LEVERAGING TECHNOLOGY TO MAXIMIZE MEDIA AD SALES

matrix

MEET MONARCH: Global Media Ad Sales Platform

A Global Media Ad Sales Platform from Matrix Solutions, Monarch is an out-of-the-box solution for media sales companies that is finely tuned to the modern sales workflow. With highly-specific integrations, a robust and intuitive CRM, customization options, and world-class support, Matrix Monarch is the leading platform for the media sales world that wants to grow revenue and sell a variety of advertising.

KEY FEATURES

The Monarch platform packs a punch when it comes to its innovative new features. Exciting to a modern digital seller as well as folks new to Matrix, the significant features are a mixture of core capabilities and enhancements that media sellers expect from their sales platform this day and age. All designed to aid media sellers to sell smarter, faster, and more efficiently the new features include:

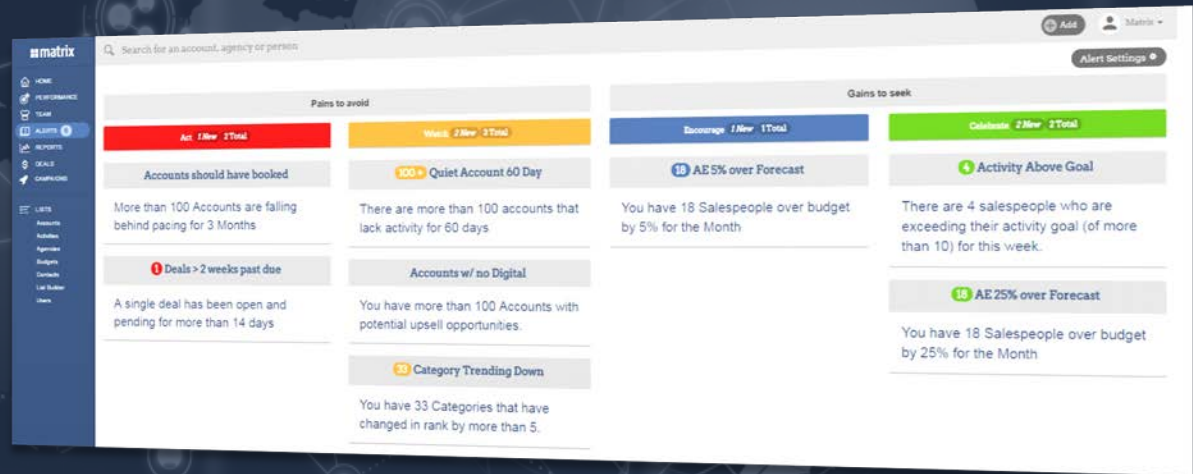| Intelligent Alerts | Digital Specific Integrations | Data Cards | Reporting & Analytics | Deal Pipeline | Team Dashboards |

INTELLIGENT ALERTS

Intelligent, automatic alerts guide your sales team to increased revenue and faster time to close. These Intelligent Sales Alerts notify you and your team on a number of metrics. Find out when an account is due for renewal, if you're not going to make budget, or if an activity is coming up.

THE MONARCH DIFFERENCE

1 Works with the data inside Monarch as well as 3rd party integrations.

2 Alerts suggest actions to remedy problems. These alerts can encourage sales to call on a client, take a look at their activities or gives details on a report.

3 Customizable to the needs of your organization. Get alerts on financial information, sales activity, churn, budgets or any piece of data you bring into Matrix.

DIGITAL & MEDIA-SPECIFIC INTEGRATIONS

Integrations are important to building out a streamlined and efficient workflow. Monarch comes equipped with a number of media specific integrations. Right from the start, Monarch works with your traffic system, analytic platforms, proposal tools and prospecting platforms.

THE MONARCH DIFFERENCE

1 Get up and running fast. Within 30 days we can have Matrix Monarch outfitted to your specs and meeting your unique needs.

2 No costly customization. We know the tools you need and have built a platform that integrates with the tools you use. No need to pay a fortune to integrate with your traffic system.

3 A suite of digital focused integrations. We pull in DFP data, connect with Outlook 365 and embed prospecting tools into Matrix Monarch. As sales tools change you can ensure that Matrix Monarch will evolve alongside your industry.

