matrix

MATRIX SOLUTIONS *MAKES MEDIA HAPPEN* BY EMPOWERING THE MEDIA SALES WORLD WITH INTELLIGENCE, TECHNOLGY, AND EXPERTISE.

monarch
GLOBAL MEDIA AD SALES PLATFORM

Matrix provides the technology back bone for the end-to-end workflow for a media sales organization: whatever and however they are selling media.

TEAM MANAGEMENT

INTEGRATION W/ SYSTEMS (ERP/TRAFFIC)

INTELLIGENT ALERT NOTIFICATIONS

BUDGET FORECASTS

REPORTS & ANALYTICS

✖ monarch

Matrix Solutions' Global Media Ad Sales Platform, **Monarch**, serves as an effective, enterprise-wide solution for managing advertising revenue.

Functioning as a fully-integrated hub within a company's workflow it enables users to **aggregate, access**, and **interact with their pertinent sales data** including **insights, revenue**, and **analytics**.

Furthermore, the **extensive sales capabilities** and **revenue-generating proficiency** of the platform provides users a valuable **return on investment**.

MONARCH EBOOK

Learn more about Matrix's Monarch platform by downloading our informative eBook!

CLICK HERE TO DOWNLOAD

ROI REPORT

See how the Monarch Platform can help to maximize your revenue!

CLICK HERE TO DOWNLOAD

REQUEST A DEMO

Request your personalized demo to see how Monarch can help empower your sales organization!

CLICK HERE TO REQUEST YOUR DEMO

WHAT'S NEW WITH ✕monarch

ENHANCED PROJECTION FORECASTING MODULE

This module brings in historical data points to provide a more informed workflow for users to create an accurate projection for upcoming timeframes with an incorporated AI driven autocast to further increase accuracy and reliability.

- Market Budget and Share
- Unwired rollup (ITN, Cadent...)
- Agency projections, projects
- Automated proposal-deal workflow
- Autocast AI forecasting

ACCOUNT GROWTH TOOL

A visual sales planning tool giving users a better understanding of where their accounts are, identifying new business, which accounts to expand or maintain, and potential churn, and how they can adjust and plan while moving into the upcoming quarter.

- Visual sales planning
- Interactive sales funnel
- Up-to-date, focused review
- Reduce churn

CAMPAIGN PROPOSAL INTEGRATIONS

A streamlined workflow that aids in eliminating double entry for users and provides accurate data, organization-wide.

- **Deal exists:** Monarch links with existing deal
- **No deal exists:** Monarch automatically creates the deal
- **New Version/Revision:** deal updated
- **Billing:** reconciles and closes deal
- **Future:**
  - Excess $ – zeroed out by threshold
  - Daypart – row/outlet-rev type combo

NETWORK CENTRIC WORKFLOWS

A new area in Monarch that will allow for anything from upfront planning, options tracking, and more in-depth inventory analysis, allowing networks to access and analyze right within the product suite.
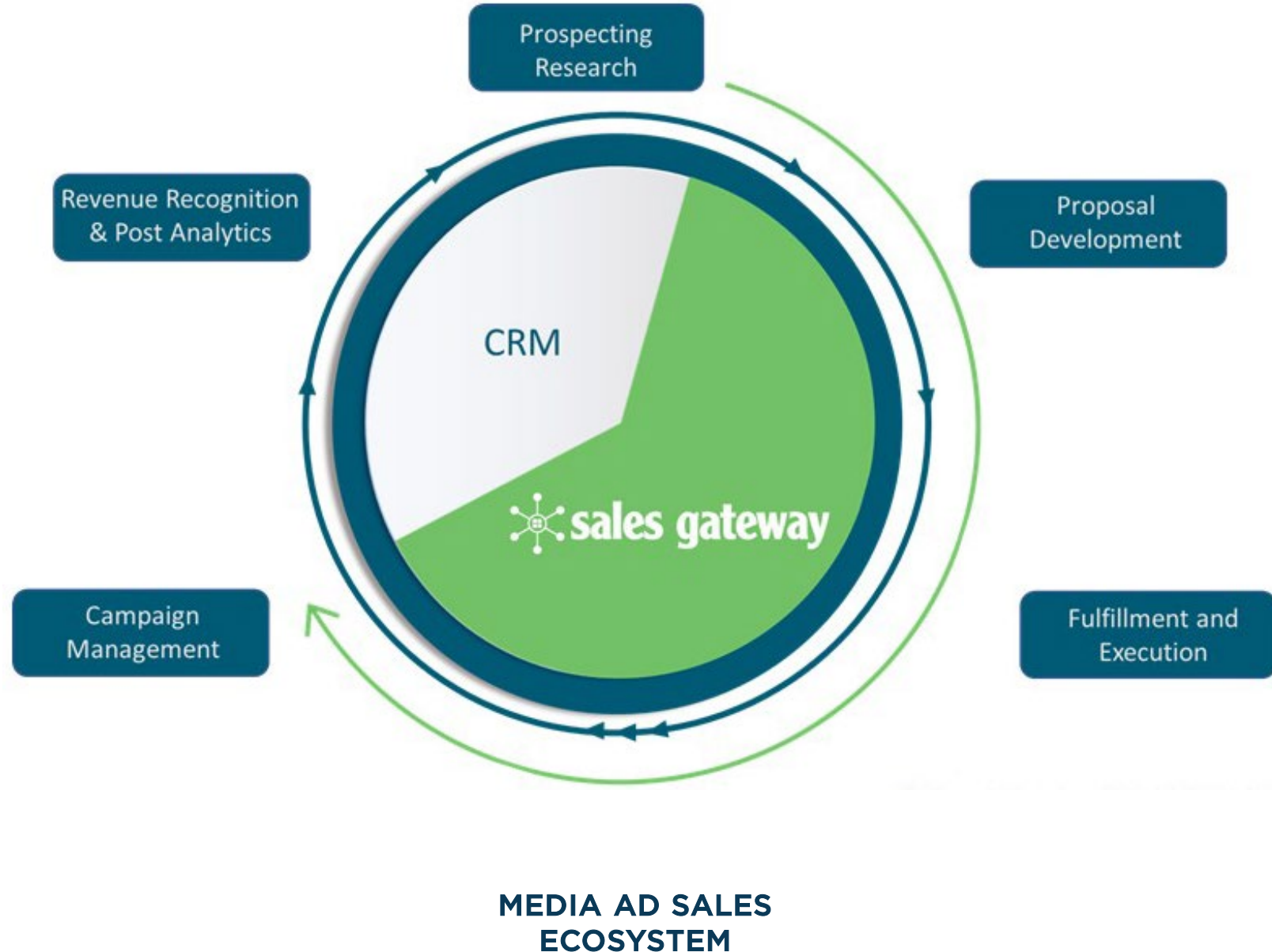
In the works....
- Upfront and Scatter with options tracking
- AUR / EUR – average/equivalized unit rate, with makegood analysis
- CPM – reporting, forecasting, AUR comparison
- Revenue reporting with daypart-level analysis

sales gateway

Accelerate the speed from prospect to cash, while capitalizing on automation and efficiency of the advertising workflow from prospecting and research, to proposal development, to fulfillment and execution, to campaign management.

BUY SIDE AGGREGATOR
INVENTORY MANAGEMENT
PROPOSAL NEGOTIATION
ORDER MANAGEMENT

Prospecting Research

Revenue Recognition & Post Analytics

Proposal Development

CRM

sales gateway

Campaign Management

Fulfillment and Execution

MEDIA AD SALES ECOSYSTEM

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