



MEDIAFORCE

A new way to plan and buy media

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Integrated Dashboard

Welcome to MediaForce! The Dashboard is the first thing you see as you log into the web-based platform. This executive overview gives you a snapshot of everything going on in the system at any given time.

The dashboard features a top navigation bar with a home icon, the title "Dashboard", and a "DASHBOARD" label on the right. A vertical sidebar on the left contains icons for home, calendar, mobile, trophy, calculator, checklist, lightbulb, bar chart, shopping cart, globe, and back. The main content area is divided into several sections:

- ADVERTISERS:** A bar chart showing a green upward trend, with a green circle icon and the number "43". A "This Year" dropdown menu is present.
- CAMPAIGNS:** A bar chart showing a purple upward trend, with a purple circle icon and the number "664". A "This Year" dropdown menu is present.
- ORDERS:** A bar chart showing a blue upward trend, with a blue circle icon and the number "533". A "This Year" dropdown menu is present.
- INVOICES:** A bar chart showing a red upward trend, with a red circle icon and the number "139". A "This Year" dropdown menu is present.

Below these metrics are two main data sections:

- LAST CAMPAIGNS/ADVERTISERS:** A table with tabs for "CAMPAIGNS" and "ADVERTISERS". The table has columns for Name, Advertiser, Date Range, Brand, Product, and Created. It lists several campaigns, including "La-Z-Boy Test", "1Q 2020 Client A Test", "Think Shop Test Advertiser and ...", "Advertiser Test 1", and "FAU Test". A pagination bar at the bottom shows "Previous 1 2 3 4 5 ... 66 Next".
- LAST ORDERS:** A table with columns for Ref #, Vendor, Created, and Access. It lists several orders, including "WXIN201912091906784", "WISH201912091906758", "WZPL201912091746302", "WXIN201912091746461", "WFBQ201912091746994", and "www.201912061535976". A pagination bar at the bottom shows "Previous 1 2 3 4 5 ... 52 Next".

Media Planner

Before creating the buy, utilize the Media Planner tool to organize your dollars and set up goals for your campaigns.

Media Planner
DASHBOARD / WEEKLY MEDIA PLANNER / **PLANNER**

January - March 2020

Select Time Period
Change View

\$ Budget
Market Planner
Reset Filter
Export
Report
Hide/Show Columns

automation Previous Quarter Next Quarter

CAMPAIGN	ADVERTISER	START	END	BUDGET	COMPLETED %	JANUARY					TOTAL	
						30	06	13	20	27		
						\$86,525.00	\$110,550.00	\$115,550.00	\$115,550.00	\$113,050.00	\$1,445,625.00	
<input checked="" type="checkbox"/>	AUTONATION 2020 MEDI...	ABC Auto	12/30/2019	12/27/2020	\$1,000,000.0...	30389.2	\$86,525.00	\$110,550.00	\$115,550.00	\$115,550.00	\$113,050.00	\$1,445,625.00

Media Planner Budget

Campaign Budget: \$1,000,000.00
Detailed Budget: \$1,020,000.00

Apply to all campaign
 Apply average

Month	Budget			
January	\$80,000.00			
	12/30	01/06	01/13	01/20
<input checked="" type="radio"/>	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00
February	\$80,000.00			
	01/27	02/03	02/10	02/17
<input type="radio"/>	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00
March	\$100,000.00			

