



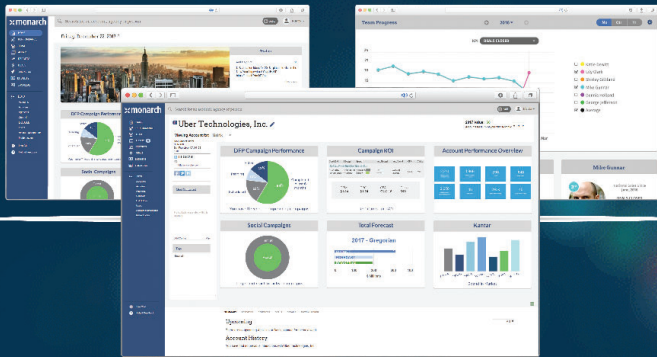
 **monarch**

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**GLOBAL MEDIA  
AD SALES  
PLATFORM**

 **matrix**

# A PLATFORM BUILT SPECIFICALLY FOR MEDIA AD SALES



Monarch is a global media ad sales platform for media companies looking to sell smarter, faster, and more efficiently. An out-of-the box solution, Monarch is best in class for organizations that want to gain insights and increase revenue. With highly-specific media integrations, a robust and intuitive CRM, customizable options, and world-class support, Monarch can drive your advertising ecosystem.

# KEY FEATURES

Serving as a centralized hub, the Monarch platform connects disparate data sources in the workflow to provide users complete visibility and accessibility into their business. Its innovative and highly intuitive key features deliver tremendous CRM value, enable tech stack interoperability, and provide key business intelligence.



Intelligent Alerts



Data Cards



Digital-Specific Integrations



Deal Pipeline



Reporting & Analytics



Team Dashboards



Budget Module



# INTELLIGENT ALERTS

Pains to avoid

Act: 1 New 2 Total	Watch: 2 New 3 Total
<b>Accounts should have booked</b>	<b>100+ Quiet Account 60 Day</b>
More than 100 Accounts are falling behind pacing for 3 Months	There are more than 100 accounts that lack activity for 60 days
<b>1 Deals &gt; 2 weeks past due</b>	<b>Accounts w/ no Digital</b>
A single deal has been open and pending for more than 14 days	You have more than 100 Accounts with potential upsell opportunities.

- Intelligent, automatic alerts guide your sales team to increased revenue and faster closing time.
- By working with data inside Monarch, as well as through third party integrations, Alerts will encourage sales to call on clients, look at their activities and provide details on a report.
- They are customizable to the needs of your organization and can notify you and your team on a number of metrics.



# DIGITAL & MEDIA-SPECIFIC INTEGRATIONS

OPERATIVE

LinkedIn

twitter

Office 365

Imagine  
COMMUNICATIONS.

SalesFuel

KATZ MEDIA  
GROUP

intuit  
QuickBooks.

Microsoft Azure

WIDE ORBIT

COXREPS

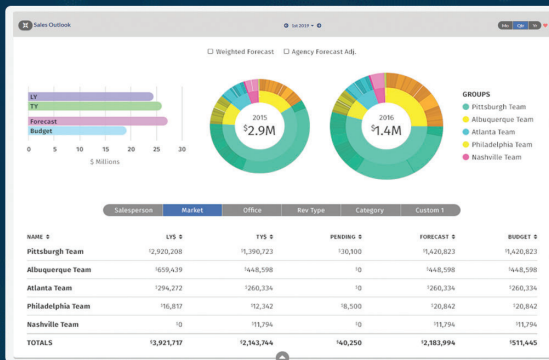
STRATA

Google Ad Manager

- Monarch comes equipped with a number of media-specific integrations - outfitted to your unique needs, you can be up and running in 30 days, including integrations to your traffic system, analytic platforms, proposal tools, and prospecting platforms.
- Monarch can pull in Google Ad Manager data, connect with Outlook, and sync with workflow tools without the need for costly customization.
- As sales tools change, you can ensure Monarch will evolve alongside the media industry.



# REPORTING, FORECASTING, AND INTELLIGENCE



- Monarch's all-new proprietary reporting engine provides a streamlined reporting and intelligence experience.
- There's no limit to what you can report on, from simple activity reports for AEs to complex revenue reports for VPs of Sales.
- Monarch makes complicated data sets easy to parse and understand with intuitive filtering, beautifully designed interfaces, and flexible options.
- Self-service functionality allows you to address custom reporting needs ad-hoc by allowing you to build your own report, your way!



