

User Case Study: Mediastruction



Jon Meunier, Media Coordinator at Mediastruction, has been using SRDS.com for three years and offered to share his recent experiences with the Digital Networks & Tech database.

Overview

“The new database is amazing. It can help planners and buyers who may not know where to start when doing third-party digital. They may not know who the top networks are or who is IAB certified. The database gives them the first step in that discovery process, no matter if they’re looking for networks, exchanges or even smaller websites. The fact that you can search a vendor or website and get all of this information without having to make a phone call is huge. **Especially if you are new to digital advertising, this database offers a quick way to figure out whether you want to or should reach out to a vendor.** The data gives you more ammo and information about networks versus going in blindly to a sales call and listening for an hour as they try to explain their services.”

Use Case

“I have primarily used the database as **a research tool and a way to check my work.** My first dip had to do with a large, retail client that has different shopping centers on the East Coast. We helped them do their planning in seven different markets. When the database came out in October, most of our planning had already been completed, but I still had the opportunity to use the database to check my work. For example, last year, we used a Comscore Top 20 network for the client and we wanted to do something similar this year. But we also wanted to evaluate different players in the market, check out the differences in CPMs and find out which had partnerships with creative agencies. I wanted a short list of networks that scored high on the shopping index for the target we were looking for: women, 25-54 years old. **I used SRDS.com to double-check my research, going through each network to make sure I had their correct capabilities, platforms, formats, etc. I was able to vet what the reps had told me.**”

Transparency

“By far, **my favorite feature is being able to check each network’s publisher site list.** Not every network will provide that transparency, so that feature is the best thing I’ve seen in the database. It gives our agency a little bit of leverage. If we find out that two networks are running on the same publisher and then find out that one has a lower CPM, that gives us more ammo when we go into these meetings.”

Due Diligence

“The database can help you vet networks and exchanges before you have a call with a sales rep. For example, before the database launched, I was exploring vendors for a client and I found one that specialized in keyword-based display advertising. I saw the word ‘display,’ and I thought, let’s check them out. It was only after a long conversation with the rep that I realized that this vendor didn’t fit the clients’ goals at all. **The database can help me quickly understand what a vendor offers and save me time.**”

Final Thoughts

“The database is **a very helpful planning tool and nothing else that I have come across in my experience compares to it so far.** SRDS.com has been available for traditional and broadcast and it’s really been overdue in the digital space. **It’s a huge step from anything we’ve had in our industry** and really gives media buyers and planners a first step introduction to exploring and evaluating digital opportunities.”

Thanks to Jon for sharing his SRDS.com experiences with us and other users. If you’d like to find out more information about Mediastruction’s media planning services, visit www.mediastruction.com.

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