Save
Close

Market Planner

AUTONATION 2020 MEDIA PLAN 12/30/2019 - 12/27/2020 Export

MARKET	MONTH	TELEVISION	RADIO	OOH	PRINT	DIGITAL	MARKET TOTAL
		\$2,062,575.00	\$338,000.00	\$2,366,000.00	\$770,000.00	\$307,000.00	\$5,844,075.00
DMA Birmingham (Ann and Tus...	January	\$140,175.00	\$26,000.00	\$182,000.00	\$57,500.00	\$2	\$428,175.00
DMA Birmingham (Ann and Tus...	February	\$160,200.00	\$26,000.00	\$182,000.00	\$60,000.00	\$2	\$452,200.00
DMA Birmingham (Ann and Tus...	March	\$200,250.00	\$32,500.00	\$227,500.00	\$75,000.00	\$3	\$565,250.00
DMA Birmingham (Ann and Tus...	April	\$160,200.00	\$26,000.00	\$182,000.00	\$60,000.00	\$2	\$452,200.00
DMA Birmingham (Ann and Tus...	May	\$200,250.00	\$32,500.00	\$227,500.00	\$75,000.00	\$3	\$565,250.00
DMA Birmingham (Ann and Tus...	June	\$160,200.00	\$26,000.00	\$182,000.00	\$60,000.00	\$2	\$452,200.00
DMA Birmingham (Ann and Tus...	July	\$160,200.00	\$26,000.00	\$182,000.00	\$52,500.00	\$2	\$441,700.00
DMA Birmingham (Ann and Tus...	August	\$200,250.00	\$32,500.00	\$227,500.00	\$75,000.00	\$3	\$565,250.00
DMA Birmingham (Ann and Tus...	September	\$160,200.00	\$26,000.00	\$182,000.00	\$60,000.00	\$2	\$452,200.00
DMA Birmingham (Ann and Tus...	October	\$160,200.00	\$26,000.00	\$182,000.00	\$60,000.00	\$2	\$452,200.00
DMA Birmingham (Ann and Tus...	November	\$200,250.00	\$32,500.00	\$227,500.00	\$75,000.00	\$3	\$565,250.00
DMA Birmingham (Ann and Tus...	December	\$160,200.00	\$26,000.00	\$182,000.00	\$60,000.00	\$2	\$452,200.00
DMA Mobile-Pensacola (Ft Walt)	January						\$0.00

Close

Research Analytics: TV, Radio & Cable

With Nielsen and/or comScore integrations, you can create a variety of research reports quickly and easily.

MEDIAFORCE

Television Ratings Ranker

n Nielsen Ratings

Dashboard

TELEVISION

Station Ranker

PAV Ranker

AQH Audience Composition

AQH Market Composition

RADIO

Station Ranker

AQH Audience Composition

Cume Audience Compositi...

AQH Market Composition

> Green Bay-Appleton > P25-54 > By Hour > Generated 01/07/20 9:58 PM

Export Ranker Custom Charts

Show/Hide Columns

GROUP	DAY	PROJECTION			3/2019; L1		SHARE			2/2019; L1			HUT		1/2019; L1		REF #1
		P25-54	359444		P25-54	359444		P25-54	359444		P25-54	359444		P25-54	359444		
		RATING	SHARE	THOUSAN...	RATING	SHARE	THOUSAN...	RATING	SHARE	THOUSAN...	RATING	SHARE	THOUSAN...	RATING	SHARE	THOUSAN...	
EM M-F 5:00 am-9:00 am (80)				98					88			106			85		
⊕ 5:00A (20)		7.9	227	17	7.1	227	15	7.9	0	18	7.1	226	15				
⊕ 6:00A (20)		12	258	28	10.8	258	26	12	0	31	10.2	257	24				
⊖ 7:00A (20)		14.1	253	33	12.6	253	29	14.1	0	34	12	246	27				
⊕ WBAY-TV 21 (5)		2.4	17	9	2.2	17	8	2.4	17	9	2	17	8				
⊕ WFRV-TV 5.1 (5)		0.5	3	2	0.4	3	2	0.7	5	3	0.5	4	2				
⊕ WGBA-TV 26.1 (5)		0.7	5	3	0.6	5	3	0.6	4	3	0.4	4	2				
⊕ WLUK-TV 11.1 (5)		3.5	25	13	3.2	25	12	3.9	28	14	3	25	11				
⊕ 8:00A (20)		12.4	194	22	10.9	194	19	12.4	0	24	10.6	204	20				
⊕ DT M-F 9:00 am-4:00 pm (140)				45			40			50			44				
⊖ EF M-F 4:00 pm-6:00 pm (40)				107			97			120			109				
⊕ 4:00P (20)		17.8	124	20	16.5	124	19	17.8	0	23	16.5	141	22				
⊕ 5:00P (20)		22.9	160	34	20.7	160	30	22.9	0	38	21.3	173	34				
⊖ EN M-F 6:00 pm-7:00 pm (20)				149			136			157			134				
⊕ 6:00P (20)		27.3	150	38	25.1	150	34	27.3	0	40	25.1	148	34				
⊖ PA M-F 7:00 pm-8:00 pm (20)				207			194			220			191				
⊕ 7:00P (20)		34.1	167	52	32	167	49	34.1	0	55	31.5	167	48				
⊖ LN M-F 11:00 pm-11:30 pm (20)				27			25			27			25				
⊕ 11:00P (20)		8.6	85	7	8.2	85	7	8.6	0	7	8.1	86	7				

