

MTP INTELLIGENCE PLATFORM

Performance Media Rating

Identify performance marketing opportunities.

Messaging Guide for MTP Employees

AGENDA

How You Can Use PMR

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| 01 | Evaluate Marketing Performance | PMR assesses the health of the performance marketing ecosystem. |
| 02 | Prioritize Optimization Opportunities | Identify the improvements that will drive the greatest impact. |
| 03 | Support Client Recommendations | Use PMR insights to guide client conversations. |
| 04 | Create Data-Driven Roadmaps | Turn insights into optimization strategies. |
| 05 | Measure Improvement Over Time | Tack progress by regularly reassessing channel performance. |

Evaluate Marketing Performance

PMR gives teams a complete view of their performance marketing health.

**Assess nine
digital marketing
channels**

**Identify strengths
and optimization
opportunities**

**Establish a
performance
benchmark**

**Understand
channel
growth**

Prioritize Optimization Opportunities

PMR identifies where teams should focus for the greatest impact.

**Identify
high-impact
opportunities**

**Prioritize effort
vs. business
value**

**Uncover hidden
optimization
opportunities**

**Focus resources
where they'll have
impact**

Stronger Client Recommendations

PMR provides insights that strengthen client recommendations.

**Support
optimization
recommendations**

**Explain
marketing
performance**

**Validate
strategic
decisions**

**Increase
client
confidence**

Create Data-Driven Roadmaps

PMR transforms assessments into marketing plans.

**Prioritize
optimization
initiatives**

**Build phased
improvement
plans**

**Align teams
around shared
priorities**

**Turn
insights
into action**

Measure Improvement Over Time

PMR helps teams track progress and continuously improve.

**Reassess
channel
performance**

**Measure
optimization
success**

**Demonstrate
business
impact**

**Support
continuous
improvement**