

Customers

I love Matrix! I can't believe that in my old job I had to do this in Excel!

James C. Resor
Account Executive
WMOR-TV 32
Tampa Bay, FL



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 customer base of approximately 10,000 users at over 800 outlets representing more than 50 media groups throughout North America.

Our Products

Our software solutions draw data from your traffic, billing or other advertising management systems and apply a unique analysis process to link and convert it into information that is incredibly useful to the entire sales team, as well as corporate management.

Matrix SalesCenter™

Gain an enterprise-wide view of your organization with the added benefit of integrated customer relationship management (CRM) capabilities.

MatrixPlus™

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

Sales Management Software for Media Companies

Sales professionals from single outlets to the largest media companies in the world rely on software from Matrix Solutions to get the answers they need to grow advertising revenue. We'll let them tell you why it's an indispensable part of their sales strategy.

I've been in the broadcast television sales business for 16 years and currently oversee sales and marketing for 41 television properties nationwide. Of all of the sales tools available, Matrix offers me the fastest solutions to my daily questions. From historical advertising billing to ad category growth, Matrix has a report that will satisfy your needs. However, the biggest difference is the personalized customer service they offer at Matrix. If I were limited to only one sales management tool, Matrix would be it.

Eddie Melendez
Vice President & Director of Sales
Entravision Television Group
Santa Monica, CA

MatrixPlus has become one of the most important resources in our sales effort. From account management, to category reports and revenue projections – MatrixPlus is a one-stop source for accurate and timely information. It has "supercharged" our traffic system and made us better managers.

Chuck DeVendra
General Sales Manager
WBNS
Columbus, OH

In our first year, we were able to improve local billing by more than 40% due to more detailed account management which was made much easier with Matrix Solutions.

John Stringer
Director of Sales
KMSB-TV 11
Tucson, AZ

I think of the Matrix Software as my "one-stop shopping" source for all of 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

Matrix is a fabulous tool!
It has really made our lives much simpler.

Scott Moody
Senior Vice President and CFO
Bonten Media Group
New York, NY

Benefits

- ✓ Get quick and accurate answers to 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 for an accurate picture of 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

Matrix Solutions helps marketing and sales organizations grow advertising revenue for these media organizations:

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

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MatrixPlus has received rave reviews from a very tough crowd... our account executives... and that's the highest compliment you can get!

Jordan M. Wertlieb
General Manager
WBAL-TV
Baltimore, MD

Timeliness of information and the ability to use it every day is very important to us, and MatrixPlus gives us exactly what we need. Information that was once difficult to get a hold of (such as pacing, forecasting, and category and agency comparisons) is now easy to access. MatrixPlus is simple to use, and the information is accurate, timely, and often needed on a daily basis!

Phil Johnson
Local Sales Manager
WPXI-TV
Pittsburgh, PA

At the touch of a button, we now have access to historical and prospective information regarding the most important sales numbers at the stations. There's no question that we have a competitive advantage with Matrix.

Dwight Walker
Vice President, Market Manager
Entercom Radio
San Francisco, CA



By using MatrixPlus, it is now a breeze to keep records and merge accounts that have changed agencies and to maintain historical billing.

Dave Slazinik
Local Sales Manager
KMOV-TV
St. Louis, MO

MatrixPlus is very user friendly and has been invaluable in tracking activity with our account executives and assisting in accurate revenue projections.

Cortlandt Cuffee
Local Sales Manager
KGW-TV
Portland, OR

Since I don't have strong computer skills, this program makes it simple for me. In a three step process, I can get what I need.

Joe Pelliccio
Direct Sales Manager
WTNH-TV, WCTX-TV
New Haven, CT

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

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