

## Customizable, Dynamic Reporting in MMS

In MMS, you can use a wide variety of predefined reports, or you can design, name and save your own customized report layouts. Either way, reports in MMS help you optimize your media buying strategy and justify media spending to advertising clients. Furthermore, if you are a media agency, you can give limited reporting access to your advertising clients, providing them with their own usernames and passwords.

All reports can be exported to Excel for further modification.

**Predefined Reports** - The predefined reports in MMS are easily created with just a few clicks and offer a wide variety of campaign information. These include market and station analysis reports, daypart analysis reports, line graphs, bar charts, pie charts, media schedules, PI reports, accounting reports, and many more.

**Flex Report** - With the Flex Report, your own customized report designs require a simple, one-time setup. Each design can be given a unique name and then selected from a list when running future reports. Just a few examples of reports that can be created with the MMS Flex Report include MER by Station, Long Form Airing Analysis, Call to Order Conversion, Upsell Reports, Ratings Reports, Preemption Reports and many more. You can also create your own formulas and metrics.

