

A Procurement Plan for Investing in Marketing Technology

Improve marketing performance with expertly managed data

Procurement is becoming an increasingly strategic business function, directly supporting the effectiveness of all parts of the organization—including data-driven marketing.

Procurement decisions influence the marketing team's ability to drive revenue, turn insights into performance, and operate flexibly and efficiently—especially because successful marketers rely heavily on data. Investing in great data and data best practices will help your organization maximize media and marketing value, because your teams will make better decisions, focus time on high impact actions, and have greater freedom to choose partners and deploy in-house capabilities.

MSIGHTS turns data into business value

- ▶ As a data-focused managed service provider, MSIGHTS helps organizations make the most of data investments and implement business practices that maximize return on marketing investment, slash waste, and increase productivity.
- ▶ As a strategic partner to your marketing colleagues, we provide expert guidance to ensure your data delivers nonstop value and continually moves you toward your business goals.
- ▶ And as your technology partner, MSIGHTS brings your marketers a transparent, objective platform that gives you direct control over every aspect of how your data is managed, calculated, aggregated and prepared. You own the data, so you set the rules.

Why get control of your business' data?



Transparency

With MSIGHTS, you have access to your data at all times and know reports are objective and agency-neutral. You'll make decisions and drive performance based on a single source of truth, not on agency-biased or sanitized information.



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Empowerment

Full data control gives your marketing team the ability to translate data into actionable insights that improve business efficiency and decision-making— without third-party influence.



Flexibility

MSIGHTS is a technology- and agency-neutral platform, allowing you to work with the best-in-class technology solutions and agency partners who will drive marketing value for your business.



In-housing

For organizations considering media in-housing, MSIGHTS provides an efficient path forward. We give you the data ownership and control you want along with expertise and data management that allows your team to focus on analytics and performance.



Efficiency

Your internal and agency teams can all operate more efficiently with the MSIGHTS platform. Reports can be automated, data is always analytics-ready, and agency overhead is minimized.

MSIGHTS gives you control

With MSIGHTS, you have direct and unfiltered access to your data and data insights; automated technology to streamline operations; and most important, an entire team of data experts working toward your performance goals.

Investing in data is just part of the picture; with MSIGHTS as your strategic partner, you can manage it in a way that delivers continual value.

Learn more about the organization-wide value of owning and managing your marketing data. Talk to an MSIGHTS professional now or see a case study for yourself.