

MEDIA SALES:

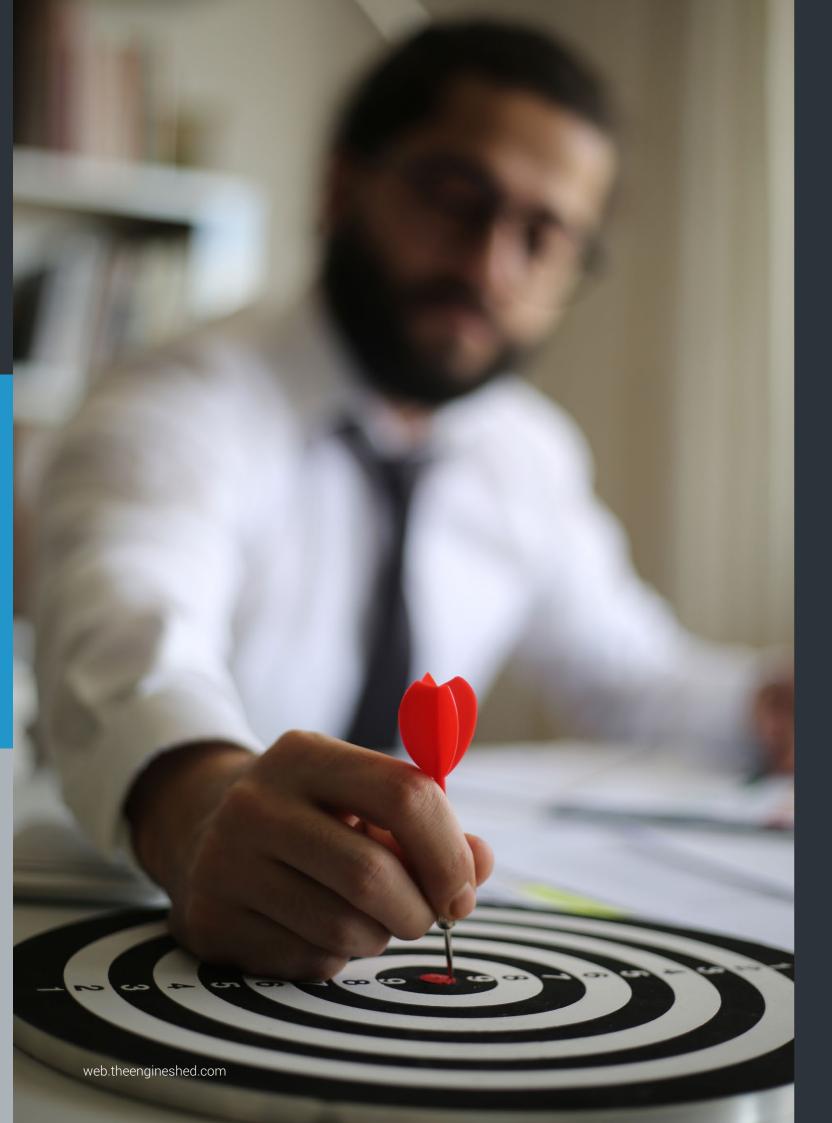
4 KEY AREAS PUBLISHERS
SHOULD CONSIDER











4 SETTING TARGETS

Customer behaviour is influenced by wider trends in intra-industry sector performance, for example the general performance of FMCG (Fast Moving Customer Goods) vs Durables.

The ability to create budgets and targets per title, or per silo, and to report on yield in each of these areas as well as by period or issue, and by salesperson performance, is critical, and the value of integrated reporting cannot be overestimated.

Dashboards offer a familiar presentation format here for exploring "what if?" scenarios and creating flexible reporting formats to allow you to drill down interactively into your data. So, you can intuitively understand how the business is performing.





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