



Frequently Asked Questions

1	What is Performance Media Rating?	PMR is a tool that evaluates the health of a brand's performance marketing ecosystem. It analyzes strategies, structures, and opportunities across nine digital marketing channels to identify gaps and improvements.
2	Why was this created?	Performance marketing teams often have a lot of data but lack a structured way to evaluate it. PMR was created to provide an assessment that helps teams identify opportunities.
3	What business challenges can this tool help me with?	• Evaluate performance across multiple channels • Identify strengths and weaknesses • Prioritize high impact improvements • Measure progress over time
4	How is PMR different from a standard performance audit?	Traditional audits focus on campaigns or channels. PMR provides an evaluation across the full performance marketing system delivering a score and detail recommendations.
5	What are the biggest benefits of this tool?	• Evaluate marketing performance holistically • Prioritize optimization efforts • Strengthen client recommendations • Track improvements over time

