EMPOWERING DIRECT RESPONSE MEDIA PROFESSIONALS

Simpli.fi's CoreMedia is a powerful media management platform designed to help direct response advertisers plan, buy, analyze, and optimize campaigns with precision. Supporting linear TV, streaming TV, digital, and radio, the platform delivers real-time website and call tracking data, enabling advertisers to make data-driven adjustments overnight to improve next-day performance. CoreMedia allows users to quickly identify which mediums, stations, dayparts, or creatives are performing best, helping to maximize ROI. Trusted by leading direct response agencies, CoreMedia integrates seamlessly into existing workflows, backed by expert support and actionable insights to ensure campaign success.

KEY BENEFITS

- Efficiently plan, manage, analyze, and optimize direct response advertising
- Effortlessly connect with every major data source used by Direct Response agencies
- Manage media expenditures and consumer responses for short-form and long-form campaigns
- Streamline the planning and buying process with reach and frequency analytics
- Rapidly optimize performance with overnight spot verification
- Accurately measure consumer responses with advanced attribution models
- Blend media buys with ratings, airings, and sales results to instantly analyze marketing performance and ROI.
- Deliver results for short-form and long-form Direct Response linear TV, streaming TV, Digital, Radio, and Print to measure lead generation, orders, upsell, and per-inquiry
- Track and analyze rival schedules while on air and see how share of voice is affecting response rates.
- Check competitive spot separation and monitor station compliance.
- Save time and effort with seamless traffic management
- Easily reconcile billings with industry-standard affidavit processing

$10+ Billion
in Annual Media Spend

300 Million
Responses Attributed to Media Annually

2,208
Media Professionals Use CoreMedia Every Day

28 Years
in the Media Management Software Space

32 Years
Exclusively in Direct Response Media Management

STREAMLINE MEDIA PLANNING AND BUYING

Easily create and analyze a variety of schedules based on projected ratings performance. Schedules can be quickly optimized using reach and frequency analysis. Broadcast orders can be electronically delivered to station contacts.

CoreMedia processes the following ratings streams:

- Local Spot DMA
- National Syndication
- Local Spot Hispanic
- Numeris (Canada)
- National Cable
- Local Audio (Radio)
- National Hispanic
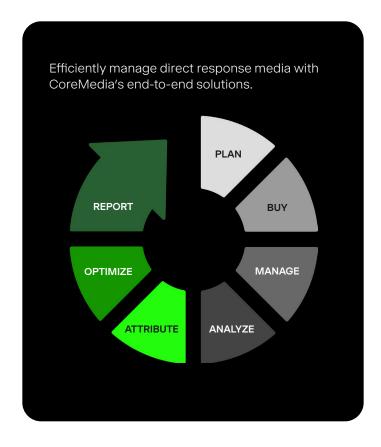- Comscore National Network

VERIFY AIRINGS OVERNIGHT

Airings from the verification service or station pre- or post-logs automatically match to results from call centers or web servers – calls, clicks, leads, orders and revenue. All of this happens overnight and is ready the next day.

KNOW HOW EVERY AIRING PERFORMED

Advanced attribution models ensure consumer responses from phone, web, mobile or retail are accurately measured and attributed to relevant media. Response History/Time Decay leverages historical activity and customizable response decay attributes to source incoming responses with precision. Also, the lifetime value of each customer is trackable from initial contact through the entire relationship lifecycle. To support geographic analysis, proprietary Zip/Area data matches every zip code, area code, and IP address to its corresponding Nielsen DMA.

PLAN, BUY, MANAGE, ANALYZE, AND OPTIMIZE DIRECT RESPONSE MEDIA

CoreMedia is a third-party processor for Nielsen and Comscore ratings, and ratings data is electronically downloaded for pre- and post-buy analysis and reporting. Nielsen Ratings for National Cable, DISH Network, DirecTV, and Local Market are available to satisfy client demand and support informed media buying decisions. Nielsen Audio ratings are available for local MSA's.

Efficiently manage direct response media with CoreMedia's end-to-end solutions.

SAVE TIME WITH SEAMLESS TRAFFIC MANAGEMENT

The platform holds the traffic information needed to make the delivery of instructions seamless. Phone and URL banks provide detailed information about what is available to be assigned to a station, and Information can be sent electronically to station contacts.

EASILY RECONCILE BILLING

CoreMedia supports the industry-standard AAAA's EDI format for electronic affidavit processing and highlights discrepancies for easy reconciliation. There is also an integrated long-form bill pay system.

AUTOMATE ANALYTICS & REPORTING

A wide range of reporting options makes communicating media and marketing results easy. With more than 70 standard options, the powerful report writer generates custom reports that can be exported or scheduled for delivery.

SIMPLI.FI
| CoreMedia

Ready to achieve greater returns on each media dollar spent?

Contact us at **hi@simpli.fi**