WHO IS COX MEDIA GROUP?

- Digital
- Television
- Radio
- Newspapers
- National Platforms
200+ DIGITAL MARKETING EXPERTS
200,000+ DIGITAL MARKETING CAMPAIGNS
4,500+ DIGITAL CLIENTS
OUR GO-TO-MARKET STRATEGY

**coxconnectedvideo**
Pre-roll, Outstream, Video Production, OTT, Social Video

**coxtargeteddisplay**
Display, Audience Extension, Mobile Precise, Retargeting, Social, Native, Programmatic

**coxonesearch**
SEM, SEO, Content Marketing, Listings Mgmt., Reputation Mgmt., Website Development
U.S. AD SPENDING SHARE

Media by % spent

- Digital
- Radio
- Other
- Broadcast TV

Source: eMarketer
U.S. AD SPENDING SHARE

Media by % spent

- Digital
- Radio
- Other
- Broadcast TV

Source: eMarketer
METRICS THAT MATTER

DIGITAL KPI REPORTING

- Increase Average Revenue per Client (ARPC)
- Increase the % of Traditional Accounts Running Digital
- Increase the # of $100K+ Accounts
- Track Digital Revenue by AE

DIGITAL P&L

- Digital Revenue
- Digital Expense (COS + Sales Comp)
- Platform Controlled Margin (Audience + News + Ops Expense)
- Net Margin
THANK YOU