

Client Survey Results

MNI 2021 Client Survey

MNI Targeted Media Client Survey

Methodology

MNI Targeted Media invited clients to participate in the survey via email from March 11-14, 2021. 401 responses were collected over a three-week period in March 2021. Those invited to participate in the survey is a current client who is either employed in the advertising/media industry or an influencer/decision maker for media campaigns.

Executive Summary

There was a high response rate with 401 respondents; key insights on respondents include:

- Most were key decision makers, responding with the following job titles: 39% Marketing Manager/Director, 32% Media Buyer, 10% Owner/Partner/Founder
- Whether they're being used for work or play, top social platforms include: LinkedIn (75%), Facebook (55%), Instagram (42%), YouTube (26%), Twitter (25%)
- Top Objectives reported are: Brand Awareness (67%), Generate Leads (55%), Increase Market Share/Drive New Business (54%), Increase Revenue (36%)
- 59% are currently buying digital media planning, buying, execution, and reporting (inclusive of audience research and insights).
- 41% first learned of MNI via an MNI AE, 15% we referred to MNI.
- 27% reported MNI's ability to reach the right audience was the top deciding factor for partnering with MNI. Other factors included the people and customer service (22%) followed by variety of media options (11%).

Our Clients Had Plenty to Say



It is so hard to find a digital partner that is **trustworthy and truly 'on it'**—you get that and more from MNI.”

—MNI Client
MNI 2021 Client Survey



The data is **off the charts** and the service is *amazing*.

—MNI Client
MNI 2021 Client Survey



The team **knows their stuff** and their dashboards are *fantastic*.”

—MNI Client
MNI 2021 Client Survey



Willing to go **above and beyond** to make sure our needs are met.”

—MNI Client
MNI 2021 Client Survey



Makes it easy to efficiently be in a national magazine and prioritize key markets, **without paying national rates.**”

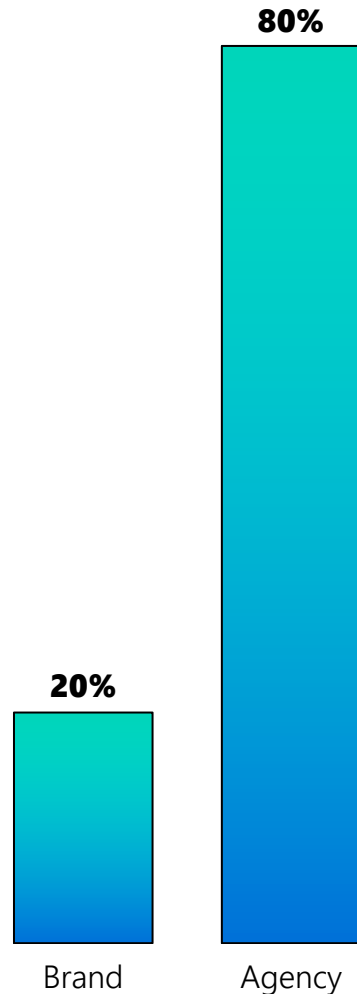
—MNI Client
MNI 2021 Client Survey



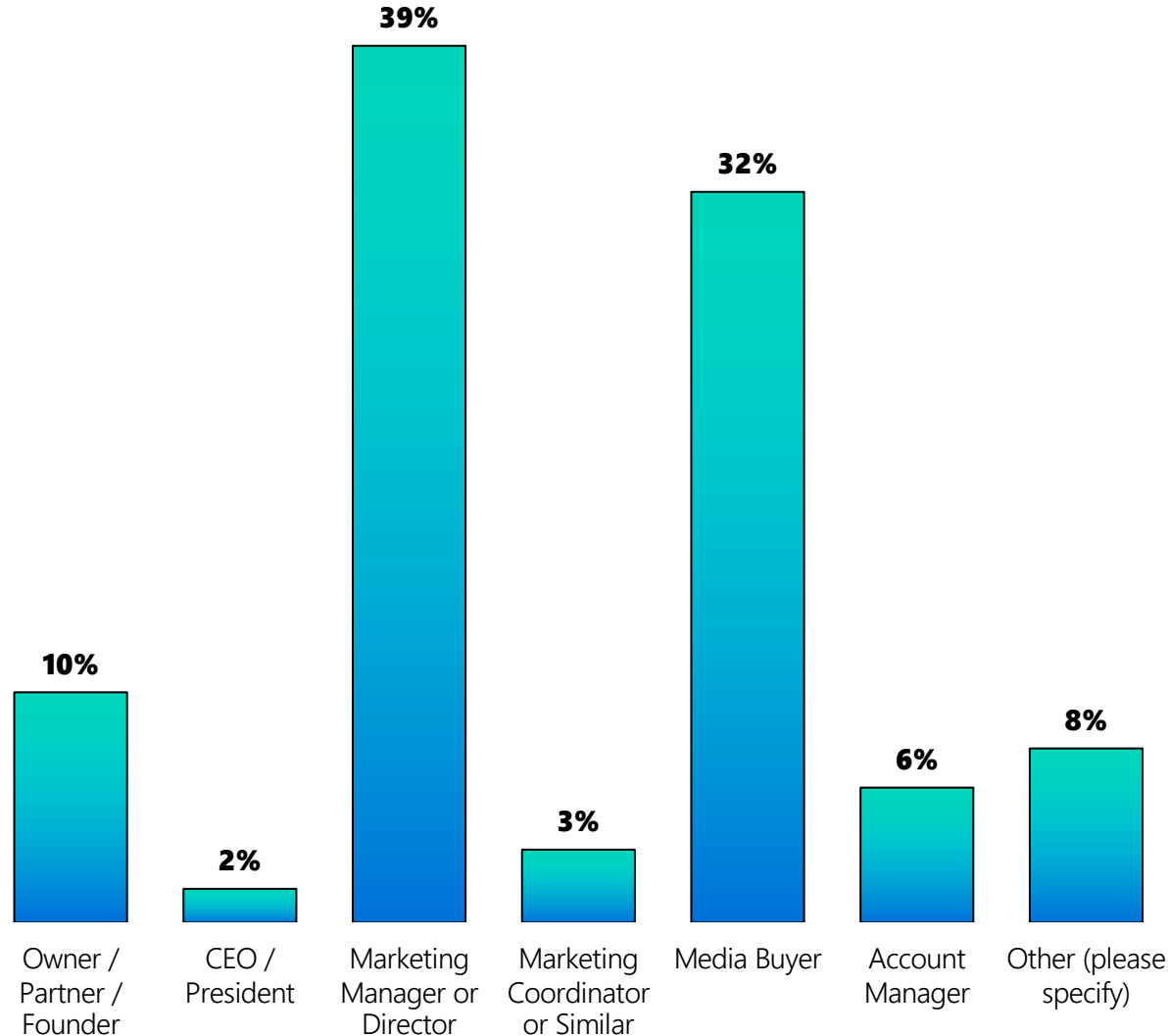
Great strategy and insights, always helps to explain the rationale behind results and strategy.”

