

A decorative graphic featuring several blue elements: a large arc, a horizontal line with a double underline, and three 'X' marks. In the center, there are three orange upward-pointing arrows, a dollar sign icon, and a large orange circle with radiating lines, all enclosed within the blue arc.

SALES ADVICE

# 5 Little Known Ways for AdTech Leaders to Uncover New Prospects

## 1

## Target those without an MSA in place (and nurture the rest)

[IAB](#) reported that programmatic spending was surging and would likely account for 68% of all digital advertising in the US this year. As a sales leader in ad tech, this is great news.

There are plenty of prospects, but do you have enough time to go after them all?

Extensive research is needed to find ideal customers and to uncover their current approach to programmatic buying. This might have been a manual process in the past, but now, with the right solutions, that research can go much faster.

Q4 is quickly approaching—and buyers are preparing for their final campaigns of 2021. Make sure your target prospects know why you'd be the best partner network for them.

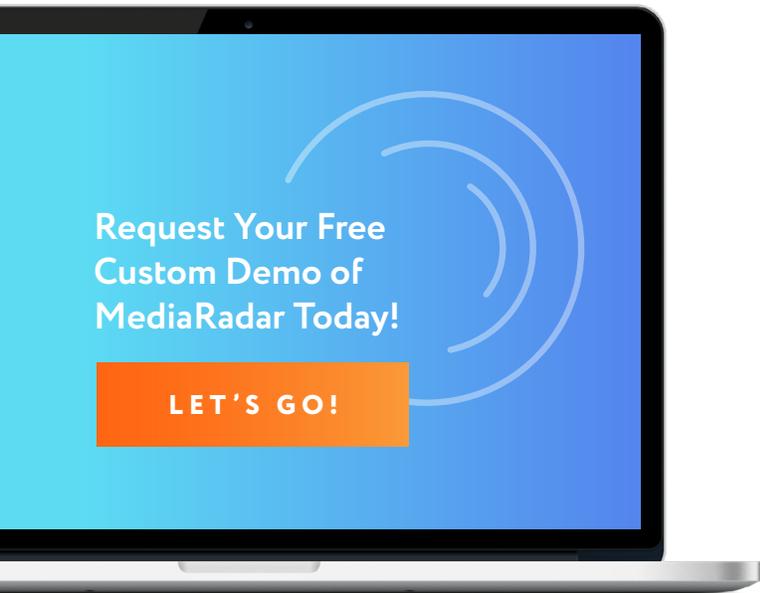
Here are four quick ways to discover new prospects who are most likely to convert.

Many brands and agencies already have Master Service Agreements (MSA) in place with ad tech providers. This can be a hindrance to new sales, at least for the time being. This contract between the buyer and certain providers may prohibit the buyer from working with you.

While you likely won't be able to sell to this buyer now, you can use MSA information to your advantage.

By knowing which MSAs are in place, you can nurture these accounts with key information. You can distribute content that educates buyers on why your network is better than (or complementary to) the one they are using currently. This could help prompt them to either expand their partner networks or make a change at renewal time.

While nurturing your list of those with an MSA in place, you can create a strong email and phone cadence to target those without MSAs. There is no reason to wait on these accounts - show them where your network really shines! This group should be targeted first and you can add new prospects as your group with current MSAs reaches out to learn more about your service.



Request Your Free  
Custom Demo of  
MediaRadar Today!

LET'S GO!



## Likely MSAs with 6 AdTech providers

Verizon Wireless may have a Master Service Agreement in place with **Verizon Ad Platform, Facebook, FreeWheel by Comcast, Amazon Associates, TripleLift, and innovid**. We see concentrated and consistent buying patterns by Verizon Wireless or its agencies, [Zenith New York](#) and [Moxie Atlanta](#), using these providers.

[More about these predictions and why they are important insights >](#)

[See All Programmatic Activity](#)



## Digital Insights

PROPERTIES  
**1124**

EST SPEND  
**\$26 mm**

[View Digital Details >](#)



**77%**  
Direct

### MediaRadar can help you target your prospects:

- Research brands: As you do brand research, MediaRadar will tell you if a company is likely to have an MSA in place.
- Identify AdTech providers: We will also share who we think has the agreement, either the brand or the agency.

# Put users of specific ad tech on your “hot list”

If your prospects are already using specific providers, this is good news. The brand or agency already values programmatic advertising—but they may need an extra nudge to switch over to your network.

In short, you need to show how your network is superior to their current providers, or how it could potentially supplement their current plan.

There are two key approaches here.

**Do you target a certain product category better than others?** By identifying which providers your target accounts are already using, you can see where the prospect may be experiencing missed opportunities within their industry. If you have essential partnerships within their category, you may be a valuable asset to the brand.

**Does a prospect work with a network that is complementary to yours?** This signals that the prospect is looking for your audience. Show them how they can expand their presence in ways they may not have thought about before.

## MediaRadar can help:

- Use MediaRadar’s Programmatic Report: View all providers that an advertiser works with or customize the search to target brands only working with specific competition.
- Make a hot prospect list: After using the report tool, you can make a list identifying where you should put most of your effort.
- Let one of our experts show you how we can help you save time and win more business
- Get Your Free Custom Demo of MediaRadar Today!

