MEDIAFORCE

A new way to plan and buy media

ABOUT US + FAQs

MARCH 2021

Who and what is MediaForce?

MediaForce was born out of the notion that there had to be a better, more cost-effective solution to media planning + media buying. In 2014, when Nielsen (formerly Arbitron) announced the retirement of SmartPlus, our Founder set out to build a replacement. SmartPlus had been around for decades and had a very loyal following, so its retirement came at a detrimental cost to many agencies and large advertisers. The options for replacements in the industry were limited. Some were very expensive, some were not up-to-date, and some were simply just not the right fit.

Our Founder started the business by partnering with a team of young, agile developers and media industry experts. The MediaForce platform went into live production in April 2019 and opened to resounding success.

Our core values are simple. **To provide the advertising industry with a superior product at an affordable price, backed by outstanding customer service and support.**

Can I see the platform in action?

Absolutely! To schedule a personalized demonstration, simply reach out to us at **info@galeforcedigital.com** or give us a call at **1-866-233-8499**. You can also check out a shorter version of our platform demonstration at your convenience here: https://youtu.be/7xFQsSunYkU

I want to talk to a human, who can I reach out to?

Erin Labrato, Chief Operating Officer
erin@galeforcedigital.com or 1-866-233-8499

## How much does MediaForce cost?

We think you will find immense value in our product, especially compared to other options in the marketplace. Our prices reflect a tiered rate system, where you only pay for the services that you need.
The price range for MediaForce is **$399/month to $649/month**, depending on your business needs. That price is all inclusive meaning we won't charge you any additional fees or throw you any hidden costs, and includes multiple logins at each pricing tier.

*Our contract commitments are 1 year in length, but multi-year contracts are available to lock in rates.

What makes MediaForce different from its competitors?

Unlike other media buying + planning software on the market today, MediaForce is the **newest and most versatile** option available. The platform is 100% web-based, has an incredibly easy-to-use interface and has cutting edge integrations with entities like Google Analytics and Centro Basis. MediaForce also allows the user to execute **traditional + digital buys** in the standard (or typical) buy cycle - everything from planning to reconciliation and posting.
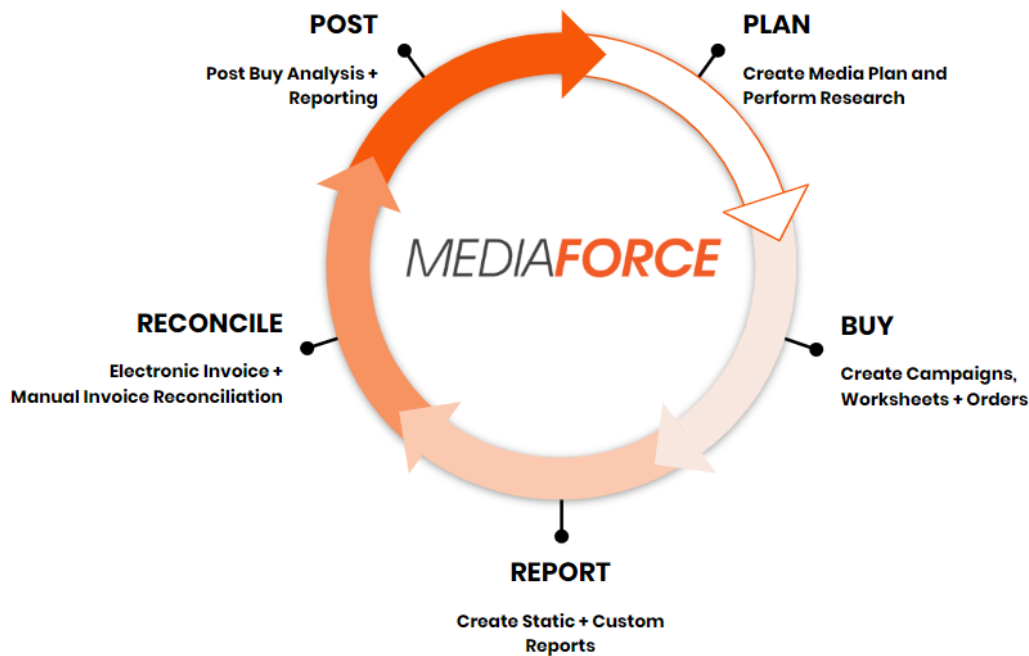
Do I need to download anything to use MediaForce?

Nope. MediaForce is strictly a **web-based platform**, meaning you can access it from anywhere, from any major device. All you have to do is log into your account.

Does MediaForce offer any other data integrations?

Yes! MediaForce offers data integrations with **Nielsen Media (TV + Audio data)** and **Comscore (TV data).** All of our data integrations are also 100% web-based and handled internally.   You'll never have to remember when data releases are available to download them yourself; the admin team at MediaForce manages and downloads all data subscriptions monthly, when the newest releases are available.

In addition to data integrations, we also have a variety of integrations with agency management platforms and accounting systems, including but not limited to: **Advantage, Clients + Profits, QuickBooks, Workamajig, WorkBook, Xero**

Does MediaForce offer training opportunities?

Absolutely! We want you to be successful and knowledgeable when using MediaForce. When signing on as a new customer, you and all of your employees will be guided through a **personalized on-boarding process - complete with proactive training and support.** From there, you will be assigned to a team member that you can reach out to with any questions along the way. There is never a cost associated with customer support, and you are welcome to reach out to us at any time. Our customer support team is staffed Monday through Friday 8:30 am-5:30 pm EST.
We also offer a Help Section on our platform that houses many one-sheets and videos to aid in training and learning of the platform.

Can I talk to some of your customers and see what they have to say about you?

Most definitely! If you'd like to know more about what folks have to say about us, check out some of our **reviews** on Capterra:
https://www.capterra.com/p/179715/MediaForce/

Additionally, we can provide a list of valuable, **personal references** from clients who are power users of MediaForce and love to talk about us.

I still have time left in my contract with my previous media software…?

That's ok! Sometimes it's better to get started with MediaForce a little early so you have time to import some of your historical buys into the MediaForce platform from your previous platform. Just let us know, we are happy to work with you to **ensure that you never end up paying for two systems at once.**

About how long does it take for new clients to get up and running?

We can have you up and running in the MediaForce platform the day you sign your contract!
For Nielsen/Comscore integrated clients, the process to integrate data takes about 3-5 days, but you can still jump into the platform and get started setting everything up while your data clearances are processing.

On average **our clients spend about 2 weeks getting familiar with the platform,** but we are always a phone call away for questions and help!

This all sounds great, but I want to try before I buy.

We can do that! We offer **free trial opportunities** to any client who wants to give MediaForce a test drive. We'll even throw in an on-boarding session so you'll have some guidance during your trial. So… what are you waiting for??