—MNI Client
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Do you work for a brand or an agency?



What best describes your role at your company?



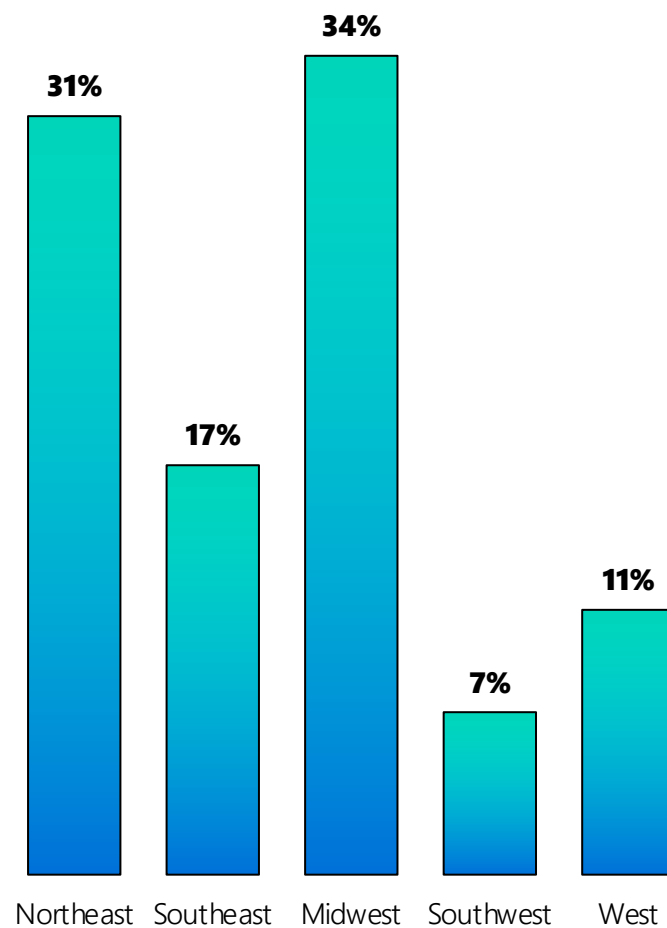
How would you rate your own personal expertise in marketing?

(1 being you are a beginner and have a lot to learn, and 10 being you're a total marketing pro.)