Worksheet Insertion Order

Create IOs for multiple markets and media types.

Show as many (or few) fields as you would like.

Available media types:

- TV/Cable
- Radio
- Digital
- Print
- OOH
- Mail
- Other

Integrations:

- Nielsen TV & Audio
- Comscore TV

MEDIAFORCE

SLALOM Client's THIS IS US Worksheet

DASHBOARD / ADVERTISERS / SLALOM CLIENT / THIS IS US / WORKSHEET

Market	Budget	Spend	GRP(000)	CPM
All Markets	\$500,000.00	\$50,000,000.00 (100.00%)	0.0	\$0.00
N NATIONAL	\$0.00	\$50,000,000.00	0.00%	\$0.00

Brand: N/A | Product: N/A | Flight Dates: 10/07/19 - 11/10/19

Version: 17 | N NATIONAL | + ADD VENDOR | MANUAL RATINGS

Create an Order | Copy Worksheet | Save | Im

TELEVISION

P 25-54 (Manual Ratings Mode)														TOTALS		
VENDOR	NEW	TIME	DAYS	DP	GROSS RATE	NET RATE	LEN	10/07	10/14	10/21	10/28	11/04	COMMENTS	ADS	NET COST	GROSS COST
+ NEW								3	3	3	3	3		15	\$27,500,000.00	\$27,500,000.00
<input type="checkbox"/>	Broadcast TV	6:00A-12:00A	MTWTFSU	ROS	\$3,000,000.00	\$3,000,000.00	:30	1	1	1	1	1	35 or :30 Av	5	\$15,000,000.00	\$15,000,000.00
<input type="checkbox"/>	Cable TV	6:00A-12:00A	MTWTFSU	ROS	\$2,000,000.00	\$2,000,000.00	:30	1	1	1	1	1	35 or :30 Av	5	\$10,000,000.00	\$10,000,000.00
<input type="checkbox"/>	Syndicated TV	6:00A-12:00A	MTWTFSU	ROS	\$500,000.00	\$500,000.00	:30	1	1	1	1	1	35 or :30 Av	5	\$2,500,000.00	\$2,500,000.00

RADIO

														TOTALS		
VENDOR	NEW	TIME	DAYS	DP	GROSS RATE	NET RATE	LEN	10/07	10/14	10/21	10/28	11/04	COMMENTS	ADS	NET COST	GROSS COST
+ NEW								4	4	4	4	4		20	\$10,000,000.00	\$10,000,000.00
<input type="checkbox"/>	Syndicated Radio	6:00A-12:00A	MTWTFSU	ROS	\$500,000.00	\$500,000.00	:30	1	1	1	1	1	30 or :30 Available	5	\$2,500,000.00	\$2,500,000.00
<input type="checkbox"/>	Spotify National	6:00A-12:00A	MTWTFSU	ROS	\$250,000.00	\$250,000.00	:35	1	1	1	1	1	30 or :35 Available	5	\$1,250,000.00	\$1,250,000.00
<input type="checkbox"/>	Pandora National	6:00A-12:00A	MTWTFSU	ROS	\$250,000.00	\$250,000.00	:35	1	1	1	1	1	30 or :35 Available	5	\$1,250,000.00	\$1,250,000.00
<input type="checkbox"/>	Terrestrial Radio	6:00A-12:00A	MTWTFSU	ROS	\$1,000,000.00	\$1,000,000.00	:35	1	1	1	1	1	30 or :35 Available	5	\$5,000,000.00	\$5,000,000.00

