

# Monthly Sales Call

*January 31, 2020*

1. Posting of products/releases for sales – JIM
   1. Each brand has their own editor contact to post these releases so that they can get tagged with proper taxonomy when you need something posted immediately
      1. Indicate what brands they should be posted on
2. Ad Serving – ALICIA/ZANZY
   1. We’ve had several inquiries lately on why advertisers cannot always see their ads
      1. On third party sites it is impossible for us to get a screenshot and advertisers will not see their own ads (they’re not their target! – if they saw their ads, then the targeting isn’t working)
         1. We can create a mock-up on request, but it is a mock up and NOT a screenshot
      2. On our sites, we can provide a screenshot, but we can’t guarantee that an advertiser will see their ads – daily impressions reached, constant refreshing, another advertiser is currently pacing higher, etc.
   2. You can find an explanation on how ad serving works [here](https://www.pmmimediagroup.com/pw/ad-serving-explained).
3. Roadblocks and Company Targeted Sponsorships - ZANZY
   1. Two separate ad products – each sold as an upgrade to a Flexi campaign
      1. Roadblock means that whenever your ad appears on our site, you get all the ads on that page (run of site)
      2. Company Targeted Sponsorship means whenever your company is mentioned in an article on our site, you also get all the ads on the page
      3. Cannot purchase both upgrades for one campaign because one is targeted, and one is. If they purchase two flexis, they can have one on each but not both on the same campaign.
4. Reminder that Mundo Banner ads are now in Media Planner - ALICIA
   1. 5,000 total monthly impressions
   2. $625
   3. Also remember we have EXPO PACK web sponsorsips and Facebook ads available
5. Billed as booked reminder – KELLY

We are going to bill a product in the same month the customer booked it - if they booked a send for March 15th but didn’t get us materials in time for that send, we are not moving the billing date, they will be billed in March. We do have a [cancellation policy](https://www.pmmimediagroup.com/cancellation-policy) so if they cancel within a certain time frame they will not be billed. This policy link appears at the bottom of their order as well.

Please also make them aware of their payment schedule so nobody is surprised. This payment schedule is the last screen they will see on their order.

1. Materials not received notices in inbox – KELLY

The CSMs are going to be marking a ‘materials not received’ box on products for which we have reached out 3 times but have yet to receive materials.

You will be getting an email twice a month that lists all of these products. Please know that if this box is checked we have stopped nudging for materials and the customer will be billed unless they cancel in accordance with our policy listed above.

This does NOT mean we will not run the campaign. If the customer gets us their materials, we will happily get the campaign out the door as soon as we are able based on available inventory. This just means we are no longer actively asking for materials from the client.

The CSM will keep a record of points of communication so we can be sure we have done our due diligence to get materials.

1. Targeted eblasts running in newsletters – KELLY
   1. We are testing with running targeted eblast content in newsletters if they did not receive enough leads - fewer than 10 leads with the first send is our ‘trigger’
   2. We will be rewriting their headlines when we do this test
   3. If you do NOT want to do this, please let your CSM know and you can opt out of the program.
2. Newsletter leads – ALICIA
   1. I am monitoring daily all newsletter deployments to determine the results of the new templates
   2. Have to keep in mind that leads have been declining on all mailings, so you can’t just make comparisons
   3. We are talking about how to handle underperforming newsletters and what to do if we decide the new templates aren’t working
   4. This will take time – we have to look at several deployments over time, not just make knee jerk reactions to one send
   5. We are going to add in a logo and possibly go back to 5 ads
3. Innovation Stage – DAVE
   1. Any customers doing an Innovation Stage presentation can do an Innovation Stage Encore
      1. Historically that was just a video of the presentation blasted out to the audience
      2. Now, we can use a vendor to turn that presentation into a white paper and send out
      3. All brands
      4. Pricing and additional information is in the hub
      5. Dave will send out a list of the 5 companies who have purchased Innovation Stage at PXE.
4. Sales meeting at PXE – WENDY
   1. We will have a meeting on Monday, March 2 at 1:30
5. Changes to Second Look reports – ALICIA
   1. Companies listed at the bottom are now people who received the print version of Second Look and visited your booth
6. Game Plan 2020 categories now updated in Media Planner – ALICIA
   1. We’re working on getting some preliminary counts on the new categories, so I’ll let you know when we have those
   2. We will be creating reports in Salesforce of companies who fit into these new categories