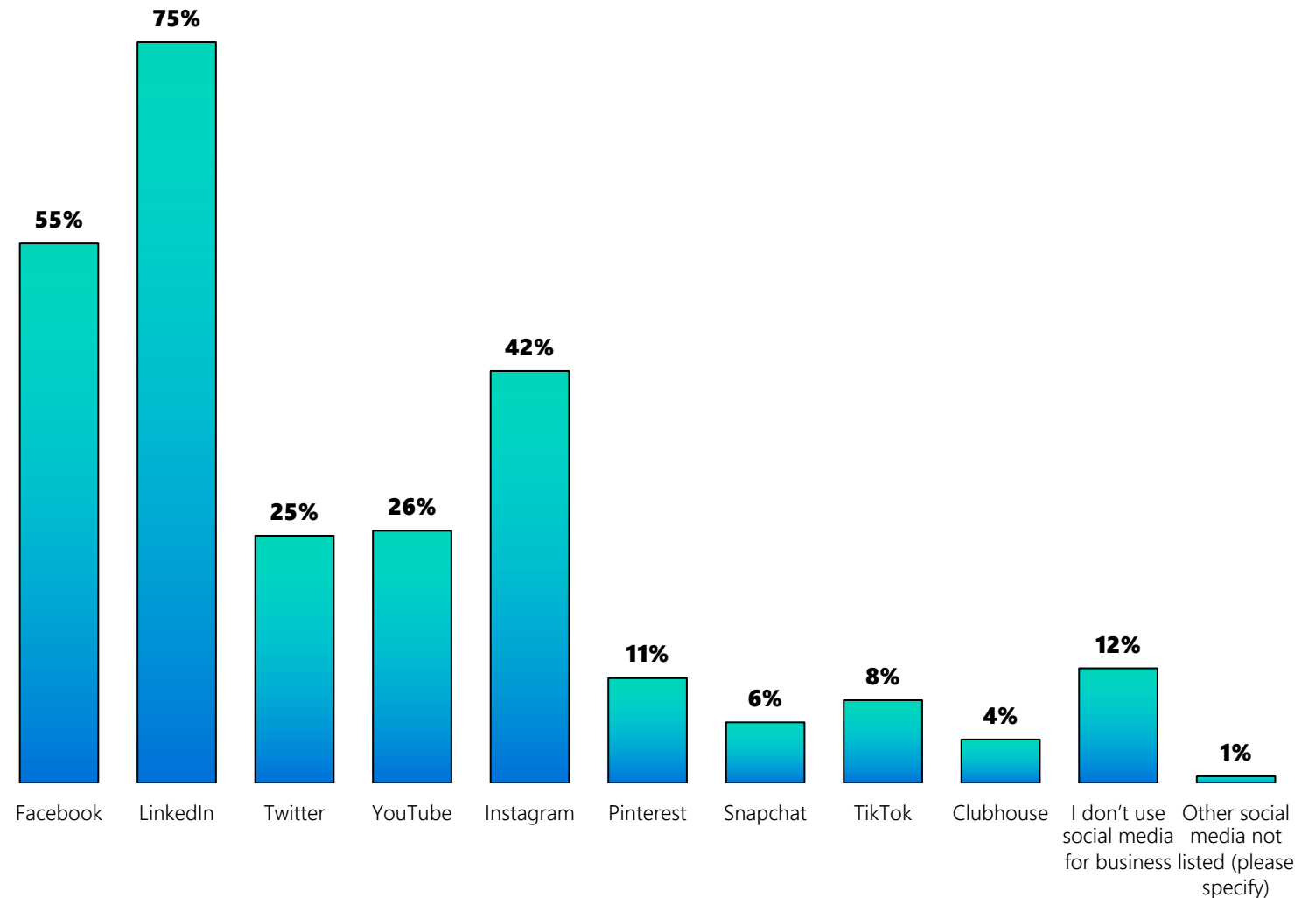
Clients averaged a

7.5

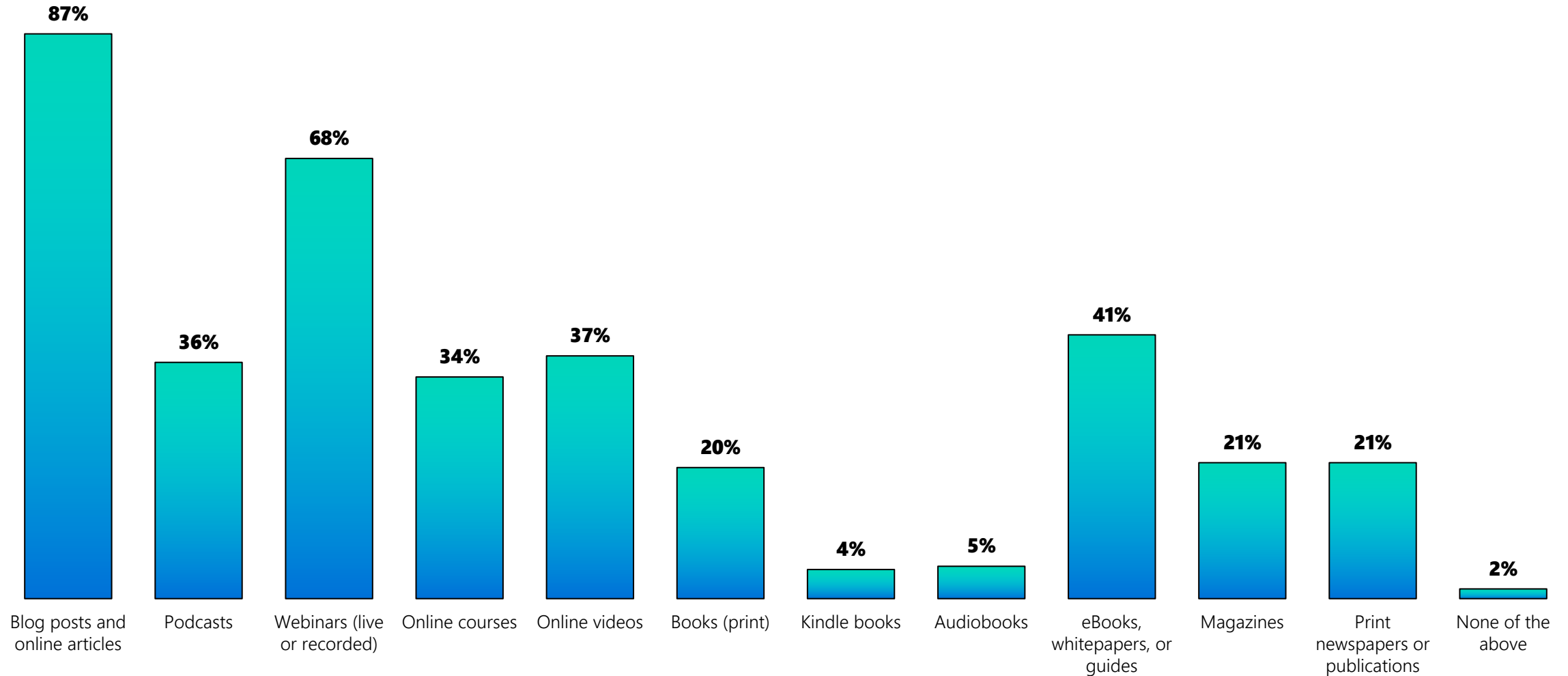
What U.S. region is your company headquarters located in?



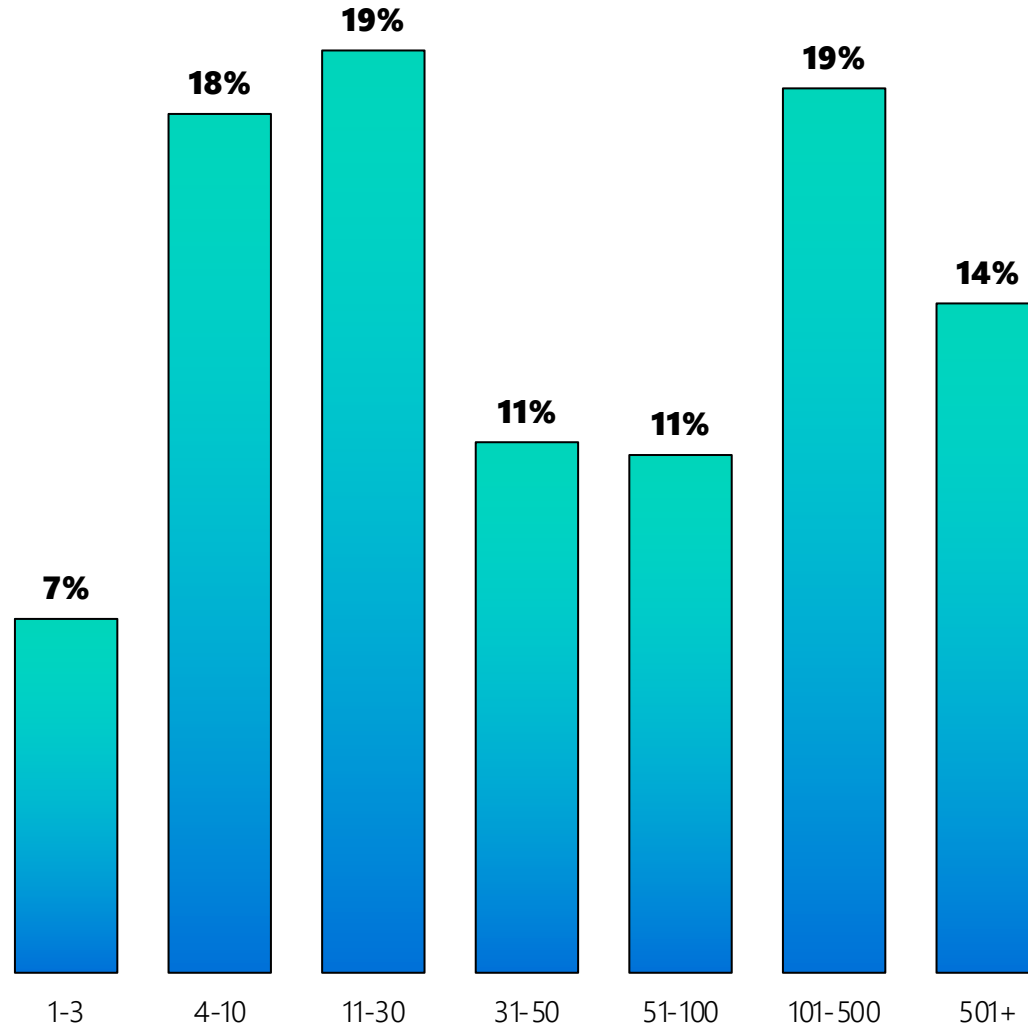
Which social media platforms do you personally use one or more times per week for business purposes (networking, learning, prospecting, sales, etc.)?