### Programmatic Report

From April 2020 through the end of April 2021  
Please Note: Programmatic Data are available after Nov 2014

All Providers  Specific Providers  DSP  Ad Exchange / Network  SSP  Native Platform  Video Platform

Choose: Simplifi

Please Note: Choosing to include an option will take precedence over any exclusions

Included: FreeWheel by Comcast  GumGum  Sizmek

Excluded:

All Brands  Just My Accounts  Specific Brand Lists  Brands Running With Us

All Media Properties  Specific Competitive Set  My Media Properties

All Categories  Specific Categories

Brand	Product Category	Total Digital Spend	Total Programmatic Spend
Toyota	Import Automotive Brand	\$56,656,205	\$51,434
Chumba Casino	Casino	\$8,435,057	\$8,294
LuckLand Slots	Gambling Game	\$7,336,540	\$7,254
United States of America Department of Veterans Affairs	United States Government	\$1,631,472	\$1,077
GEICO Insurance	Insurance	\$57,444,191	\$13,007
Walmart (Brand)	Discount General Retailer	\$65,032,881	\$43,748
T-Mobile Consumer	Cellular Provider	\$74,948,050	\$44,489
Tarant	Discount General Retailer	\$35,413,897	\$22,210
Verizon Wireless	Cellular Provider	\$58,632,541	\$12,436,403
Discover The Palm Beaches	Florida Tourism	\$1,221,380	\$1,096,780
NAPCO StarLink Communications	Alarm Monitoring	\$32,213,906	\$23,855,156
Toyota Events	Automotive Conference/Event	\$4,290,487	\$387,282
McDonald's Corporation	Quick Service Restaurant (QSR)	\$13,936,116	\$3,505,252

FreeWheel by	91.95%	Sizmek	7.92%
FreeWheel by	94.44%	FreeWheel by Comcast	5.56%
FreeWheel by	77.58%	Sizmek	21.21%
FreeWheel by	73.91%	Sizmek	26.09%
FreeWheel by	96.63%	Sizmek	3.37%

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# Identify brands that are investing now and buying across similar media.

Agencies work with multiple brands and know what their brands expect from their ad campaigns. When you build trust with an agency by delivering excellent service and appreciation, you can leverage this relationship to expand partnerships.

Form strong relationships with your agency partners. They likely have other accounts with brands that complement your network.

But which agencies do you really want to give star treatment to?

**Publicis Groupe S.A. - Leo Burnett Company**  
**Arc Worldwide**  
 33 West Wacker Drive, Chicago, IL US 60601  
 (312) 220-3200 | www.arcww.com

July 1 - August 31, 2023

EST TV SPEND: \$387.38 mm | EST PRINT SPEND: \$61.11 mm | EST DIGITAL SPEND: \$85.49 mm

**Client Advertising Activity:**

Search contacts	New/Title Change	Role	Seniority
Diageo Pic			
All			
Coors Light			
Diageo Pic			
Olay			
P&G Beauty			
P&G Fabric and Home Care			
P&G Health & Grooming			
P&G Fabric and Home Care			
Coca-Cola			
Dunkin'			
Miller Lite			
Alcon Vision LLC			
Jacobs Lehenkugel Brewing Co.,			
Blue Moon Brewing Company			
Crispin Oiler Co.			
Unilever PLC			
Redd's Brewing Company			
Fairlife, LLC			

**Megan Roman**  
 Senior Strategist, Commerce Media  
 Company: Arc Worldwide  
 Works on: Diageo Pic  
 (312) 220-3200  
 meghan.roman@arcww.com

**Agency Search**

Find a specific agency's contacts or other agency details

Find agency by name

What types of agencies are you looking for? CLEAR ALL FILTERS SUBMIT

**Agency Type**

All  Independent agencies  Agency holding company  Specific agency

**Agency**: Publicis

**Agency Location**: WPP Group

**Agency Services**

Digital  Print  Creative

Programmatic  TV / Broadcast  Strategy

Social  Havas  Shopper Marketing

**Agency Size**

Small  Medium  Large

Number of Client Relationships: Small Medium Large

**Agency Relationships**

All  New clients in the last...



**MediaRadar can help** you identify which partnerships to focus on and which to expand upon. Did you know the top five agencies in the US handle the media buying for over 3,000 brands? How many are a fit for your audience?

MediaRadar can also tell you which brands an agency represents and who handles the media buying across formats. The accuracy of MediaRadar's Contacts is unmatched. Over the past three months (May, June, and July), we have added or updated over 5,200 contacts. 12% of all the new contacts added during that time period were agency contacts

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## Pitch those using your ad tech partners (DSP, SSP, Exchange, etc)

Do you work with certain platforms regularly? If you are an exchange, which DSP or SSPs do you work with? Finding other brands using those platforms are great targets.

Once you've uncovered this information, you can start building a pitch highlighting the relationships you have. Consider using your network for personal connections to the professionals you need to connect with.

This will make the transition easy for the brands because they are already using your partnering tech.