DATA CARDS

Data Cards come in the form of customizable pods inside Matrix Monarch. Monarch Data Cards pull in information from Monarch, your internal data sources, or third party applications to give you immediate and holistic insights.
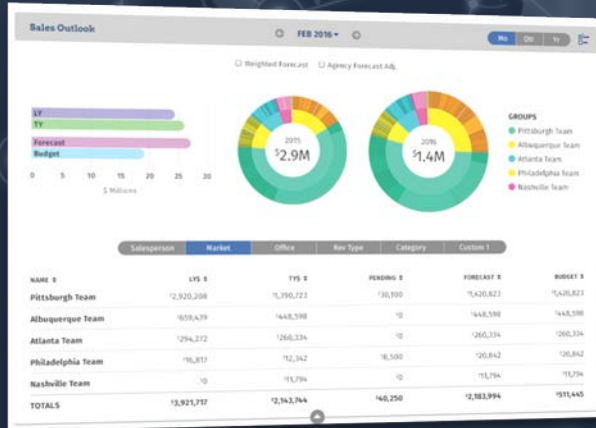

THE MONARCH DIFFERENCE

1 Because of the customization aspects, you can build out a dashboard that caters to your unique needs. Focused on forecasting? Only want to see how many alerts you have for the day? You decide what data is displayed.

2 Get a glimpse at accounts that may churn. Add a Data Card focused on churn to get an understanding of accounts to keep an eye on.

3 Glanceable and actionable data. Connected to every Data Card is an action you can take. The Alerts Data Cards takes you to your alerts page and the Forecast Data Card will take you to your extended Forecast. These Data Cards inspire action and give you the tools to take a deeper dive into the data you need to see.

ENHANCED REPORTING, FORECASTING, AND INTELLIGENCE

A core aspect of Matrix Monarch is the improved reporting and intelligence. We've rebuilt the reporting tools to provide a streamlined experience for you and your sales team. There's no limit to what you can report on, plus, with our new reporting engine you can create a good looking reporting in a few clicks. It's easy to use for the AE to pull an activity report or the VP of sales to create a complex revenue report.
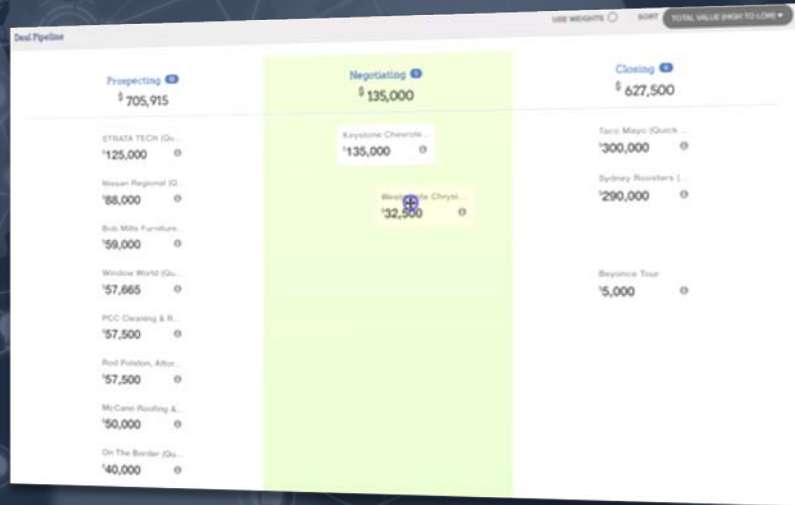
THE MONARCH DIFFERENCE

1 As complex and custom as you need them to be. Matrix Monarch offers filters and options to build out deep, thorough, reports.

2 Graphical improvements making data easier to parse and understand. Matrix Monarch ushers in an improved user interface to help complicated data easy to understand.

3 Report on specific categories, revenue types or salesperson teams. Really, if there's data inside Matrix Monarch you can build a report to suit your needs and satisfy your boss.

INTERACTIVE DEAL PIPELINE

New in Matrix Monarch is the Interactive Deal Pipeline. Not only does it provide a comprehensive snapshot of every deal in your pipeline, but you can see the value and move deals between stages. There is a toggle to turn on "Deal Weighting". You can assign a weight to each stage of your pipeline. When you toggle on weighting, the values change to give you a more accurate value of your pipeline.

THE MONARCH DIFFERENCE

1 Manage deals by moving them from one column to another. This makes it easy to keep your pipeline up-to-date and current.

2 Want to learn more about a deal? With one click you have access to the specific details of a deal, including sales activities, notes, and lifetime revenue.

3 With an option to toggle on weighting, you can see the true value of your pipeline.

TEAM DASHBOARDS

There's no "i" in "Sales". It's a team sport, and Matrix Monarch makes it easy to keep an eye on your sales team. You'll know who's succeeding, where there are new opportunities, and who's selling what. With our team management dashboard, you'll be able to glimpse the activities your team is performing, who's meeting their budget, and who's in danger of missing goals.

THE MONARCH DIFFERENCE

1 One-on-ones have never been more effective. Matrix Monarch gives you a deep dashboard to see exactly how your team is performing.

2 Have your finger on the pulse of the sales team. See exactly what's working, who's closing the most deals and what techniques they're using to find leads.

3 Share accounts and work better as a team. Control who see's who's account to better work as a single team and help manage deals.

WANT TO LEARN MORE ABOUT MATRIX MONARCH? CALL, E-MAIL, OR VISIT:

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