

AD SALES REVENUE OPTIMIZATION MANAGEMENT

**Our custom audit
assesses the R-o-I of
your investments in
ad sales marketing,
research, and
training.**

**Request a free audit of
your ad sales marketing
effectiveness**

REVENUE OPTIMIZATION MANAGEMENT

Based on our free audit,

The Myers Report develops a

custom Revenue Optimization

Program:

- Recommendations for budget reallocation and reduction
- B2B marketing effectiveness review
- Earned and paid media assessment

Research and data analysis

focused ad spend

88%

of advertising 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 underperforming

65%

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

35%

of agency decision-makers consider media "innovation and creativity" to be important and seek improved access to relevant sales organizations

REVENUE OPTIMIZATION MANAGEMENT

Our advanced
program delivers
one-to-one targeted
connections with
pre-qualified
prospects.

Through our exclusive partnerships with the ANA, 4A's, leading agencies, and major brands,

we gather strategic intelligence to identify tactical business opportunities.

The average media company investment in ad sales marketing, research, and training generates ZERO measurable growth.

The Myers Report Revenue Optimization Program guarantees improved ad sales effectiveness.

REVENUE OPTIMIZATION MANAGEMENT

Request a free
ad sales
marketing
effectiveness
audit

To request your free ad sales marketing effectiveness audit, please click [here](#) to complete the form.

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