### MediaRadar can help:

- Use the Programmatic Report to filter by the providers you work with: This will make a great prospect list.
- Narrow the list further: You can include specific regions or product categories where your coverage excels.

Programmatic Report		Spend on Sites where selected Providers were used			
Parent Company	Brand	Product Category	Digital Spend	Programmatic Spend	Est DSP
International Red Cross and Red Crescent Movement	American Red Cross	Disaster Relief Public Service	-	\$460,262	200 DataXu
United States of America	NOCCenters for Disease Control and Prevention	Health Public Service	\$1,874,707	\$225,653	175 AcuityAds
Infuzion LLC	Furniture	Mattress	\$1,274,120	\$225,653	175 AcuityAds
Toyota Scion	Toyota	Import Automotive Brand	\$748,866	\$250,709	175 Sizzle
Thermo Fisher Scientific, Inc.	Thermo Scientific	Laboratory Equipment	\$839,480	\$101,896	123 AcuityAds
Thermo Fisher Scientific, Inc.	Thermo Fisher Scientific	Laboratory Equipment	\$171,404	\$81,838	115 Sizzle
Advance Stores Company, Inc.	Advance Auto Parts	Automotive Parts/Accessories Retailer	\$80,906	\$71,468	96 Sizzle
AMP	AMP	Senior Association	\$971,533	\$119,716	44 AcuityAds
You2 Super, Inc.	You2 Super, Inc.	Organic/Natural Food	\$62,814	\$13,607	27 AcuityAds
Daehler AG	Mercedes-Benz Sprinter	Van	\$1,595	\$1,595	21 DataXu
Alkermes, Inc. US	Alkermes US Services, LLC	Payment Technology	\$7,095	\$6,709	19 AcuityAds
Bio-Rad Laboratories, Inc.	Bio-Rad Laboratories, Inc.	Biotechnology	\$40,271	\$17,889	18 Sizzle
Home Depot International, Inc.	Home Depot (Br and)	Industry Conglomerate/Holding Company	\$156,466	\$70,970	16 Sizzle
Helios Communications, Inc.	Helios US Content	Cable/TV Provider	\$809,903	\$702,649	16 Sizzle
Walgreens Inc.	Walgreens (Br and)	Discount General Retailer	\$16,137	\$15,171	16 Sizzle
Amazon.com, Inc.	Amazon.com	Online Department Store	\$69,156	\$46,269	10 Sizzle
Wal-Mart Stores, Inc.	Wal-Mart	Discount General Retailer	\$12,566	\$11,219	10 Sizzle
Topcon Talent, LLC	Topcon Talent, LLC	Recruiting Software	\$112,223	\$18,883	9 Sizzle
Novartis AG	Novartis Gene Therapy	Hormone Therapy Service	\$801	\$801	8 Sizzle
Toyota Scion	Toyota Scion/Infiniti	SUV	\$676	\$676	8 Sizzle
Mediobase, Inc.	Mediobase, Inc.	Meditation Class	\$4,137	\$4,137	7 DataXu
Daehler AG	Mercedes-Benz Vans	Van	\$793	\$793	7 AcuityAds
Science Scion, LLC	Science Scion, LLC	Windshield Wiper	\$404	\$404	7 AcuityAds
Daehler AG	Mercedes-Benz Events	Automotive Conference/Tevent	\$150	\$150	6 DataXu
United States of America	NHTSA National Highway Traffic Safety Administration	Automotive Safety Public Service	-	-	6 AcuityAds
Wal-Mart Inc.	Wal-Mart.com	Online Department Store	\$3,600	\$3,600	5 Sizzle
American Lebanese Syrian Associated Charities, Inc.	St. Jude Children's Research Hospital	Hospital (Non-Profit)	-	-	4 Sizzle

# 5

## Identify brands who've already bought into the power of programmatic

Brands who spend the majority of their digital ad budget on programmatic already find value in this buying method.

These are brands you don't have to "sell" on the power of programmatic. They already know that it's flexible, targeted and efficient. With these details out of the way, you can focus on the advantages of your network and how you can help them reach their target audience.

### MediaRadar can help:

- Identify how much of any advertisers' budget is allocated to programmatic: We provide a digital spend breakdown for any brand when you export the results from our prospecting reports.
- Find missed opportunities: The Missed Business Report shows you the brands that are running with competition but not with you. For advanced prospecting, filter these results right down to each rep's specific account lists.



Digital Spend Breakdown			
Direct	%	Programmatic	%
\$1,155,328	60.00%	\$770,219	40.00%
\$995,147	50.00%	\$995,147	50.00%

## Educate your buyers

The ad tech market is facing rapid growth—and a good amount of uncertainty along with that growth.

The internet and digital advertising ecosystem are moving away from third-party cookies, without a clear winner as the alternative solution. At the same time, many brands and agencies are bringing the buying process in-house.

Whether brands are new to programmatic or already have multiple providers, you'll need to serve them as an educator in this time of change.

The best way to do this is to have a clear understanding of how much they've bought into the technology, who they've worked with in the past and what they're currently spending. With this information, you can guide them onto their next campaign.