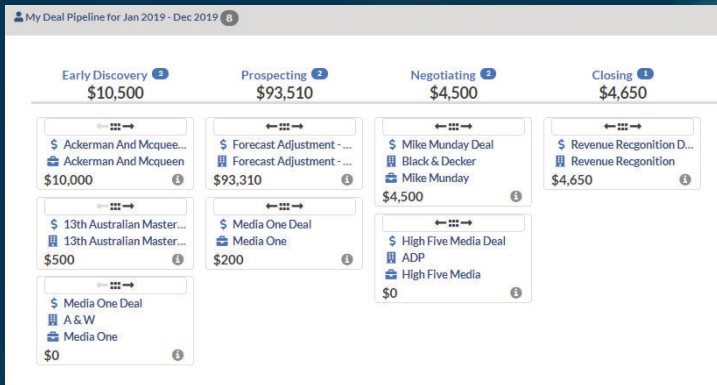
# DATA CARDS



- Data Cards serve as customizable pods within Monarch.
- They call on information from your internal data sources and third party applications to give you immediate and holistic insights across your enterprise.
- You decide what data is displayed with a dashboard that caters to your unique needs. Data cards are designed to inspire action and give you the tools to take a deeper dive into your business.



# DEAL PIPELINE



- Monarch's Interactive Deal Experience provides a comprehensive snapshot of every deal in your pipeline.
- You can manage deals more effectively by moving them throughout the sales cycle and easily updating their weighted and unweighted value.
- With one click, you have access to the specific details of a deal, including sales activities, notes and lifetime revenue.





# TEAM DASHBOARDS



- There's no "I" in "sales". It's a team sport and Monarch makes it easy to keep an eye on your sales team.
- You'll know who is succeeding, where there are new opportunities, and who might be in danger of missing their goals.
- With our team management dashboard, one-on-ones have never been more effective. Monarch allows you to see what techniques are working and perform better as a team.



# BUDGET MODULE

Automatically Fill Out 2019 Budget ✕

Which months would you like to be filled out?

Baseline Increase  %

<input checked="" type="checkbox"/>	January	increased by	<input type="text" value="0"/>	%
<input checked="" type="checkbox"/>	February	increased by	<input type="text" value="0"/>	%
<input checked="" type="checkbox"/>	March	increased by	<input type="text" value="0"/>	%
<input checked="" type="checkbox"/>	April	increased by	<input type="text" value="0"/>	%
<input checked="" type="checkbox"/>	May	increased by	<input type="text" value="0"/>	%
<input checked="" type="checkbox"/>	June	increased by	<input type="text" value="0"/>	%
<input checked="" type="checkbox"/>	July	increased by	<input type="text" value="0"/>	%
<input checked="" type="checkbox"/>	August	increased by	<input type="text" value="0"/>	%
<input checked="" type="checkbox"/>	September	increased by	<input type="text" value="0"/>	%
<input checked="" type="checkbox"/>	October	increased by	<input type="text" value="0"/>	%
<input checked="" type="checkbox"/>	November	increased by	<input type="text" value="0"/>	%
<input checked="" type="checkbox"/>	December	increased by	<input type="text" value="0"/>	%

- Designed to shorten the budget process and alleviate unnecessary pain points during the “budget season”, the Budget module enables media companies to create consistent budgets easily across markets and teams.
- You can auto-fill both top-down and bottom-up budgets based on a prior year’s historical forecast, and log any changes that have been made by others on your team.
- You can budget by any data entity within Monarch including down the Account level!

# REQUEST YOUR PERSONALIZED DEMO TODAY



## UNCOVER REVENUE

Monarch surfaces cross-sell and upsell opportunities enabling users to optimize media ad sales.



## GAIN INSIGHTS

Aggregate and normalize data from disparate systems in the workflow, such as CRM, OMS, and Traffic/Billing, to produce one source of master data.



## MAKE SMARTER DECISIONS

Relying on enterprise-wide data, users are alerted where / when to take action to make sales happen.

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Demo Monarch to see how it can effectively manage ad revenue dollars, uncovering revenue opportunities and streamlining operations:  
[matrixformedia.com/monarch](http://matrixformedia.com/monarch)

LEARN MORE  
ABOUT  
MONARCH

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