

MNI Benefits and Competitive Review

What separates the Digital Media Group at MNI from its competitors or other buying groups is that MNI DMG should be thought of as more of an internal “boutique” agency.

The DMG can plan and buy media in addition to acting as a digital consultant if need be. If we are dealing directly with a client, or with a small agency that doesn't have a digital agency we serve as their digital experts.

MNI does more than take a client's requested sites and put together a bland plan; we provide full service Media Planning and Buying:

Planning:

Uses syndicated research to help define client target (MRI)

Consider client direction, historical learnings and past successes to determine digital strategies and tactics

Determine site consideration set and finalize list using syndicated research (Nielsen and Comscore), client budget, and site pricing and historical learnings

Buying:

Negotiate pricing with media vendors to ensure best rate possible for client

Handle all vendor paperwork internally

Campaign Maintenance:

Partner with Doubleclick DFA and MediaVisor to serve and track the campaign

Provide bi-weekly delivery reports and provide optimization recommendations to ensure a successful flight

Post Campaign:

Provide reporting and learnings post campaign so that the client understands the success and can plan knowledgeably for future initiatives

Competitive Analysis:

Buying Services (i.e. Centro)

Centro is a local buying service. This company positions itself most similarly to MNI. They have contacts and relationships with local sites, in addition to local newspapers and radio. When a client comes to Centro with a specific DMA etc, Centro will put together a plan around local properties for the client.

What makes MNI stand out from Centro is the level of customization and media intelligence we provide. MNI provides a media recommendation based on a multitude of factors other than local reach. We utilize our research tools, along with historical research to provide a recommendation with a mix of local sites and national publishers who are able to geo-target to provide the client with the right mix of sites to reach their consumers, not just through geography, but also through their psychographics.

Ad Networks: (i.e. Advertising.com, ValueClick, Blue Lithium)

Ad networks work by purchasing remnant and unsold inventory across a large collection of sites for an extremely low CPM. They then section the inventory off by a number of ways, such as contextually separating sites/placements into channels and behaviorally based on technology that tracks user flows throughout their sites. The benefit of using an ad network to a client, is that they can efficiently reach a large number of users who based on geography and assumed interests may be inclined to click on their ads. The negative of a client going directly to an ad network is their lack of transparency. Ad networks typically won't release a full site list where the client's ad "may" appear. If they do supply a site list, advertisers won't be able to tell how many impression will run on each site, and afterward won't know which sites were most effective, driving the most clicks or traffic to their sites.