



Performance Media Rating (PMR)

The Strategic Advantage for Your Brand

Performance marketing generates a ton of campaign data, but knowing what happened doesn't always explain *why* it happened or where the greatest opportunities are.

PMR helps brands solve this problem.

Here's the current landscape:

Performance Blind Spots

Many organizations optimize individual campaigns without understanding how each channel is contributing to performance.

Missed Growth Opportunities

Without a structured assessment, high-impact improvements go unnoticed leaving opportunities on the table.

Unclear Priorities

Teams know improvements are needed but struggle to determine which optimizations will drive the biggest impact.

What is Performance Media Rating?

PMR is an AI-enabled tool that analyzes performance marketing strategies, account structures, and best practices across digital marketing channels.

How PMR Works

PMR evaluates an organization's performance marketing ecosystem through a series of structured assessments covering channels including Paid Search, Paid Social, Organic Search, Display & Video, CRM & Email, Analytics, Product Feeds, eRetail, and Affiliate Marketing.



Key Features



Evaluate Your Performance Ecosystem

Assess marketing maturity across nine digital channels from one centralized framework.



Prioritize High-Impact Investments

Identify optimization opportunities based on effort, impact, and ROI.



Track Progress Over Time

Reassess performance after implementing recommendations

Why Performance Media Rating Matters

Reveal Hidden Optimization Opportunities

Discover gaps across the performance marketing ecosystem.

Prioritize Smarter Marketing Investments

Spend time and budget on the improvements that will likely drive the highest ROI.

Drive Measurable Business Results

Transform performance audits into strategies for improving growth.

See PMR in Action

See how MTP teams can use PMR to uncover growth opportunities and make more informed strategic decisions.

Watch Product Demo