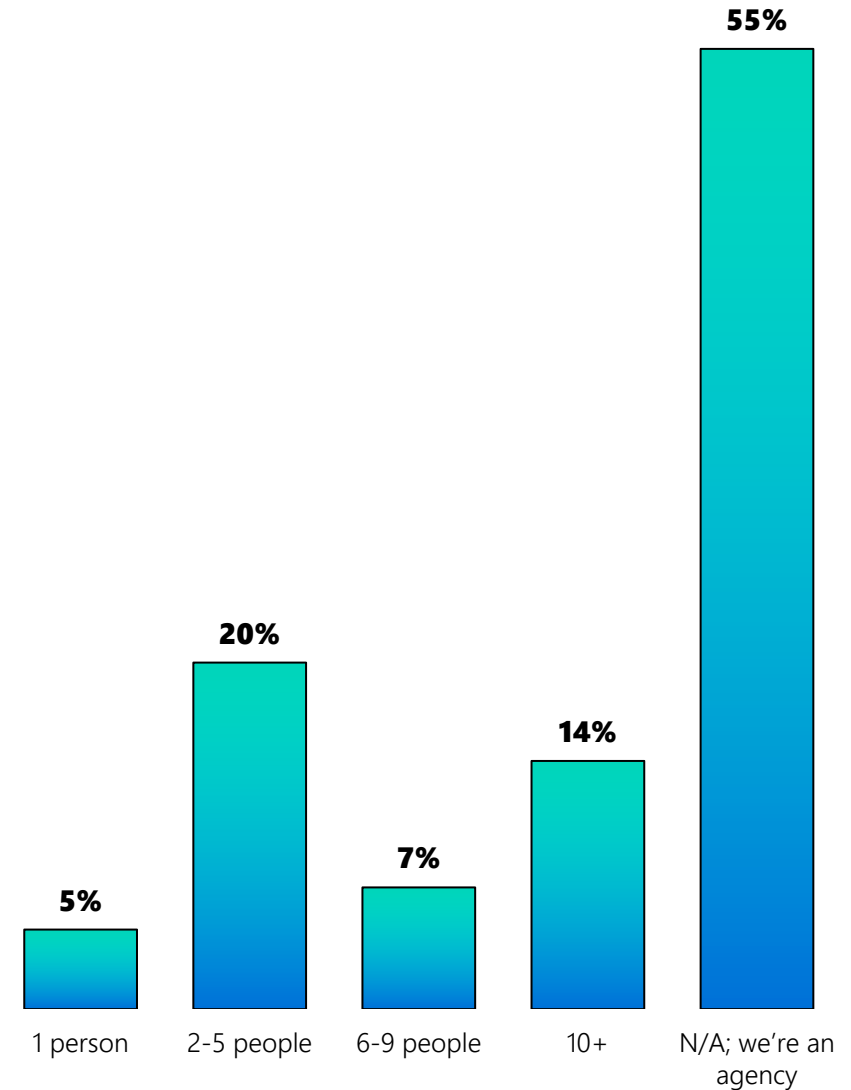
When you are researching business or marketing decisions, or looking to learn and grow professionally, which types of content do you most often consume?



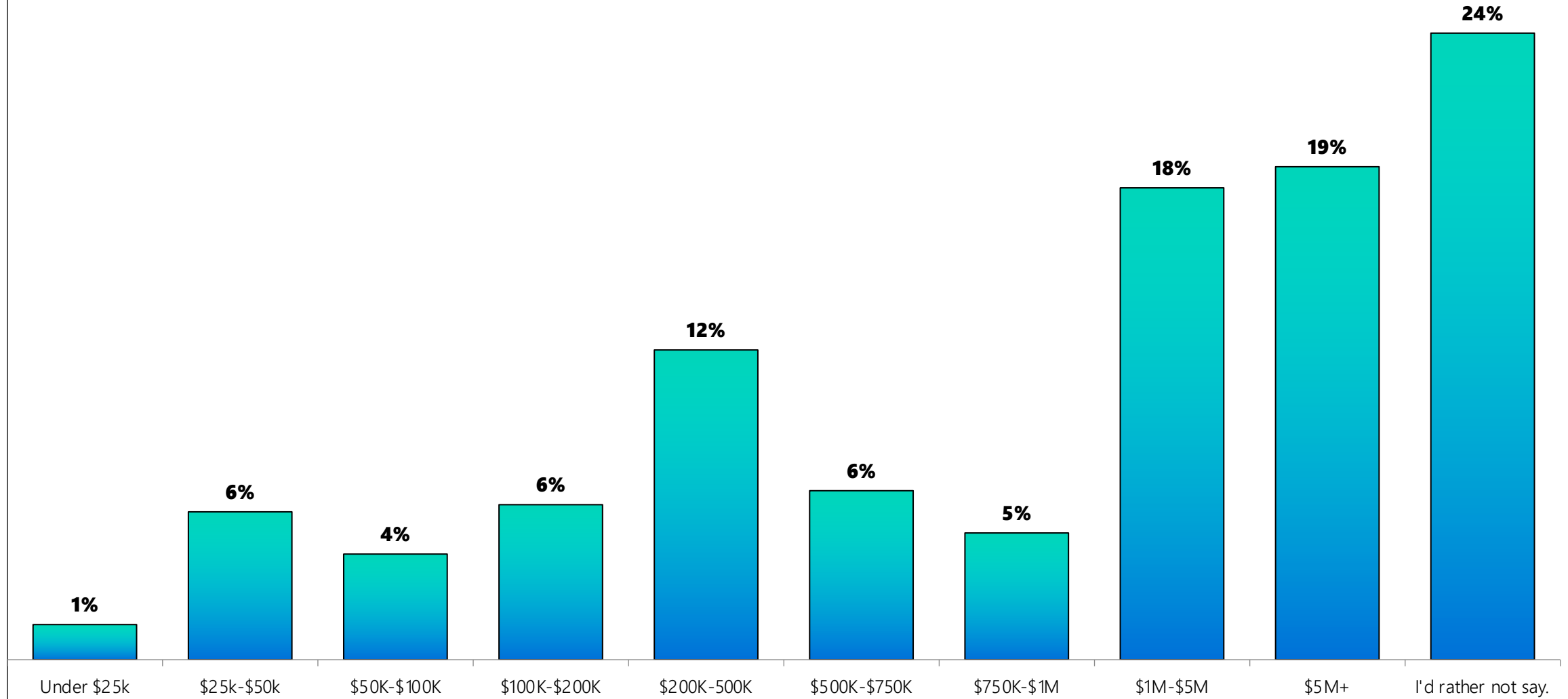
How many employees are in your organization or on your team?



