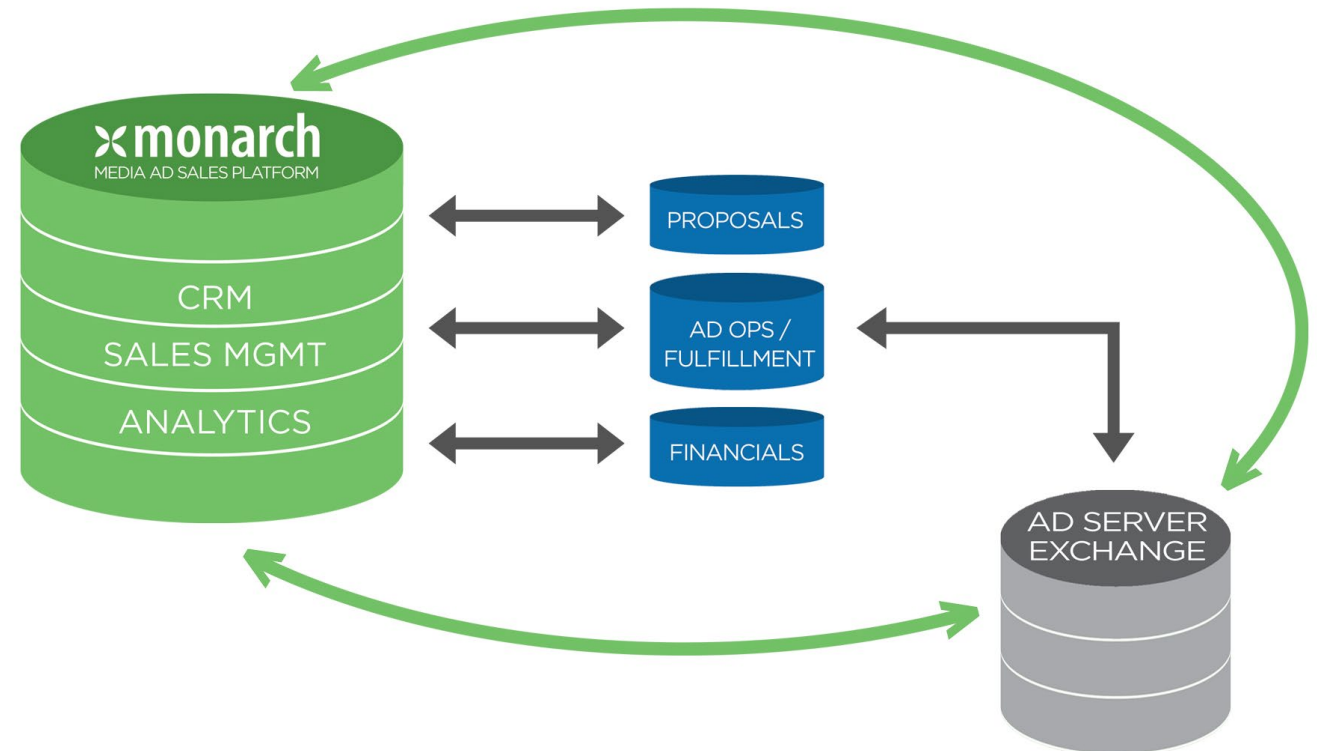
# CENTRALIZED PLATFORM

Operating as a centralized hub, Monarch connects to and aggregates data from cross-media systems in the ad tech workflow to deliver users a unified view of their customer.

Best performing sales teams are then able to leverage data from across the enterprise to:

- Improve decision making
- Qualify sales leads faster
- Manage opportunities more consultatively
- Deliver the customer experience that generates optimized profitability for client and publisher

Standardizing the workflow across processes and platforms, companies are able to obtain an estimated **38% improvement in managed capacity per sales manager.**



# PROPER ADOPTION

Once a company has invested in a new technology, **properly adopting that technology** from the top down is key.

Possessing deep media domain expertise, the Matrix Solutions' team provides onboard training to ensure Monarch's toolsets are explained and their value understood. Once users are off and running, a **Success Manager is assigned to their account** to help them **make the most of the platform**. The Success Management team is diligent in communicating new product functionality as it becomes available and routinely reviews the account's **best practices**, activities, and processes to ensure **all facets of the workflow are optimized**.

Companies whom are committed to proper adoption of technology (seeing it through fully) may achieve **400%+ higher return on tech investment**.

