Here are **11 Ways** MONARCH, Media-Specific Platform, Can **Optimize** Media Ad Sales

1 Create proactive alert notifications that will cross reference accounts highlighting what media platforms they are buying and not buying on to identify CROSS-SELL OPPORTUNITIES.

2 Access ACTIONABLE DATA 24/7 and get rolled up reporting that can be sliced and diced from all angles, while eliminating the need to access data in multiple systems.

3 Monarch SAVES TIME. Spend less time compiling data (1st and 3rd party) and more time acting on it. Monarch aggregates, normalizes, and cleanses data from disparate systems for you.

4 ROBUST INTEGRATIONS empower a more interoperable workflow, enabling transactions to happen in one system, such as identify new prospects, viewing actual 'booked' revenue, and campaign metrics.

5 MILLIONS OF DOLLARS HAVE BEEN GAINED in productivity when using media-specific ad tech solutions and manual processes and errors reduced 90%.

6 Sales Managers get more face time with AEs and AEs are afforded MORE TIME TO SELL.

7 Monarch users are ASSIGNED A SUCCESS MANAGER to help them make the most of the platform - communicating new product functionality as it becomes available and routinely reviewing account best practices, activities, and processes to ensure all facets of the workflow are optimized.

8 GAIN ENTERPRISE-WIDE VISIBILITY. Data is aggregated and centralized in a single, holistic view, providing users immediate access to reporting and comparison views.

9 Users have immediate access to and are also alerted to accounts that might churn and/or are inactive whereby allowing AEs to take action and REDUCE CHURN.

10 A benefit of Monarch reporting and performance views are they allow easy to do comparisons between markets and between brands bringing "ENTERPRISE BEST PRACTICES" implementations into focus. The way activities and other sales metrics are tracked can then be standardized giving both the AE's the "Proven Path" to follow as well as sales managers visibility into AE's activity and compliance to standardized workflow.

11 MONARCH EMPOWERS TODAY'S MODERN SALES TEAMS TO SELL SMARTER, FASTER, AND MORE EFFICIENTLY!

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