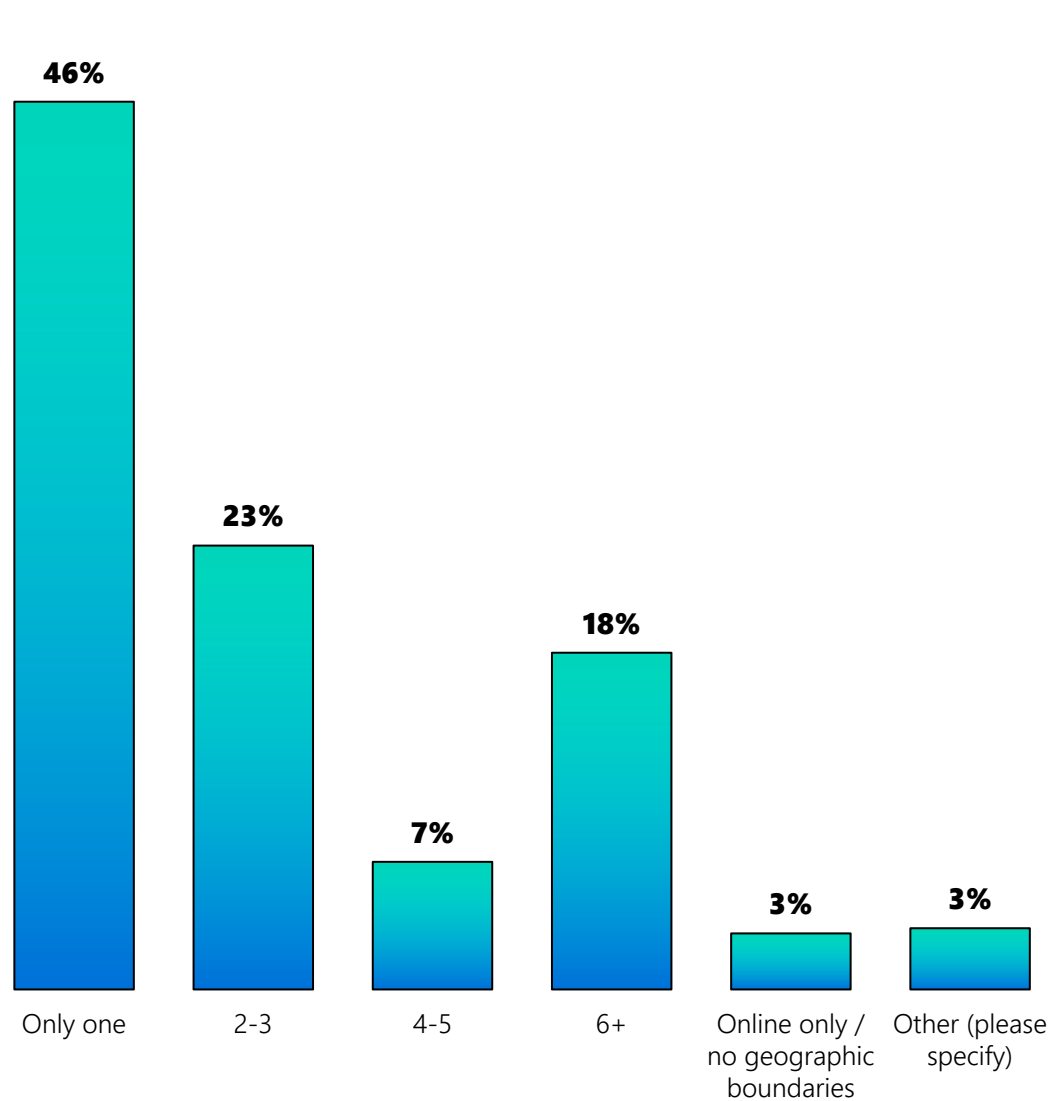
What is the size of your marketing department?



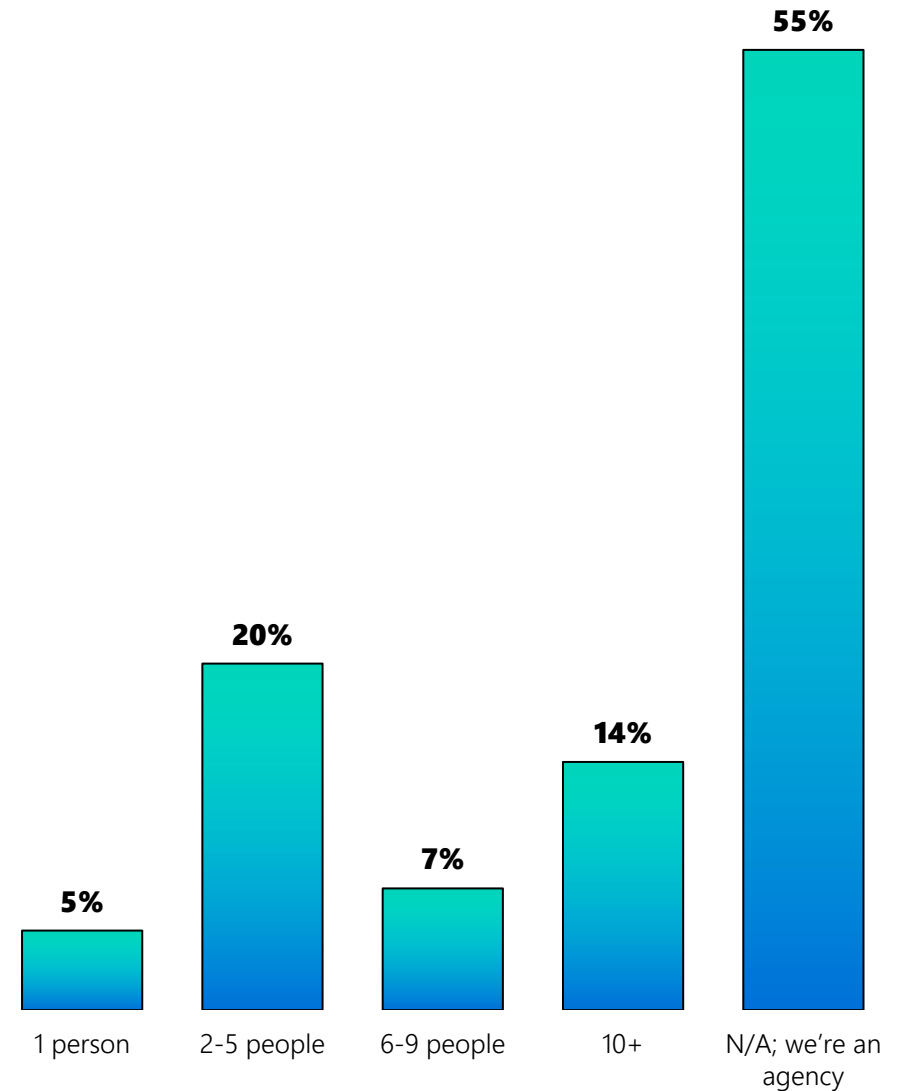
What is your annual marketing budget?



