



powered by **dm** Digital Mouth

MEDIA LAUNCHER™

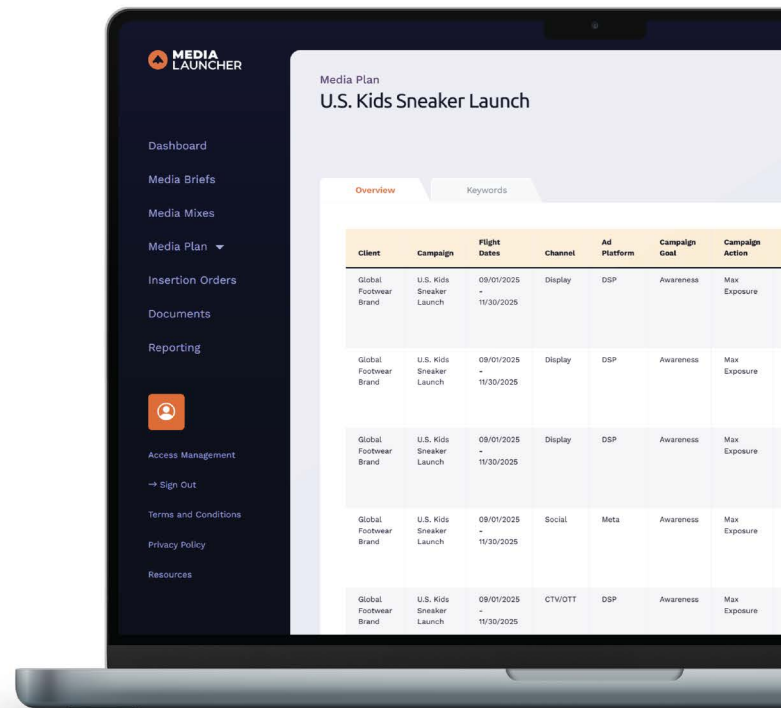
The Future of Media Strategy -
Built by Marketers, for Marketers

AI-Powered. End-to-End Platform. Zero Complexity. Ready to Launch.

Media Launcher™ removes the barriers between expertise and execution, empowering every marketer to create, optimize, and launch high-performing, omni-channel campaigns faster than ever before. By combining automation, AI, and human expertise, the platform transforms complex media strategy into an intuitive, guided process accessible to anyone.

For too long, media planning has been locked behind siloed data and specialists fluent in ad tech. Media Launcher breaks that cycle. Any marketer, regardless of media buying experience, can now create, test, and scale omni-channel campaigns that perform.

This is media planning democratized: accessible, intelligent, and built to make every user a media expert.





Smarter Media. Better ROI.

Media Launcher unites the power of artificial intelligence with the intuition of seasoned strategists, transforming how agencies and brands plan, execute, and measure success. No steep learning curves. No siloed tools. No data gaps. Just smarter strategy, faster outcomes, and scalable performance at every level of marketing sophistication.

WHY AGENCIES LOVE IT

- **Accelerates Scale:** Deliver more campaigns with less manual labor.
- **Expands Access:** Empower junior staff or freelancers to perform like senior media pros.
- **Drives Retention:** Improve client performance, transparency, and satisfaction.
- **Reduces Overhead:** Cut planning by more than half, freeing time for growth and creativity.
- **Unlock New Revenue:** Expand or launch your offerings and win more business.

WHY BRANDS CHOOSE IT

- **AI-Driven Simplification:** Plan and launch campaigns without media buying expertise.
- **Full Transparency:** Real-time dashboards connect spend to outcomes.
- **Faster Activation:** Move from idea to insertion order in hours, not weeks.
- **Smarter Optimization:** Built-in predictive AI fine-tunes campaigns continuously.
- **Cross-Channel Mastery:** From search to social to CTV, Media Launcher unifies your strategy.

Media Launcher gives every marketer the power once reserved for the elite few.

IMPACT METRICS:

60%

reduction in media planning hours

80%

faster time to campaign launch

55%

increase in campaign performance

100%

transparency and control

INTERESTED?

SCHEDULE A DEMO



Media Strategy, Reimagined.



Simple. Smart. Scalable.

