



ALGORITHMS

What's your company's largest advertiser category?

**What's your #1 driver of audiences?
i.e. demographic group, promotional investment, etc.**

REVENUE OPTIMIZATION MANAGEMENT

Transactional commoditization and share-of-market competition is compounded by shrinking budgets.

Only 5% - 15% of ad sales and ad sales marketing budgets, including tech and data, are invested in revenue growth.



Future-Proofing Financial Leaders

Seven Emerging Trends in
Media & Advertising Technology

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Advertising supported media budgets, once allocated based on buyer/seller relationships, is now determined by procurement and purchasing and dictated by cost efficiency.

The current landscape of commoditization and economic decline of legacy advertising models, necessitates a forward-thinking approach to

- develop competitive advantage,
- optimize financial performance,
- ensure long-term sustainability.

Navigating the Shift from Expense Management to Revenue Optimization and Growth

Cross-collaboration across the supply chain is a critical strategy for navigating these realities.

88%

of media agency and brand professionals do not consider relationships with sales teams to be among their top 3 factors in advertising decision-making

65%

of media agency decision-makers consider their media partners' capabilities to be 'not performing', 'inadequate' or 'could be better'

65%

of audio/video media budgets are determined by financial purchasing/procurement directives with little to no influence of media sales organizations

FIRESIDE CHAT

Bill Zengel, B2B Lead



Jack Myers, Media Ecologist

Build bridges and collaborative partnerships across the marketing supply chain by connecting financial leaders

- Story behind the 1984 Apple campaign: The Medium is the Message
- Reversing the shift to performance marketing and cost efficiency
- Creative Renaissance in B2B Marketing
- Opportunity for B2B ad spending growth in video and audio
 - Improved targeting opportunities to inform creative and media
- Jerry Maguire: Follow the money – capitalizing on common interests and growth opportunities in B2B by educating brand financial teams

The evolution of TV to include digital video and cross-screen video has led to rapid change in measurement capabilities and standards