DIGITAL

VENDOR	NEW	DATE	GROSS COST	NET COST	AD COUNT	TARGETING	SPECIFICATIONS	COMMENTS
+ NEW			\$7,000,000.00	\$7,000,000.00	3			
<input type="checkbox"/>	Programmatic Display	10/09/2019 - 10/20/2019	\$4,000,000.00	\$4,000,000.00	1			
<input type="checkbox"/>	Paid Search	10/09/2019 - 10/20/2019	\$1,500,000.00	\$1,500,000.00	1			
<input type="checkbox"/>	Paid Social	10/09/2019 - 10/20/2019	\$1,500,000.00	\$1,500,000.00	1			

OUT OF HOME

										TOTALS	
VENDOR	NEW	DATE	# OF UNITS	GROSS RATE	NET RATE	FORMAT	LUMINATION	COMMENTS		NET COST	GROSS COST
+ NEW			3							\$3,000,000.00	\$3,000,000.00
<input type="checkbox"/>	Outdoor Billboard	10/09/2019 - 10/20/2019	1	\$1,500,000.00	\$1,500,000.00	BILLBOARD	N			\$1,500,000.00	\$1,500,000.00
<input type="checkbox"/>	Digital Display	10/09/2019 - 10/20/2019	1	\$750,000.00	\$750,000.00	MALL	N			\$750,000.00	\$750,000.00
<input type="checkbox"/>	Digital Display	10/09/2019 - 10/20/2019	1	\$750,000.00	\$750,000.00	AIRPORT	N			\$750,000.00	\$750,000.00

PRINT

										TOTALS	
VENDOR	NEW	GROSS RATE	NET RATE	AD COUNT	COMMENTS	SPECIFICATIONS		NET COST	GROSS COST		
+ NEW				3				\$2,500,000.00	\$2,500,000.00		
<input type="checkbox"/>	National Magazine	\$1,000,000.00	\$1,000,000.00	1				\$1,000,000.00	\$1,000,000.00		
<input type="checkbox"/>	National Newspaper	\$500,000.00	\$500,000.00	1				\$500,000.00	\$500,000.00		
<input type="checkbox"/>	Regional/Local Magazine	\$1,000,000.00	\$1,000,000.00	1				\$1,000,000.00	\$1,000,000.00		

Quick Access Order: Generating the IO

Create a form template for easy IO generation.

Orders can be exported for export to a variety of accounting system packages (Billables)

Orders DASHBOARD / ADVERTISERS / SLALOM CLIENT / THIS IS US / ORDERS

[CLICK HERE TO CREATE AN ORDER](#)

Show entries Search:

Ref #	Vendor	Worksheet Version	Go to Worksheet
Broa201908301449270	Broadcast TV	1	Go to Worksheet Cancel Export Order Revisions
Cabl201908301450215	Cable TV	1	Go to Worksheet Cancel Export Order Revisions
Digi201908301450316	Digital Display	1	Go to Worksheet Cancel Export Order Revisions
Nati201908301450182	National Newspaper	1	Go to Worksheet Cancel Export Order Revisions
Nati201908301450608	National Magazine	1	Go to Worksheet Cancel Export Order Revisions
Outd201908301450846	Outdoor Billboard	1	Go to Worksheet Cancel Export Order Revisions

Insertion Order Reconciliation

Enter invoices electronically or manually to reconcile against ordered media.

We accept all EDI (electronic) formats for broadcast media.

Invoices can be exported for import to a variety of accounting system packages (Payables)

