

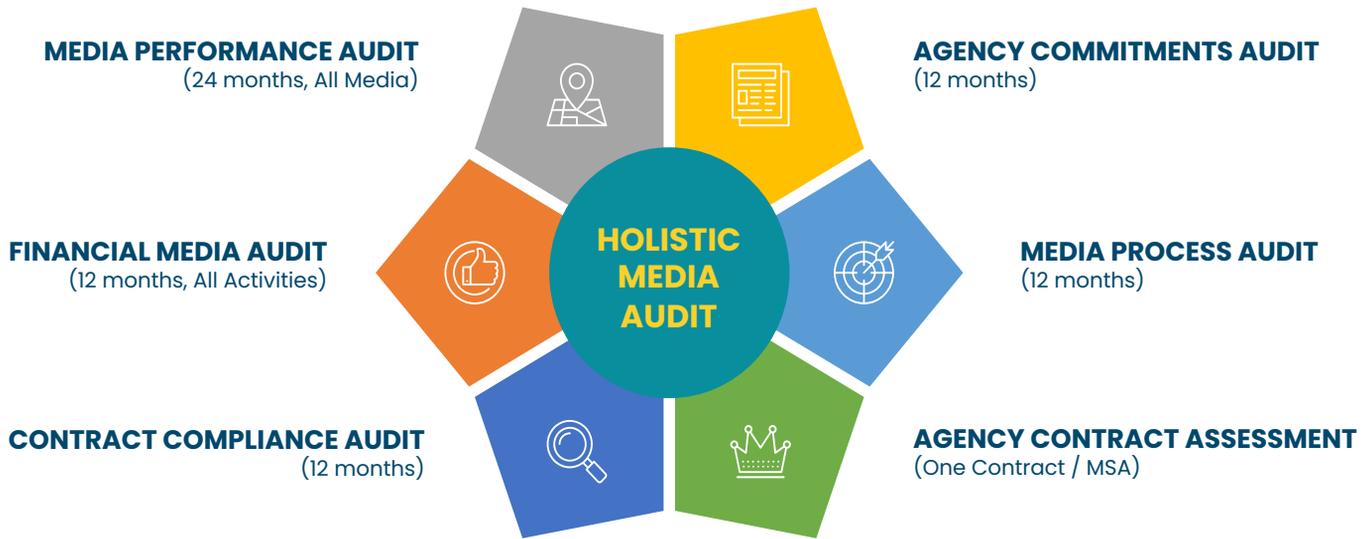
HOLISTIC MEDIA AUDIT

WWW.ABINTUS.CONSULTING

Overview

Advertising media is a significant investment and a key driver of business performance. Therefore, it is crucial to ensure that every penny spent on media generates maximum results, without any wastage throughout the media supply chain.

Abintus Consulting's Holistic Media Audit provides a comprehensive evaluation of your media performance, including multiple media audit services all in one package.



COMMON CHALLENGES

Poor ROI

Suspected low returns on media spend, prompting a need to reallocate budget more effectively.



High Media Costs

Concerns about escalating media costs without a corresponding increase in value or results.



Lack of Transparency

Uncertainties about hidden fees or undisclosed arrangements between media agencies and vendors.



Contract Doubts

Suspensions that some contractual terms may not be fully adhered to by your media agencies.



PROCESS & TIMELINE

HOLISTIC MEDIA AUDIT



DELIVERABLES

HOLISTIC MEDIA AUDIT

100+ Pages Comprehensive Audit Report

Our audit reports are very comprehensive and includes scores for each areas of analysis and overall, as well as an executive summary.

Detailed Deliverables

Each area of analysis includes the best practices, key findings, your score, implications/risks, recommendations, and agency comments.

A Complete Strategy for Improvement

We also provide clear and actionable recommendations for improvement, including key milestones and timeline.



BENEFITS

- Cost Savings
- Enhanced ROAS
- Increased Transparency
- Improved Accountability
- Client Education
- Covers all paid media channels
- Covers both media agency buys and your direct buys
- Covers both working media and non-working media
- Includes media agency and local client comments
- Includes proprietary scoring system for comparison
- Provides an Executive Summary with actionable recommendations for improvement

PRICING TABLE

HOLISTIC MEDIA AUDIT

Small Advertisers	Medium Advertisers	Large Advertisers	Top Advertisers
30,000 GBP	40,000 GBP	50,000 GBP	60,000 GBP
Per Market	Per Market	Per Market	Per Market
Annual Gross Media Spend			
Below £10M Locally	Between £10M - £50M	Between £50M - £100M	Above £100M
All Media	All Media	All Media	All Media
Exc. Travel Exp.	Exc. Travel Exp.	Exc. Travel Exp.	Exc. Travel Exp.