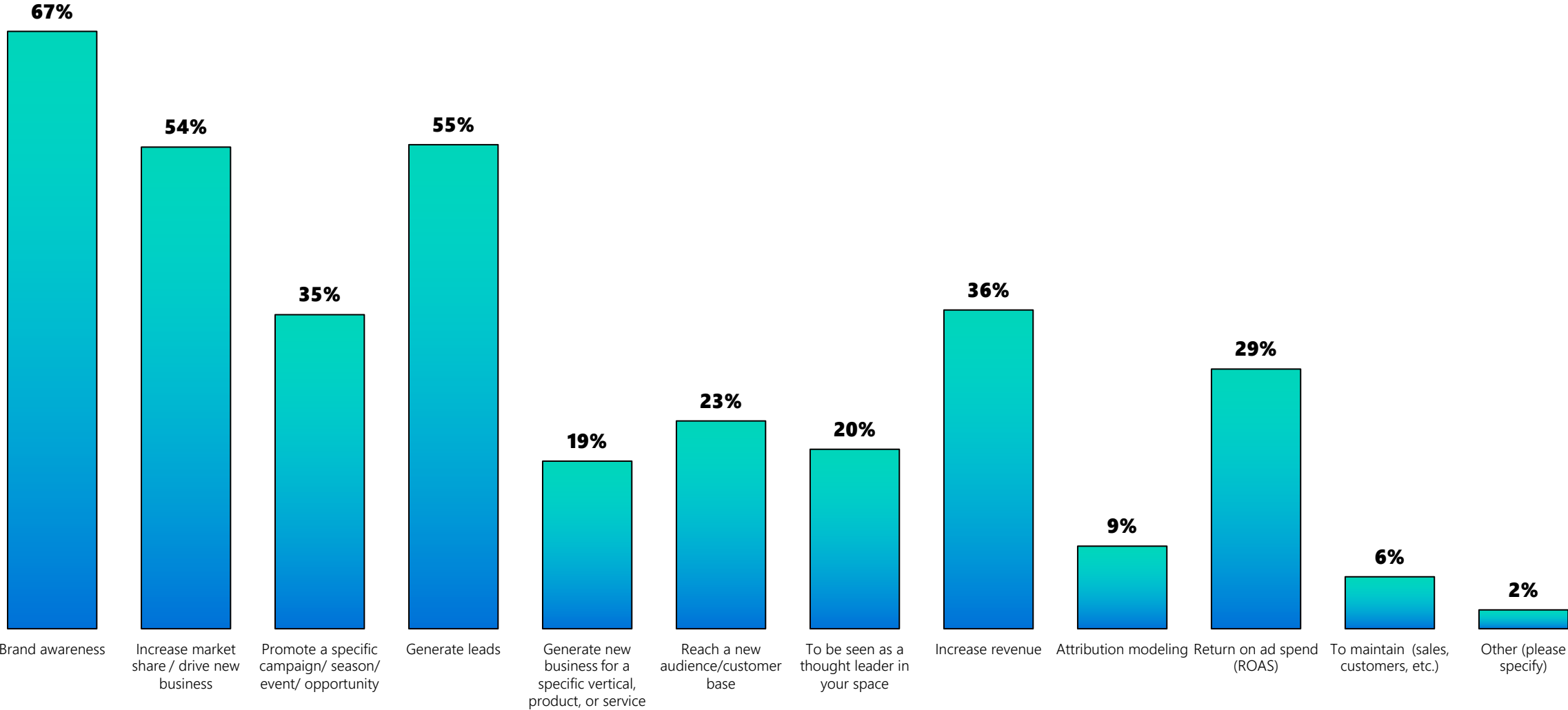
How many locations does your business or agency have?



What is the size of your marketing department?



What are the top objectives you have (or if you work for an agency, what do you most often hear from your clients) for 2021? Select up to three.



Is there anything else you'd like to share about your top business objectives for 2021?



Garnering success against primary KPI is paramount."



Dealing with cookieless targeting."



We are looking to grow our business."



Would like to improve attribution modeling options for my clients."



Always looking for new and innovative ways to generate leads for a client."



Making traditional as measurable as online placements."