Manual Invoices
✕

Advertiser:
SLALOM Client

Campaign:
THIS IS US

Market:
NATIONAL-National

In process
 Archived

Reset Search

STATION	ORDER#	REF. #	MONTH	REVL...	FLIGHT DATES	MARKET	CREATED	SP...	GROSS	NET	INVOICE#	INV. ID	DATE	SPOTS INV.	SCHEDULE \$\$
TERRESTRIAL RADIO	4474	Terr201908301451759	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	3000000.00	3000000.00				0	0.00
TERRESTRIAL RADIO	4474	Terr201908301451759	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	2000000.00	2000000.00				0	0.00
SYNDICATED TV	4473	Synd201908301450814	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	1500000.00	1500000.00				0	0.00
SYNDICATED TV	4473	Synd201908301450814	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	1000000.00	1000000.00				0	0.00
SYNDICATED RADIO	4472	Synd201908301450411	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	1500000.00	1500000.00				0	0.00
SYNDICATED RADIO	4472	Synd201908301450411	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	1000000.00	1000000.00				0	0.00
SPOTIFY NATIONAL	4471	Spot201908301450941	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	750000.00	750000.00				0	0.00
SPOTIFY NATIONAL	4471	Spot201908301450941	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	500000.00	500000.00				0	0.00
REGIONAL/LOCAL MAGA...	4470	Regi201908301450789	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	1	1000000.00	1000000.00				0	0.00
REGIONAL/LOCAL MAGA...	4470	Regi201908301450789	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	0	0.00	0.00				0	0.00
PROGRAMMATIC DISPLAY	4469	Prog201908301450713	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	0	0.00	0.00				0	0.00
PROGRAMMATIC DISPLAY	4469	Prog201908301450713	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	0	0.00	0.00				0	0.00
PANDORA NATIONAL	4468	Pand201908301450970	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	3	750000.00	750000.00				0	0.00
PANDORA NATIONAL	4468	Pand201908301450970	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	2	500000.00	500000.00				0	0.00
PAID SOCIAL	4467	Paid201908301450457	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	0	0.00	0.00				0	0.00
PAID SOCIAL	4467	Paid201908301450457	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	0	0.00	0.00				0	0.00
PAID SEARCH	4466	Paid201908301450361	October	0	10/07/2019 - 10/27/2019	NATIONAL- National	08/30/2019	0	0.00	0.00				0	0.00
PAID SEARCH	4466	Paid201908301450361	November	0	10/28/2019 - 11/10/2019	NATIONAL- National	08/30/2019	0	0.00	0.00				0	0.00

Invoice Header
Invoice Entry
Order Details
Copy Invoice
Close
Help

Delivery: Post Buy Reconciliation

After invoice reconciliation, you can post your media buys for delivery accuracy.

(This feature requires a ratings subscription from Nielsen and/or Comscore and is available for TV, Radio & Cable)

Post Report
DASHBOARD / NIELSEN POST BUY / ANALYSIS

Yidielis Perez

> Post-Buy Analysis > New York > WABC-TV 7.1 > P25-54 > Share: 9/2018; L3 HUT: 10/2018; L3

