

## REVENUE OPTIMIZATION MANAGEMENT

Invest in strategies, connections and communications targeted to the new generation of decision-makers,

**80% - 90%** of ad sales relationships and marketing budgets are targeted to less than 20% of advertising decision-makers.

80%

of media agency employees have been in the business 15-years or less; 62% 8-years or less. 30% 3-years or less.

20%

of media agency employees in the business 3 years or less have direct reports and decision-making responsibility

8%

of media agency professionals (and less than 1% of brand marketing and financial professionals) have regular exposure to industry trade publications, events, or conferences.



## REVENUE OPTIMIZATION MANAGEMENT

Traditional media company advertising sales and marketing budgets have been reduced annually since 2018.

It's time to realign, reallocate and redirect budgets to reflect new marketplace realities — to refocus on growth vs. investments in transactional commoditization.

The Myers Report offers a comprehensive solution for revenue optimization through targeted business connections, custom B2B marketing, streamlined operations, and organizational preparation.



## REVENUE OPTIMIZATION MANAGEMENT

A 3-year custom program delivering one-to-one targeted introductions

- informed by custom intelligence,
- supported with targeted communications,
- enhanced through meeting preparation,
- advanced through engaged follow-up,
- measured based on R-o-I.

**Only 10% - 15%** of ad sales, marketing and research budgets are invested in revenue growth. Investments in growth can be funded through budget reallocation rather than incremental investment.

Proprietary market intelligence and exclusive one-on-one access to decision-makers powers our Revenue Optimization Program



MediaVillage

# The Myers Report

Revenue Optimization | Management



Be Prepared

MediaVillage  
Education Foundation

## REVENUE OPTIMIZATION MANAGEMENT

### Catalyst and Partnerships Programs include:

- **Guaranteed introductions/connections**
  - All introductions pre-qualified and approved
  - Custom meeting preparation and follow-up support
- **The Myers Report Market Custom Analytics**
  - Target audience data for targeted marketing

Fees vary based on quantity of introductions and engagement.

### Activist Myers Report Subscription includes:

- Twice-annual syndicated industry research
- One annual In-person/virtual presentation
- Annual Ad spending economic forecast
- Basic market intel for sales targeting
- B2B marketing support available

### Annual Retainer (3-year auto renewal)

- **ACTIVIST:** \$ 36,000
- **CATALYST:** \$ 60,000+
- **PARTNERSHIPS:** \$120,000/\$250,000+

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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 national media investments are determined by financial purchasing/procurement directives with little to no influence of sales organizations

35%

of media agency decision-makers consider media "innovation and creativity" to be important but have limited access to opportunities that are relevant to them