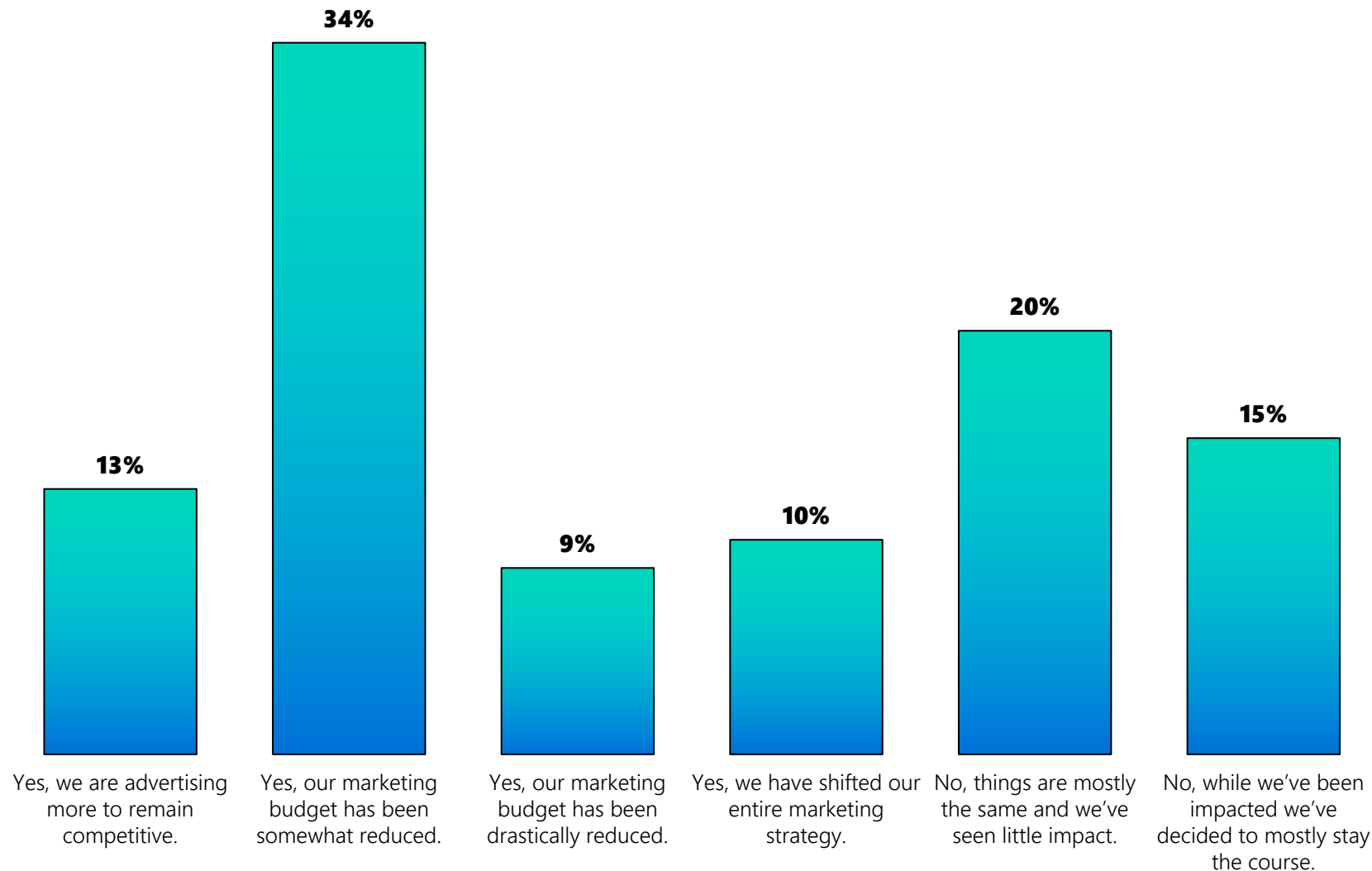


Meaningful connections with end users."

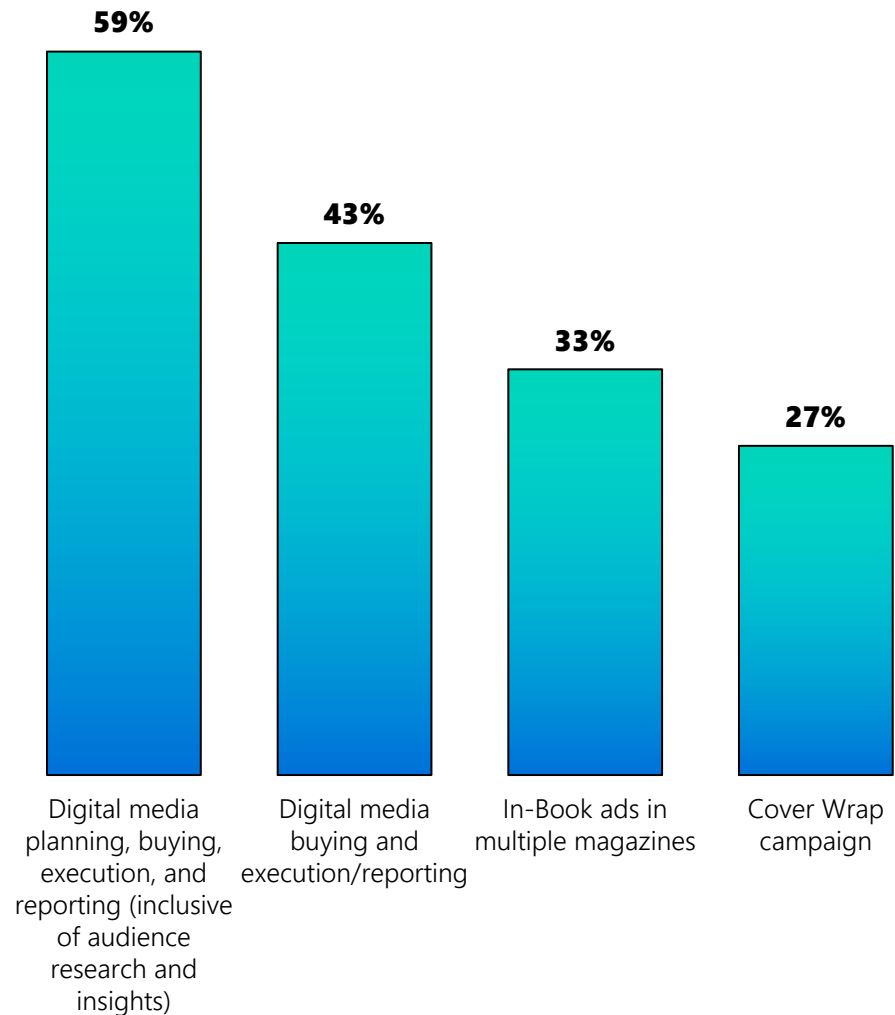


Engage with new content."

Has COVID-19 and/or any events in 2020/2021 impacted the way you're marketing and advertising your business (or for your clients)? Choose the answer that best applies.



What services do you currently or have you ever gotten from partnering with MNI Targeted Media?



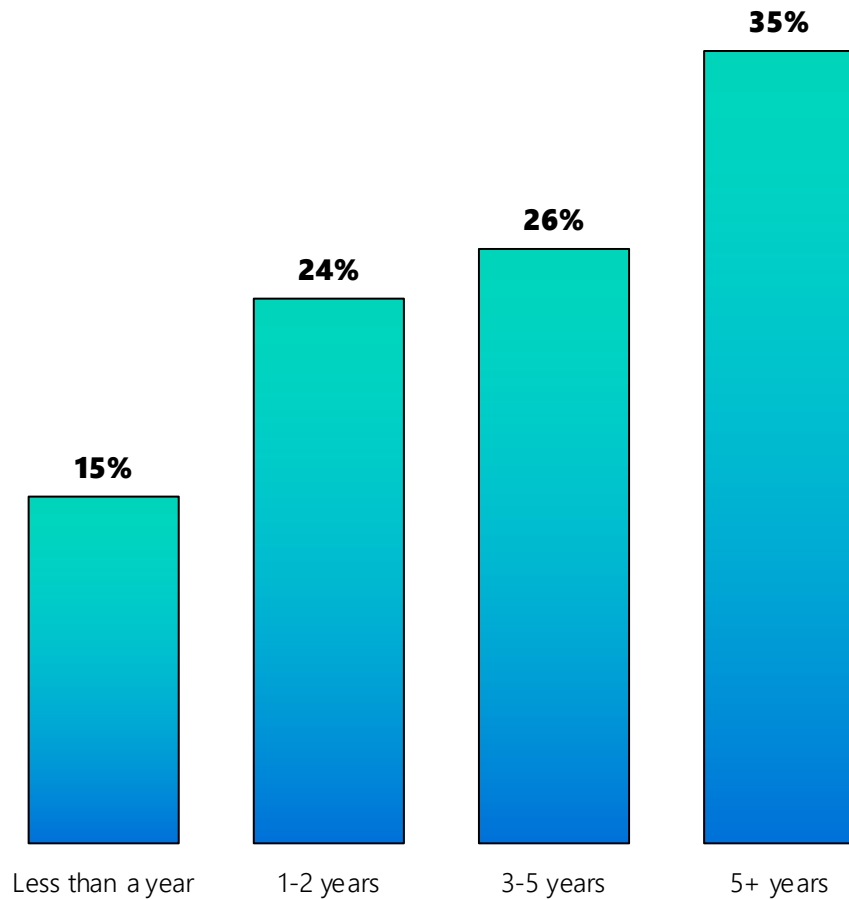
What do you love most about working with MNI Targeted Media?