✎ Go to Configuration
Export Report ▼

STATION: WABC-TV 7.1		ADVERTISER: POST BUY TEST					BREAK A G: 0			
Time	Program	Rate	SL	ISCI	Week	Exp- RTG	DMA P25-54 CPP	DMA P25-54 RTG	CPP	
Mon 05/06/2019										
5:00:00 AM MTWRF--	5:00AM-6:00:00 AM	EYEWIT MORN 5A	\$25	:30	01/06/2020	0.7	\$35.71	0.6	\$42.76	
5:30:00 AM MTWRF--	5:00AM-6:00:00 AM	EYEWIT MORN 5A	\$25	:30	01/06/2020	0.7	\$35.71	0.6	\$44.43	
6:05:00 AM MTWRF--	6:00AM-10:00:00 AM	GD MRN AMR-ABC	\$25	:30	01/06/2020	1.4	\$17.86	0.8	\$30.20	
6:10:00 AM MTWRF--	6:00AM-10:00:00 AM	GD MRN AMR-ABC	\$25	:30	01/06/2020	1.4	\$17.86	0.8	\$30.20	
10:10:00 AM MTWRF--	10:00AM-11:45:00 AM	RACHAEL RAY	\$25	:30	01/06/2020	1.0	\$25.00	1.1	\$21.80	
10:30:00 AM MTWRF--	10:00AM-11:45:00 AM	RACHAEL RAY	\$25	:30	01/06/2020	1.0	\$25.00	1.1	\$22.35	
8:00:00 AM MTWRF--	8:00AM-10:00:00 AM	LVE-KELLY&RYAN	\$25	:30	01/06/2020	1.4	\$17.86	1.3	\$19.22	
8:50:00 AM MTWRF--	8:00AM-10:00:00 AM	LVE-KELLY&RYAN	\$25	:30	01/06/2020	1.4	\$17.86	1.3	\$19.22	
Mon 05/13/2019										
5:30:00 AM MTWRF--	5:00AM-6:00:00 AM	EYEWIT MORN 5A	\$25	:30	01/06/2020	0.7	\$35.71	0.6	\$44.43	
5:40:00 AM MTWRF--	5:00AM-6:00:00 AM	EYEWIT MORN 5A	\$25	:30	01/06/2020	0.7	\$35.71	0.6	\$44.43	
6:05:00 AM MTWRF--	6:00AM-10:00:00 AM	GD MRN AMR-ABC	\$25	:30	01/06/2020	1.4	\$17.86	0.8	\$30.20	
6:30:00 AM MTWRF--	6:00AM-10:00:00 AM	GD MRN AMR-ABC	\$25	:30	01/06/2020	1.4	\$17.86	1.0	\$25.89	
10:30:00 AM MTWRF--	10:00AM-11:45:00 AM	RACHAEL RAY	\$25	:30	01/06/2020	1.0	\$25.00	1.1	\$22.35	
10:45:00 AM MTWRF--	10:00AM-11:45:00 AM	RACHAEL RAY	\$25	:30	01/06/2020	1.0	\$25.00	0.9	\$27.54	
8:50:00 AM MTWRF--	8:00AM-10:00:00 AM	LVE-KELLY&RYAN	\$25	:30	01/06/2020	1.4	\$17.86	1.3	\$19.22	
8:50:00 AM MTWRF--	8:00AM-10:00:00 AM	LVE-KELLY&RYAN	\$25	:30	01/06/2020	1.4	\$17.86	1.3	\$19.22	

SmartReports: Dynamic Report Writer

In addition to the multitude of static reports available within each module, utilize the new SmartReports feature to create your own customizable reporting options.

Summary Report

DASHBOARD / SMART REPORT / REPORT

SR Test

Summary Report > Date Range: 01/13/2020 - 07/05/2020 > Weeks: 25

[Go to Configuration](#)

