



MX Test + Learn

Digital-first strategies that drive revenue machines for experimental growth engine campaigns.

MediaCrossing knows How To Test + Learn Campaigns Driving Maximum Revenue

The Challenge for Marketing Teams in the Age of Digital Transformation

*Brands that are able to survive the DTC era and retail apocalypse have to **Adapt or Die***

Marketing teams have been met with **resource allocation challenges** for the past decade, as they have tried to manage the shifting economic and technological changes that have come with the digital transformation age. Leadership has been challenged with not only allocated finite resources across brand portfolios, but also has been tasked with the messy process of organizational transformation.

2021: The Rise of Niche Communities

Hyper-segmented audiences are demonstrating new value in the underserved, smaller brands within a large conglomerate. If the hyper-specific brands are ignored in favor of large mass appeal brands, companies will miss out on the value found in specific audience communities.

The following brand categories are AT RISK for cost-sinking ventures without experimental, data-driven action.

Product lines that were once core to the business but due to changes in strategy are no longer core.

Operations that achieved a modest level of success focusing on markets of interest but perform below expectation.

Product lines that are viable but have never achieved the success contemplated in early business plans.

Successful innovation in other parts of the business gives rise to more attractive investment opportunities resulting in reduced investment capacity for existing product lines.

New technologies that are valued enough to compete for internal funding but over a sustained period have not received sufficient resources or channel focus to answer the critical customer/market questions justifying additional investment.

MediaCrossing provides hands-on expert approach to driving revenue, expanding your competitive market share.

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MX Turns Potential Stagnant Brands into Revenue Machines

Custom Test-and-Learn Media Solutions

Revenue Growth-Focused Campaign Strategy

Data-Driven Subject-Matter Expert Insights

✓ **TEST, LEARN + REPEAT**

Producing one off projects, test/learns and other data-rich media experiments that would be considered "out of scope," for your AOR.

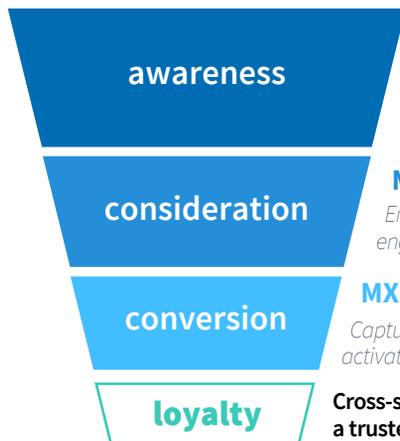
+525%

Increase in data-driven acquisition qualified leads from target industries, using hyper-local personalized targeting for legacy brand.

“Marketers will continue to invest in data-driven marketing, adding more channels over time and more sources of data.”

MediaCrossing private campaign data

MX will help you drive hyper-specific customer journeys and unlock the potential of each touchpoint along their way.



MX PROGRAMMATIC

Drive awareness and education among B2B decision makers and influencers in-market for new products/services by leveraging a mix of audio, video, display and mobile content

MX PAID SOCIAL

Employ data-driven targeting to build consideration and engagement among audiences by industry, title and role

MX PAID SEARCH + RETARGETING

Capture B2B audiences actively seeking and searching for solutions; activate CRM and 1st party data to re-engage and convert interested users

Cross-sell relevant or complimentary products/services to remain a trusted provider, building customer lifetime value and loyalty

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