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
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"The data is off the charts and the service is amazing."
—MNI Client
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"The team knows their stuff and their dashboards are fantastic."
—MNI Client
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"Willing to go above and beyond to make sure our needs are met."
—MNI Client
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"Makes it easy to efficiently be in a national magazine and prioritize key markets, without paying national rates."
—MNI Client
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"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?
- 80% Agency
- 20% Brand

### What best describes your role at your company?
- 39% Marketing Manager or Director
- 32% Media Buyer
- 3% Marketing Coordinator or Similar
- 6% Account Manager
- 2% Owner / Partner / Founder
- 10% CEO / President
- 8% Other (please specify)

### 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?

- Northeast: 31%
- Southeast: 34%
- Midwest: 7%
- Southwest: 11%
- West: 17%

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

- Facebook: 55%
- LinkedIn: 75%
- Twitter: 25%
- YouTube: 26%
- Instagram: 42%
- Pinterest: 11%
- Snapchat: 6%
- TikTok: 8%
- Clubhouse: 4%
- I don't use social media for business: 12%
- Other social media not listed (please specify): 1%
When you are researching business or marketing decisions, or looking to learn and grow professionally, which types of content do you most often consume?

- 87% Blog posts and online articles
- 68% Podcasts
- 34% Webinars (live or recorded)
- 37% Online courses
- 34% Online videos
- 20% Books (print)
- 4% Kindle books
- 41% eBooks, whitepapers, or guides
- 5% Audiobooks
- 21% Magazines
- 21% Print newspapers or publications
- 2% None of the above
How many employees are in your organization or on your team?

- 1-3: 7%
- 4-10: 18%
- 11-30: 19%
- 31-50: 11%
- 51-100: 11%
- 101-500: 19%
- 501+: 14%

What is the size of your marketing department?

- 1 person: 5%
- 2-5 people: 20%
- 6-9 people: 7%
- 10+ people: 14%
- N/A; we're an agency: 55%
What is your annual marketing budget?

- Under $2.5k: 1%
- $2.5k-$50k: 6%
- $50k-$100k: 4%
- $100k-$200k: 6%
- $200k-$500k: 12%
- $500k-$750k: 6%
- $750k-$1M: 5%
- $1M-$5M: 18%
- $5M+: 19%
- I'd rather not say: 24%
How many locations does your business or agency have?

- Only one: 46%
- 2-3: 23%
- 4-5: 7%
- 6+: 18%
- Online only / no geographic boundaries: 3%
- Other (please specify): 3%

What is the size of your marketing department?

- 1 person: 5%
- 2-5 people: 20%
- 6-9 people: 7%
- 10+: 14%
- N/A; we're an agency: 55%
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.

- Brand awareness (67%)
- Increase market share / drive new business (54%)
- Promote a specific campaign/ season/ event/ opportunity (35%)
- Generate leads (55%)
- Generate new business for a specific vertical, product, or service (19%)
- Reach a new audience/customer base (23%)
- To be seen as a thought leader in your space (20%)
- Increase revenue (36%)
- Attribution modeling (9%)
- Return on ad spend (ROAS) (29%)
- To maintain (sales, customers, etc.) (6%)
- Other (please specify) (2%)
Is there anything else you’d like to share about your top business objectives for 2021?

“Garnering success against primary KPI is paramount.”

“We are looking to grow our business.”

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

“Meaningful connections with end users.”

“Dealing with cookieless targeting.”

“Would like to improve attribution modeling options for my clients.”

“Making traditional as measurable as online placements.”

“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.

- **34%**: Yes, we are advertising more to remain competitive.
- **13%**: Yes, our marketing budget has been somewhat reduced.
- **9%**: Yes, our marketing budget has been drastically reduced.
- **10%**: Yes, we have shifted our entire marketing strategy.
- **20%**: No, things are mostly the same and we’ve seen little impact.
- **15%**: No, while we’ve been impacted we’ve decided to mostly stay the course.
**What services do you currently or have you ever gotten from partnering with MNI Targeted Media?**

- Digital media planning, buying, execution, and reporting (inclusive of audience research and insights): 59%
- Digital media buying and execution/reporting: 43%
- In-Book ads in multiple magazines: 33%
- Cover Wrap campaign: 27%

**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?

- Less than a year: 15%
- 1-2 years: 24%
- 3-5 years: 26%
- 5+ years: 35%

How did you first hear about us?

- A referral: 15%
- Found online via my own research: 1%
- I was contacted first by a salesperson representing MNI: 41%
- My local Meredith TV station rep: 3%
- I don’t remember: 24%
- Other (please specify): 16%
Would you recommend MNI Targeted Media?

97%

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."