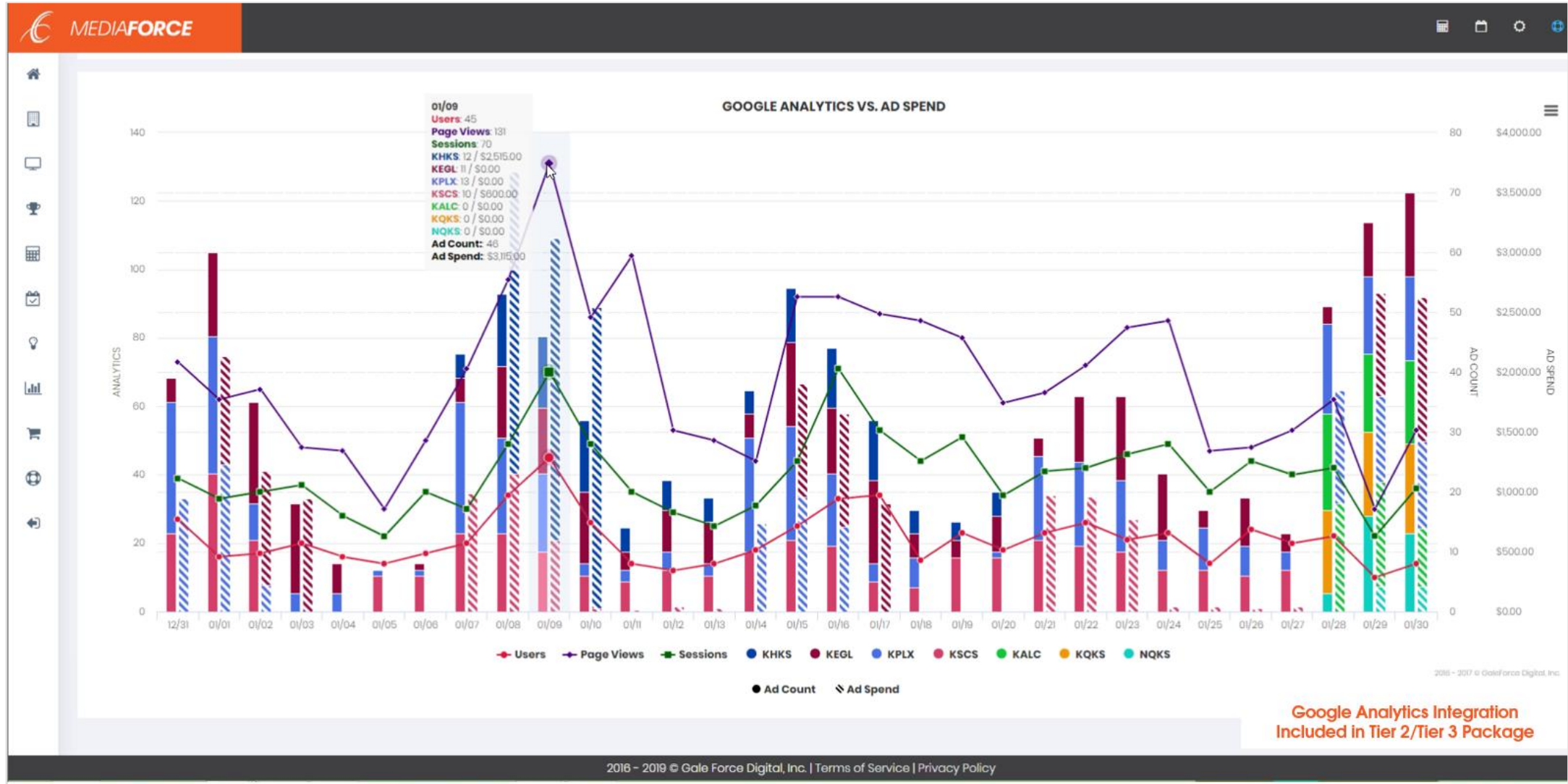
Totals Campaign Details Month Details

[Export To](#)

CAMPAIGN	ADS	GROSS COST	NET COST	GRP	GRI	CPP	NET CPP	CPM	NET CPM
2Q 2020 TV and Digital Schedule	182	\$44,600.00	\$37,680.00	379.8	5,348.2	\$117.43	\$99.82	\$8.34	\$7.09
MARKET	ADS	GROSS COST	NET COST	GRP	GRI	CPP	NET CPP	CPM	NET CPM
Indianapolis (DMA)	180	\$42,300.00	\$35,955.00	379.8	5,098.2	\$111.37	\$94.67	\$8.30	\$7.05
National (NATIONAL)	2	\$2,300.00	\$1,725.00	0.0	250.0	\$0.00	\$0.00	\$9.20	\$6.90
MEDIA	ADS	GROSS COST	NET COST	GRP	GRI	CPP	NET CPP	CPM	NET CPM
Television	180	\$42,300.00	\$35,955.00	379.8	5,098.2	\$111.37	\$94.67	\$8.30	\$7.05
Digital	2	\$2,300.00	\$1,725.00	0.0	250.0	\$0.00	\$0.00	\$9.20	\$6.90
VENDOR	ADS	GROSS COST	NET COST	GRP	GRI	CPP	NET CPP	CPM	NET CPM
WISH	18	\$4,500.00	\$3,825.00	27.0	0.0	\$166.67	\$141.67	\$0.00	\$0.00
WXIN	162	\$37,800.00	\$32,130.00	352.8	5,098.2	\$107.14	\$91.07	\$7.41	\$6.30
DCM (Google)	1	\$2,000.00	\$1,500.00	0.0	200.0	\$0.00	\$0.00	\$10.00	\$7.50
Paid Social	1	\$300.00	\$225.00	0.0	50.0	\$0.00	\$0.00	\$6.00	\$4.50

Media Insights with Google Analytics

With our direct Google Analytics API, you can overlay your client's web traffic count with their broadcast media schedules to measure campaign effectiveness and lift.





*MEDIA***FORCE**

A new way to plan and buy media