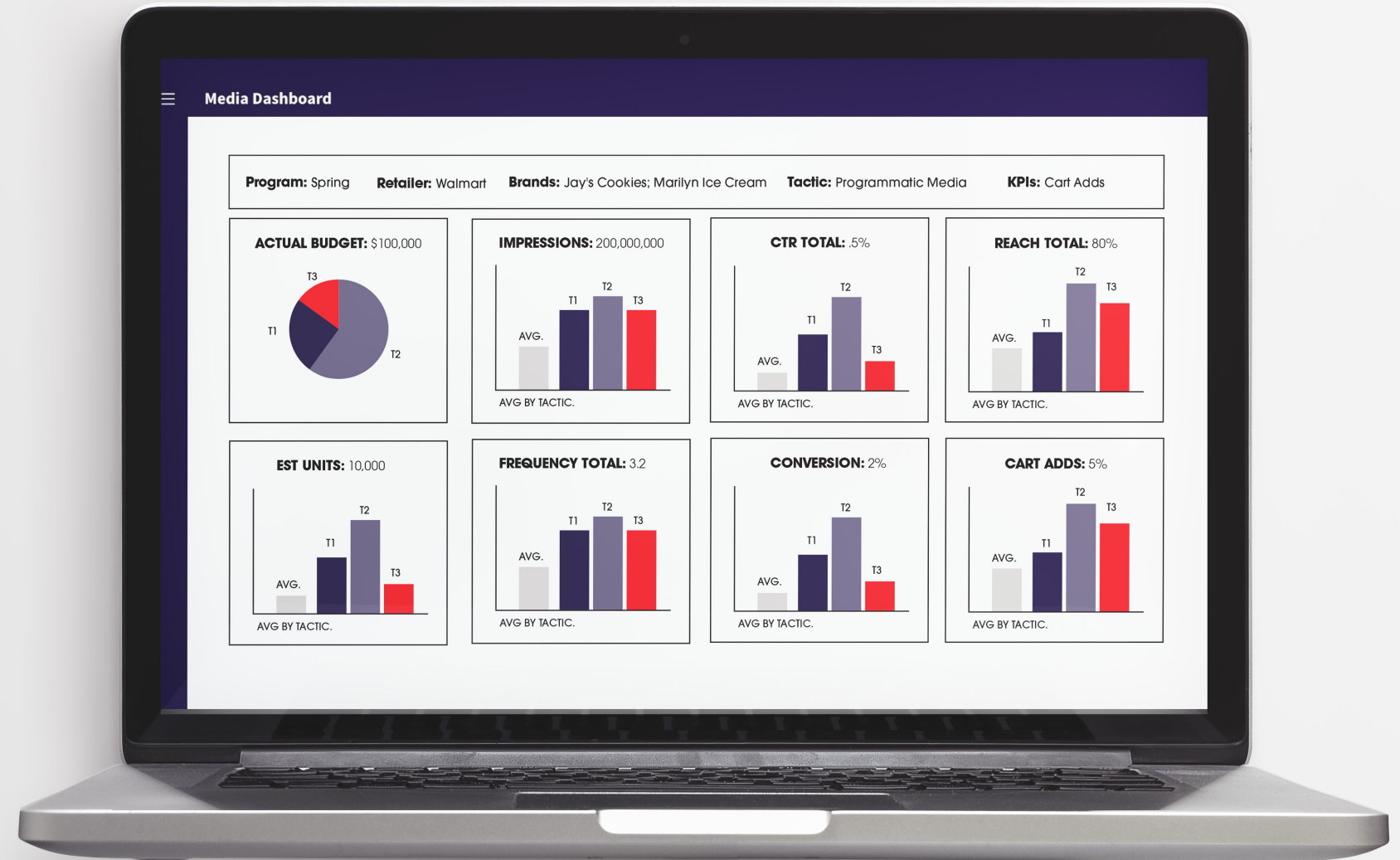




MEDIA DASHBOARD

Understand your media performance like never before.

Marilyn® Media Dashboard is the first self-service dashboard that aggregate shopper media performance data from multiple sources, to get a complete view of performance across brands, retailers, vendors, and more.



Analyze – Drill down to understand media performance at the program and tactic levels. Aggregate data across different retailers and vendors to get a holistic view of overall media performance.

Optimize Planning – Establish benchmarks through our robust media database and use the Media Planning functionality to identify how future plans may perform.

Marilyn® Smart Bridge – Simplify your data management and create synergy in your planning process by pairing with our program and budget management module, Marilyn® Smart Bridge.

To learn more, contact Lisa Levin | LevinL@themarsagency.com | (847) 873-5373