

Increase Revenue by Leveraging Inactive Accounts

Did you know that the Matrix Solutions' Media Ad Sales Platform, Monarch, allows you to run and analyze inactive accounts as a means to finding **new revenue**? Monarch looks at historical data and alerts you to the accounts that have not billed with you in the previous 12 months – but did spend prior. This analysis can be done at station, platform, or enterprise level to identify new opportunities and in turn find new revenue (aka money) by utilizing existing resources.



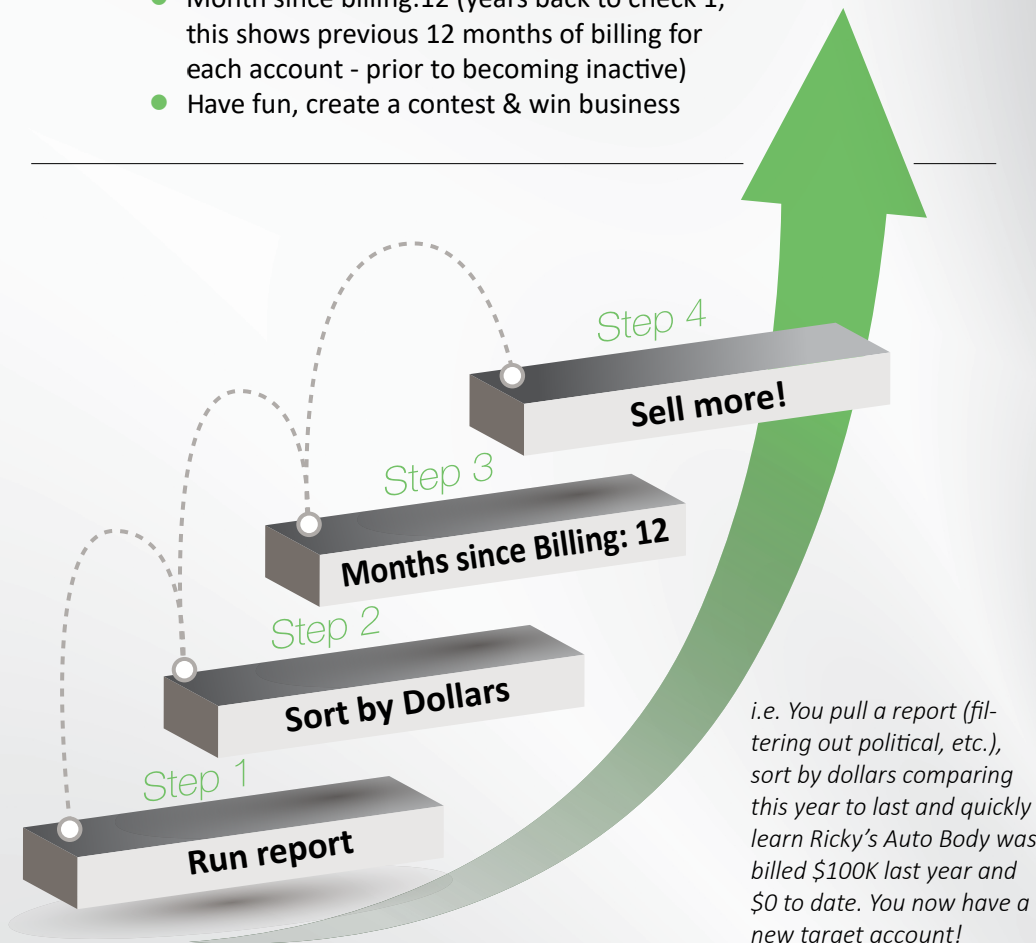
Benefits

- Increase sales
- Strengthen account relationships
- Save time and money utilizing existing resources
- Work smarter not harder



How it Works

- Filter & Pull report (or simply set an alert notification)
- Sort by dollars
- Month since billing:12 (years back to check 1; this shows previous 12 months of billing for each account - prior to becoming inactive)
- Have fun, create a contest & win business



Take Action

- Contact the Matrix Sales Team to learn more and start finding money through inactive accounts
- E-mail: sales@matrixformedia.com



Results

One radio station identified target accounts via the inactive alert; which in turn generated \$154,582 in new revenue over a two year period.

In one a case, a TV station in Ohio that uses Matrix to strategically manage their accounts recognized \$125,000 attrition reduction using a year over year comparison after implementing Matrix.

One radio station in Florida used inactive account alerts as a revenue generating tool, producing over \$36,000 in new revenue over a two year period.

One TV station implemented Matrix for strategic account management. In 1 years' time they were able to recognize \$140,000 revenue savings.

Utilizing Matrix as a tool to increase revenue, means that your investment pays for itself.