“Ease of service.”

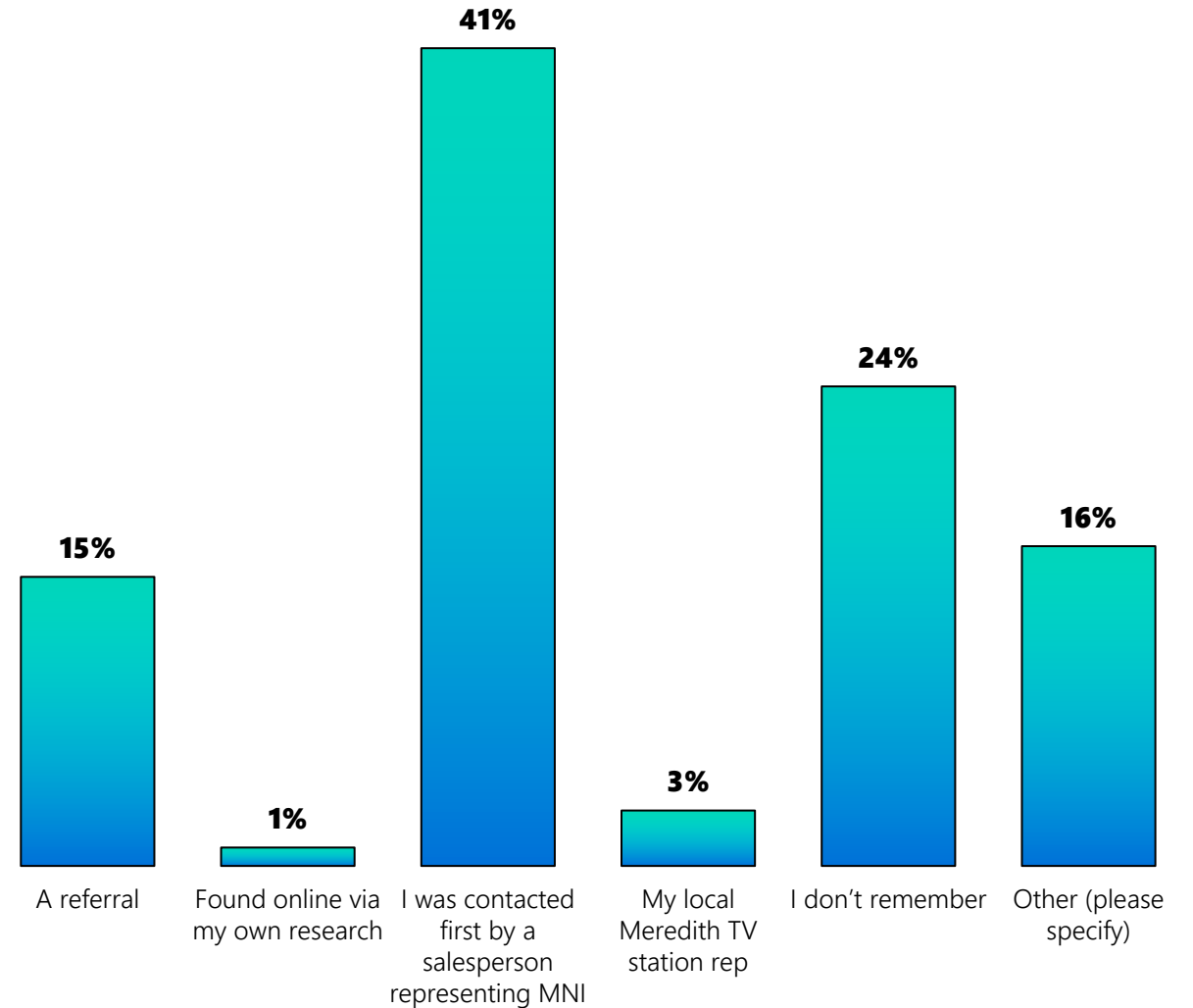
“The team and flexibility.”

“Reporting and insights.”

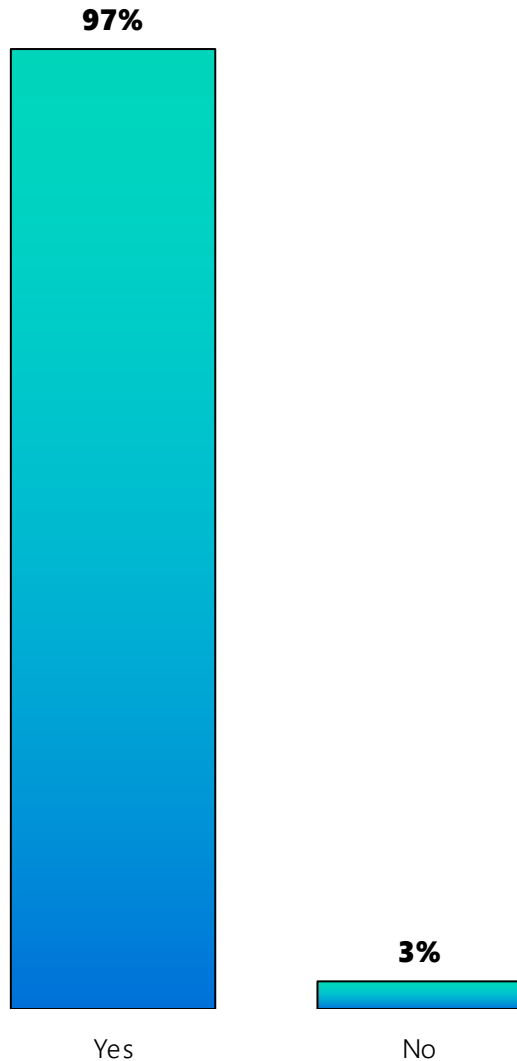
How long has your company been a client of MNI Targeted Media?



How did you first hear about us?



Would you recommend MNI Targeted Media?



Would you be willing to tell us a bit more about why you chose the answer [to the left]?



Expertise and customer service."



Always offering new advertising opps and great value."



The rep is knowledgeable and able to provide good options for strategy."



I would recommend because I have worked with MNI in many different ways, both executing an entire campaign but also just a portion. They are responsive, helpful and transparent. Again, my only challenge is finding a place with how much we do in house."