

CLEANING UP YOUR DATA ACT:

HOW TO REDUCE DATA INEFFICIENCIES AND DRIVE AD REVENUE



Mark Gorman, CEO, Matrix Solutions



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.**

MATRIXFORMEDIA.COM

WHO WE WORK WITH

Broadcast Media



Media Networks



Reseller



New Media/Digital Publishing



Radio



A NEW PARADIGM: DATA EVERYWHERE



Disparate Data Sources

Poor Visibility

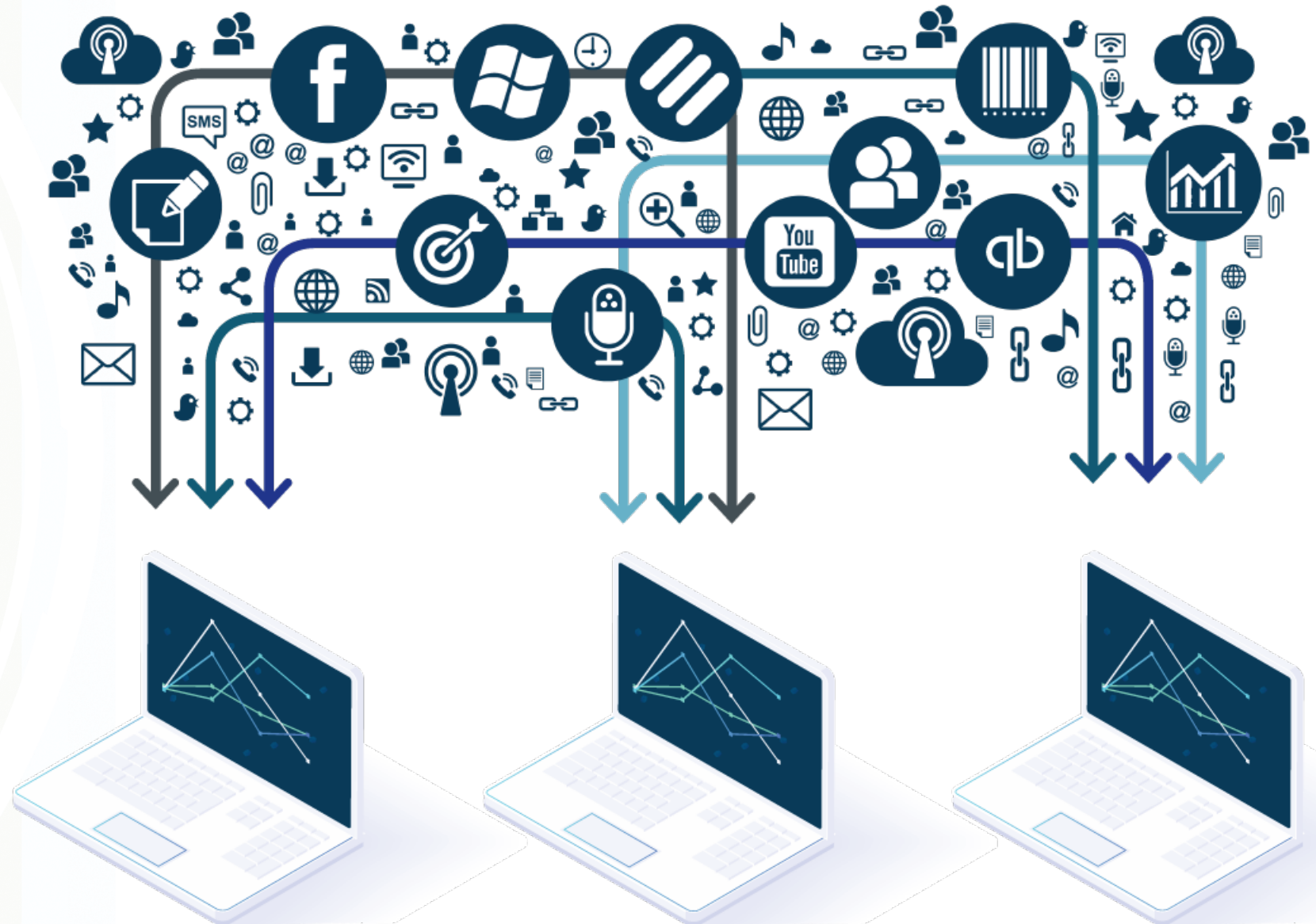
Incomplete Data

Inefficient Processes

Lack of Adoption

Reduced Customer Retention

Loss of Revenue Dollars



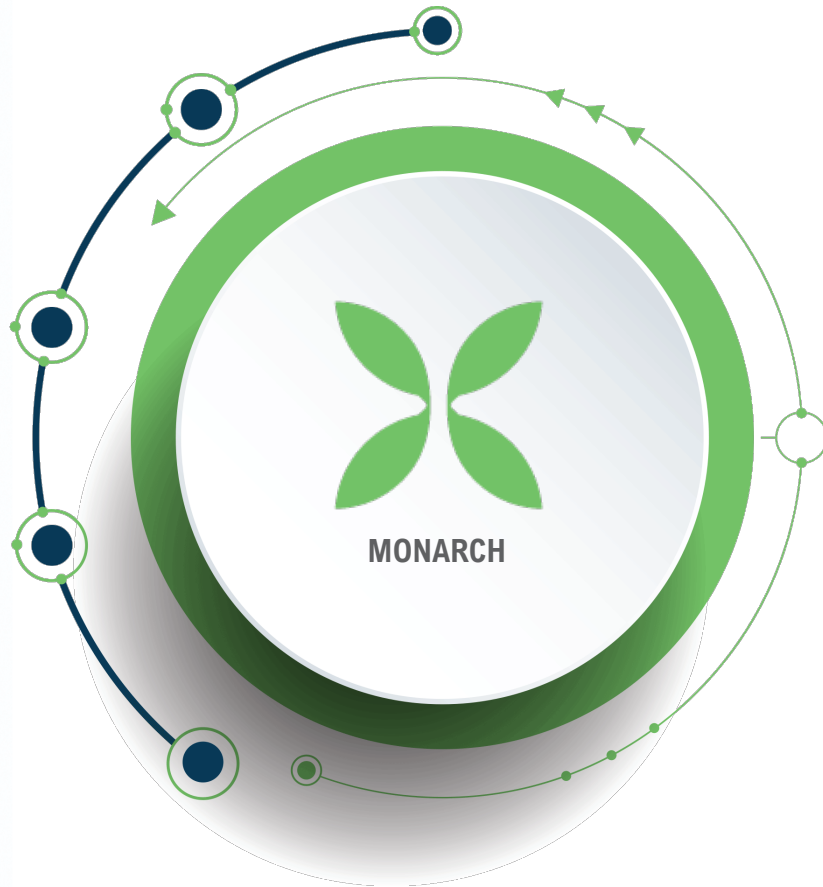
CENTRALIZING THE WORKFLOW



CRM VALUE



TECH STACK
CONNECTIVITY



Serving as a centralized hub, the media ad sales platform connects disparate data sources in the workflow; providing users complete visibility / accessibility into their business.



KEY BUSINESS
INTELLIGENCE



Data Aggregated/Normalized

One Access Point

Automated Data Collection

Enterprise-level Transparency

Accurate Data

Automated Data Analysis

Improved Efficiency



RESULTS

400%

higher return on
investment

70%

increase in
inventory visibility

67%

increase in data
accuracy

90%

Reduction in
errors

QUESTIONS?

