

Modern Media Ad Sales Study

Overview Summary



Atlanta | Chicago | London | San Francisco | Scottsdale | Stamford

Marc Metzner

Vice President

mmetzner@alexandergroup.com

Mike Meisenheimer

Principal

mmeisenheimer@alexandergroup.com

Matt Bartels

Principal

mbartels@alexandergroup.com

Melissa Love

Associate Consultant

mlove@alexandergroup.com



The Alexander Group (AGI) Overview



Management Consulting

Revenue Growth Strategy and Execution

- Revenue Growth Specialists
- Over 1,000 clients across multiple industries
- Mainly Global 2000 companies
- Media Vertical Focus



Research

Benchmark Data

- Proprietary database of + 7M data points
- + 1,200 sales forces and + 900 sales comp plans
- + 120,000 unique sales time profiles



Community

Connections and Knowledge Sharing

- Chief Sales Executive Forum events
- Symposiums, roundtables and webinars
- Chief Sales Executive Digest and LinkedIn groups

The Revenue Growth Model

This report delivers the insights Revenue leaders need to formulate a Media Ad Sales growth **Strategy**, design the sales **Structure**, and align the **Management** and **Enablement** levers critical to effective execution.

AGI utilized its Revenue Growth Model to structure the Media study around the key drivers of revenue performance and growth.



AGI's Media Ad Sales Benchmark Database

The Numbers



60+

Sales Organizations

across print, broadcast, digital, and ad-tech industries



40+

Interviews

conducted with Sales VPs, CSOs, CROs, and Strategy Leads



20+

Sales Metrics

collected for each company

Revenue and Cost



%, #

Revenue/Rep, Quota/Rep

Cost/Rep

Gross Margin %

E/R%

% Revenue Achievement vs Goal

Comp Cost of Sales

Revenue Growth Rate

Sales Enablement Spend/Sales Cost

% Revenue from New Accounts and New Products

Cost Growth Rate

Roles & Headcount



1 : X

1st Line Manager Span of Control

% AEs at / above Quota

Field Rep to Inside Rep Ratio

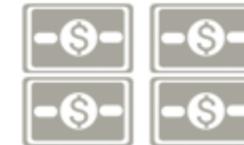
Sales Time Benchmarking (By Product, Customer, Buying Type, etc)

Support Roles (Pre-Sales Support, Overlay Specialist, AMs, Sales Ops, etc)

Sales Readiness Scoring

Rep Turnover

Sales Compensation



\$K

Base Pay by Role

Target and Actual Base Variable Mix by Role

Target and Actual Variable Pay by Role

Total Compensation Cost

Total Target and Actual Pay by Role

Available Metrics

AGI's Modern Media Ad Sales Study Objectives

Clarify & Quantify Sales Models



- › Coverage Models
- › Sales Roles
- › Revenue
- › Sales Costs
- › Headcount ratios
- › Productivity

Understand Change Drivers



Select Examples

- › Programmatic Services
- › Mobile / Video
- › Contextual vs. Audience
- › Multi-Product and Platform
- › Advanced Sales Ad Ops

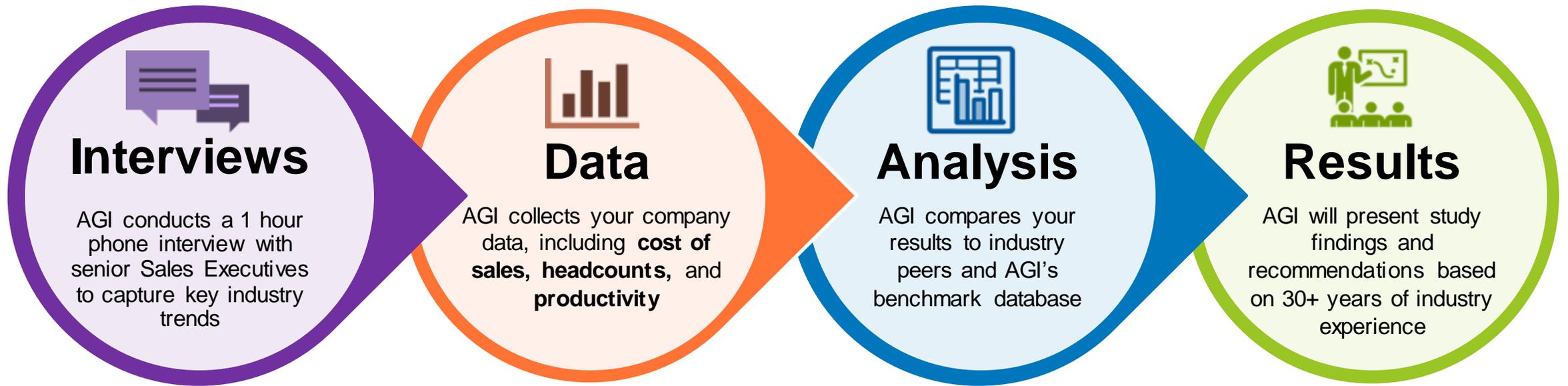
Identify Opportunities



- › Sales Strategy
- › New Sales Roles
- › Activity Reallocation
- › Change Levers
- › Compensation / Pay Mix

Modern Media Ad Sales Study Participation Process

Study participation is **free** and includes a phone interview with a senior sales executive and data collection with sales operations.





Atlanta

404.249.1338

Chicago

312.357.0500

London

+44.2037.24917

San Francisco

415.391.3900

Scottsdale

480.998.9644

Stamford

203.975.9344

www.alexandergroup.com