HOW IT WORKS

- 01 Media Brief Creation**
Tell us your brand objectives, audience targets, and budget — our AI interprets your inputs instantly.
- 02 Automated Media Mix Generation**
Machine learning models suggest optimal channels, budget splits, and targeting strategies.
- 03 Smart Plan Builder**
Generate presentation-ready media plans in minutes — complete with KPIs, ad formats, and audience overlays.
- 04 Expert Review + Instant Activation**
Our built-in human QA and approval tools ensure campaigns are client-ready for quick turnaround and launch.
- 05 IO Approval + Submission**
A digital insertion order is generated following plan approval for signature via DocuSign to kick off activation.
- 06 Documents + Creative Upload**
All campaign planning documents are stored in one central location. Users can also upload creative assets for review.
- 07 Real-Time Reporting & Optimization**
Once live, campaign data flows into the Data Experience Cloud, giving you 24/7 access to performance dashboards to scale with confidence.

The screenshot shows the 'Media Brief Questionnaire' interface. It includes a sidebar with navigation options like Dashboard, Media Briefs, Media Mixes, Media Plan, Insertion Orders, Documents, Reporting, Access Management, Sign Out, Terms and Conditions, Privacy Policy, and Resources. The main form asks for campaign start and end dates (01/01/2026 and 03/31/2026), budget (\$100,000), website URL (http://www.oreo.com), and social media platforms (Meta, TikTok, LinkedIn, Snapchat, Other). It also has a section for 'Advertising Access Enabled' with dropdown menus for each platform.

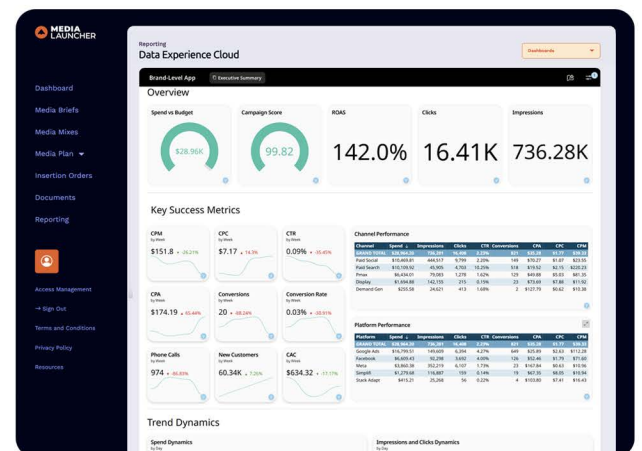
Media Brief Questionnaire

The screenshot shows the 'Media Plan' for 'Oreo Cookie Launch 2026'. It features a table with columns for Client, Campaign, Start, End, Channel, Ad Platform, Campaign Goal, Campaign Budget, Targeting Strategy, Target, and Age Range. Below the table are demographic and geographic filters.

Client	Campaign	Start	End	Channel	Ad Platform	Campaign Goal	Campaign Budget	Targeting Strategy	Target	Age Range
Mondelez International	Oreo New Product Launch	01/01/2026	03/31/2026	Social	Meta	Awareness	Max Exposure	Audience Targeting	Interests/Behaviors	ALL
Mondelez International	Oreo New Product Launch	01/01/2026	03/31/2026	Social	TikTok	Awareness	Max Exposure	Audience Targeting	Interests/Behaviors	ALL
Mondelez International	Oreo New Product Launch	01/01/2026	03/31/2026	Social	Snapchat	Awareness	Max Exposure	Audience Targeting	Interests/Behaviors	ALL
Mondelez International	Oreo New Product Launch	01/01/2026	03/31/2026	FMAR	FMAR	Awareness	Max Exposure	In Market	Product/Service	ALL
Mondelez International	Oreo New Product Launch	01/01/2026	03/31/2026	Video	YouTube	Awareness	Max Exposure	Audience Targeting	Product/Service	ALL
Mondelez International	Oreo New Product Launch	01/01/2026	03/31/2026	Display	Display	Awareness	Max Exposure	In Market	Product/Service	ALL
Total										

Demographic: All ages and genders: YES, Targeted Gender(s): ALL
Geographic: National, Within all 50 US states

Media Plan



Performance Dashboard

SCHEDULE A DEMO

