



Analytics @ MediaPoint Network® Inc.

MediaPoint Network® Inc.

A part of The Inter/Media Group of Companies™

Encino, CA

analytics

NOUN: The branch of logic dealing with analysis.

The American Heritage® Dictionary of the English Language, Fourth Edition.

analysis

NOUN: **1a.** The separation of an intellectual or material whole into its constituent parts for individual study. **b.** The study of such constituent parts and their interrelationships in making up a whole.

The American Heritage® Dictionary of the English Language, Fourth Edition.

REALITY CHECK

There may be 50 ways to leave your lover and 6 exits from every Southwest Airlines flight, but there is only one way to sustain and grow your business...

Create more customers.

REALITY CHECK

The purpose of your advertising is to create a consistent, ongoing, profitable supply of those customers. The key driver is the performance of the sales channel stimulated by your Performance Based Media Affiliate Network.

THE CHALLENGE

Is to know, without a doubt, whether that Affiliate Network has been optimized for peak performance:

- Whether you are using the right affiliates to reach your prospect audience.
- Whether the creative message commands sufficient response.
- Whether the offer garners response that favors your business model.

THE CHALLENGE

Is to isolate, measure and manage the impact of every variable that affects the performance of that Network:

- Because if you can't measure it, you can't control it.
- And if you can't control it, you can't manage it.
- And if you can't manage it, you can't improve it.

OUR APPROACH TO THOSE CHALLENGES

Is rigorous Network management based on our ability to effectively measure Affiliate performance.

That method integrates M-Trak™; MediaPoint's proprietary system used to track and manage affiliate traffic and client responses with an aggressive affiliate sales team as well as a highly trained, intuitive data team.

OUR APPROACH TO THOSE CHALLENGES

Is flexible business intelligence that doesn't try to fit "one size fits all" standardized reports to a client's unique needs.

Our M-Trak™ system generates a basic set of reports as Excel pivot tables which have been defined to "speak your language," so you don't have to translate.

HOW DOES MEDIAPOINT REPORT?

Upon a consultation, we will provide a suite of reports to illustrate our methods, based upon real data sets representing a mythical client.

While this will demonstrate several different views of the data, it will not illustrate the full range of analysis. Since no two business models are alike we strive to meet each client's unique needs with a reporting solution that offers the greatest adaptability.

We believe you'll see the possibilities.

IN CONCLUSION

We hope this document provides a vision of how MediaPoint Network® approaches the measurement, management and improvement of your advertising and media investments.

One definition of Stewardship is “the careful and responsible management of something entrusted to one's care.” Our stewardship of your business relies on clear, accurate and dependable reporting.

In many ways this represents the core-competence of our agency.