

Overview

Does my team have enough new business in the pipeline?

What categories (retail, healthcare, automotive, etc.) are performing best?

How can I create an accurate forecast?

Matrix Has the Answers



About Matrix Solutions

As the market leader, we offer software solutions that help media sales professionals develop and implement strategies to grow advertising revenue.

Founded by a media company executive in 1992, Matrix Solutions serves a client base of approximately 10,000 customers at over 800 outlets representing more than 50 media groups throughout North America.

Media Organizations We Serve

Broadcast TV and Network
Cable MSO and Network
Radio
Newspaper and Print
Outdoor
Online

Customers

Cox Television
Entercom
Entravision
LIN Television
Tampa Tribune
Quincy Newspapers
TimeWarner Cable
and many more . . .

Sales Management Software for Media Companies

Advertising sales has never been more challenging . . . or more complex. Whether you are a corporate leader, a sales manager, or an account executive, Matrix Solutions makes it easy to:

- ✓ Develop accurate and realistic sales budgets and forecasts
- ✓ Identify future growth opportunities
- ✓ Implement sales team management processes
- ✓ Improve sales team productivity
- ✓ Manage customer and prospect relationships
- ✓ Analyze current trends and develop "what-if" scenarios
- ✓ See the big picture or drill down to individual segments
- ✓ Create sound strategies for customer retention, new account development and overall sales growth

Over 10,000 customers at top media companies agree that software from Matrix Solutions provides the answers they need to grow advertising revenue.

Our Solutions

For a single outlet, a large media conglomerate, and every organization in between, our software products use information in your traffic and billing systems to provide analytical reports that help you create more effective strategies and innovative programs to grow advertising revenue.

Matrix SalesCenter™

Our Microsoft-based solution provides an enterprise-wide view of your organization's sales activities, forecast and budget information, sales analysis and reporting, with the added benefit of integrated customer relationship management (CRM).

MatrixPlus™

The product of choice at the station or outlet level, with roll-up functionality and more for sales analysis and reporting.

Benefits

- ✓ Get quick and accurate answers to complex and time-consuming sales questions
- ✓ Focus on accounts with the greatest dollar growth potential
- ✓ Create precise forecasts, without the guesswork
- ✓ Analyze information from multiple traffic, billing and advertising systems to gain a true picture of sales history and develop the best strategy to grow sales
- ✓ View sales information at one location or across the entire organization
- ✓ Obtain a true picture of advertising revenue through our unique ability to link together like accounts
- ✓ Gain the benefit of the best features of a CRM system combined with analysis, forecasting, budgeting and reporting

"I think of the Matrix software as my "one-stop-shopping" source for all my account information related needs. It's such an efficient and excellent resource to have at your fingertips. Matrix can give you quick and easy answers on simple account questions or, when used to its maximum potential, it can provide a powerhouse of data that arms the user with what they need to succeed!"

Tanya M. McGill
TV Sales Office Manager
WSB-TV, Atlanta, GA

Questions We Help You Answer—Quickly and Easily

- ✓ What's the big picture? How are my stations/outlets/properties performing overall?
- ✓ Are we pacing to exceed this year's budget?
- ✓ Are new development efforts outpacing lost business?
- ✓ Who are my most important customers, based upon past spending patterns and future opportunities?
- ✓ Do I have enough new business in the pipeline to meet my goals?
- ✓ Where is the majority of attrition coming from?
- ✓ Who are our top advertisers across all categories?
- ✓ What special projects are generating the best return on investment?
- ✓ Which markets are growing the fastest?
- ✓ Where should corporate marketing put its emphasis over the next six months?
- ✓ How well are the account executives meeting their budgets?

What Can Matrix Solutions' Products Do For Me?

- ✓ You'll get quick and accurate answers to questions that are complex and time-consuming to figure out
- ✓ You'll find that the information is sales-friendly, displayed in a way that salespeople relate to
- ✓ We do the "heavy lifting" by pulling and analyzing data from your traffic, billing and advertising management systems, whether you have one or many
- ✓ You can analyze one location or the entire organization — or anything in-between
- ✓ Your customer and prospect information is integrated, eliminating the need to purchase a separate sales force automation or customer relationship management solution
- ✓ It's fast and easy! Management reports that used to take hours or days to prepare are ready in minutes
- ✓ You'll have more confidence in preparing a budget or forecast because you can trust the information

Exceptional Service & Support

We're known for our high standard of customer support. Our services team has access to the right tools and the right people to answer questions, train users or resolve issues as quickly as possible. Support is courteous, hassle-free and timely.

Contact Us Today

Interested in learning more about Matrix SalesCenter or MatrixPlus?

Visit www.matrixformedia.com

Call toll-free (877) 687-9066 ext. 3086, or email us at sales@matrixformedia.com.

www.matrixformedia.com

Create accurate forecasts based upon historical analysis and media-specific parameters.

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