## ADOPTING MONARCH MEDIA AD SALES PLATFORM

- ✓ Integration mapping
- ✓ Customized to your workflow
- ✓ Initial product training / Intro
- ✓ Success Manager assigned
- ✓ Routine product update training
- ✓ New employee training
- ✓ Open learning sessions weekly
- ✓ Best practices
- ✓ Advertising spend trending data

# UNIFYING DATA

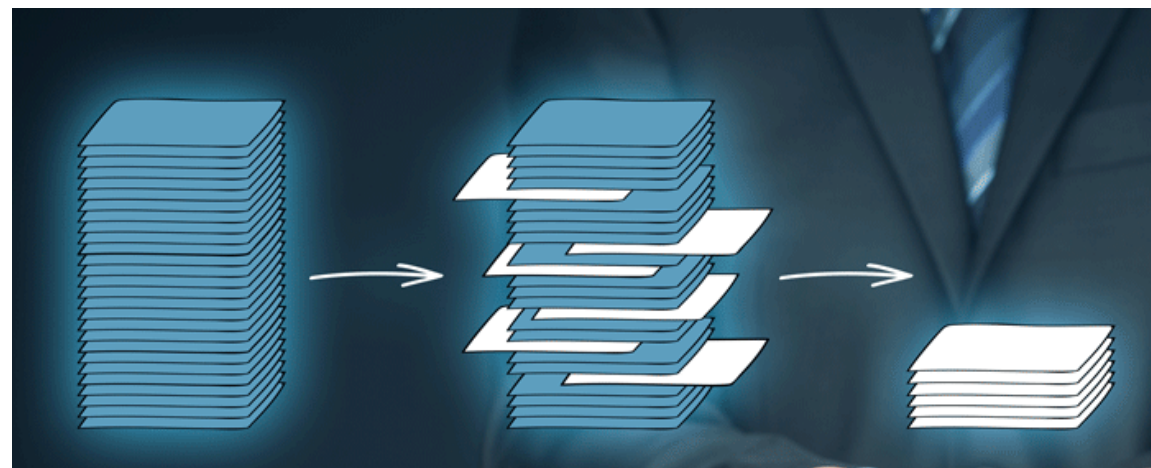
Monarch enables users to aggregate data from disparate systems in the workflow, such as CRM, OMS, and Traffic/Billing, to produce one singular source of master data. This **eliminates data duplication** and **ensures pipeline accuracy** and **enhanced forecasting**.

Clean data is the key to **personalized customer engagement**. When sales teams have access to key insights across the advertisers lifecycle, they are empowered to optimize campaigns!

## What is normalization?

*The process of synchronizing data so that it merges together properly. For example in one system an account name may be spelled differently than in Monarch. Monarch identifies the discrepancy and marries the data to ensure it is accurate.*

Relying on master data records in a system as opposed to fragmented sources **increases executive visibility 67%.**



Only 29% percent of sales teams believe they have a complete view of their customers! Disparate systems are to blame for this often delivering nonreportable, nonactionable data siloed between platforms.

29%



# MEDIA SPECIFIC

Deploying general CRM and Sales Management systems can cause the following pain points:

- Always needing to continuously update/revise platform to meet media landscape changes
- Needing to build a custom system to support marrying external and internal data
- Creating silos, making it so data can no longer flow freely between systems and teams

Ad technology designed specifically for media increases productivity:

- All data throughout workflow (including data from disparate systems) is aggregated.
- **Transparency** to all teams is **delivered**.
- **Data collection and analysis** is now **automated**.
- **Alert notifications** are now sent for when action is needed based on **analytical data**.

Millions of dollars have been gained in productivity when using media-specific ad tech solutions and manual processes and errors reduced 90%.



# AUTOMATION / INTEGRATION

Monarch is customized to each users' specific workflow at implementation, ensuring all pertinent integration points are mapped and data aggregation achieved.

Automating processes and workflows at an enterprise level **significantly enhance accuracy and visibility**, while **reducing duplicate tasks, manual processes, and errors**.

- Sales organizations relying on non-integrated, ad-hoc technologies are overwhelmed by dark data.
- Monarch **unifies data** across all sources, making **data accessible** at every stage of the funnel, **shortening sales cycles** and enabling **more time to be spent on selling**.

Integrating technology systems can eliminate the need to integrate data from over 40+ ad tech systems

Google Ad Manager

FREEWHEEL  
A COMCAST COMPANY

HUDSON MX

imagine  
COMMUNICATIONS

KATZ MEDIA  
GROUP

Marketron

Azure

OPERATIVE

WIDEORBIT



 **matrix**

Optimizing Media Ad Sales



# LEVERAGING MONARCH'S INNOVATION TO OPTIMIZE OMNICHANNEL MEDIA AD SALES

## CONSULTATIVE SELLING IS ON THE RISE

Media sales organizations are looking for insights to augment their day-to-day selling activities. With advanced analytics and new opportunities to connect and engage - **clients and prospects will increase 58%.**





REQUEST DEMO

