

## Buying and Daily Tracking in MMS

**Short Form** - You can schedule all aspects of a short form media buy, including flight dates, rate, daypart, frequency, programming, and billing details. Daypart and rate history are saved for each station and length, to facilitate easy entry of new buys.

**Long Form** - You can treat long form media as "inventory," as is common in the direct response business. This allows you to buy blocks of long form media in advance, and then schedule it for clients as needed.

**Per Inquiry** - MMS allows you to set up "PI" arrangements with clients and stations, in which various response types (orders, upsells, etc.) trigger a specific charge to the client and payment to the station.

**Broadcast Orders** - Broadcast orders, revisions and cancellations are emailed or faxed to stations, automatically addressed to the correct person, based on data in the MMS media contact manager.

**Daily Tracking** - Once buys have been entered, MMS enables daily tracking of results, showing scheduled buys, cleared spots and response data on a single screen.

**Buyers Screen**

Client: Bobs Burgers Campaign: Winter 2005-2006 Length: 30 Station: WOWK Week: 1/9/2006

Buttons: Traffic Contact Load

**SCHEDULED BUYS**

Buy ID	Creative	Dayparts	Ord	Run	Rate	Aired Spots							Total Spots
						Mo	Tu	We	Th	Fr	Sa	Su	
10237	rotation	Mo, We, Fr 05:00 AM-10:59 AM	3	3	\$160.00	1		1	1				15
71793	rotation	Mo - Fr 06:00 PM-07:59 PM	5	4	\$400.00	1	1	1	1				5,430.00
71795	rotation	Mo - Fr 01:00 PM-04:59 PM	5	1	\$400.00				1				3,481.00
												Campaign Spent: 6,183.00	

**AIRSD SPOT DETAILS**

Buy ID	Creative	Date	Time	Program	Cost	Svc	Stn	Spk	App
	Burger30	1/13/06	03:23 AM	Quilly	\$200.00				
	Burger30	1/13/06	03:23 AM	ALLY MCBEAL	\$0.00				
10237	Burger30B	Mo, We, Fr	05:00 AM-10:59 AM		\$160.00				
10237	Burger30	1/11/06	07:20 AM		\$160.00				
10237	Burger30	1/13/06	06:30 AM	KIDS IN THE HALL	\$160.00				
71793	Burger30A	Mo - Fr	06:00 PM-07:59 PM		\$400.00				
71795	Burger30B	Mo - Fr	06:00 PM-07:59 PM		\$400.00				

Buttons: Add Edit Delete Match Green Schedule 1 Day Hourly 7 Day Hourly Friendly

**RESPONSE DATA**

Date	Creative	Calls	Orders	Upsell 1	Returns	Upsell 2
01/09/06	Burger30	8	5	1	1	10
01/09/06	Burger30A	35	28	3	3	
<b>01/09/06</b>	<b>Total</b>	<b>43</b>	<b>33</b>	<b>4</b>	<b>4</b>	<b>10</b>
01/10/06	Burger30	1,009	1,703	675		164
<b>01/10/06</b>	<b>Total</b>	<b>1,009</b>	<b>1,703</b>	<b>675</b>		<b>164</b>
01/11/06	Burger30	5	4	3	3	1
<b>Week</b>	CPC=\$1.92	CPO=\$2.04	1,814	1,707	678	165
<b>Cume</b>	CPC=\$3.18	CPO=\$3.60	2,577	2,275	698	1,267