



# OptiBrain



## MediaBrain



BILL HARVEY  
CONSULTING, INC.



### **Leading Media Researchers Announce Next Generation Optimizer OptiBrain™ - Campaign Optimization On Demand**

MediaBrain, Bill Harvey Consulting and William McKenna & Associates have launched OptiBrain™, a secure, highly automated, flexible and cost-effective ad campaign optimizer. One year in the making, OptiBrain™ is both modular and stackable, able to support multiple measurement data sets and media avails/rate cards. Each OptiBrain™ installation is confidential and proprietary to you, the client, using data you own or have a license to use. OptiBrain™ supports all audience measurement sources, panel, big data, linear and digital.

Bill McKenna says "OptiBrain™ is a major breakthrough", a media planning and buying software tool that is data vendor neutral, linking science and client data assets within a secure, scalable and automated single source cloud platform. In one click, optimize unduplicated reach or impressions across as many as 20 AdSpend levels, often in less than 5 minutes."

For Sellers, the OptiBrain™ campaign optimizer recommends the most efficient means to maximize ad inventory yields while achieving advertiser/media agency reach, impression and AdSpend budget goals. OptiBrain™ is able to show why your media properties should receive more of the campaign buy than alternative less efficient media properties.

For Buyers, OptiBrain™ builds the most cost-efficient schedules from the client's competing media avails, achieving brand reach, impression and CPM/CPRP efficiency goals. OptiBrain™ supports campaign planning at national and local markets levels, including language, genre and socio-economic segments. OptiBrain™ is unique, scoring the national buy delivery against local market audiences, building each local market campaign on a foundation of the "as it falls" national audience.

Bill Harvey says "OptiBrain™ delivers "best of breed" media optimization in a secure, affordable and easy to use software system. In every country, large and small advertisers, agencies, and TV inventory sellers are empowered with OptiBrain™ media software that maximizes the ROI of every monetary unit."

MediaBrain CEO, Mark Green, says "Our partnership with Bill Harvey and Bill McKenna, with their proven record and experience in media innovation and running media measurement and analytics businesses, ensures that OptiBrain™ applications will improve business efficiencies and outcomes."

MediaBrain CDO, Nick Ellis, says "having been on the inside for decades as an inventor of successful, widely adopted TV media software, OptiBrain™ takes us to an entirely new level, harnessing cloud computing,

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REQUIREMENT	FUNCTIONALITY	OPTIBRAIN™	OTHER OPTIMIZERS
Media Inventory			
	Multiple Platforms: Sources, Costs for each Client Brand	YES	?
	Dayparts, Programs and Rotations	YES	?
	National, Local, Language, Socio	YES	?
	Impact Indexing: e.g., RMT Context- Content DriverTags™ Resonance Indices	YES	?
Audience Data			
	Adapts to Client's Licensed or Owned Audience Data Panel, STB, Big Data, Hybrid, CRM, Purchase	YES	?
	Multiple Targets: Demo, Socio, Buyers, Geo- Fence Location	YES	?
	Historical and Current Data Sets	YES	
Optimization Scope			
	National Campaign	YES	?
	Local Campaign	YES	?
	Local on Top of Fixed National Campaign scored "as it falls" Locally	YES	?
Optimization Options			
	Simultaneous Run up to 20 Different Goal Levels	YES	?
	Single or Multiple Optimization Goals	YES	?
	AdSpend, Reach, Impressions, Ratings	YES	?
Unduplicated Reach			
	Respondent Level Data (if available)	YES	?
	Calibration or other Modelled Reach	YES	?
	Single or cross platform	YES	?
Optimizer Output			
	Detail, Summary Schedules	YES	?
	Sources, Avails, Day-of-Week, Dayparts	YES	?
	Reach & Frequency	YES	?
	Screens, CSV downloads, PDF	YES	?
Optimizer Hosting			
	Secure Cloud Based 24/7 Environment with Password Protection	YES	?
	Intuitive Friendly User Interface	YES	?
	Supports Multiple Concurrent Users	YES	?
	SLA includes Training, Client and Technical Support	YES	?
Other Optimizer Features			
	Edit Avails (Restrictions, Must buys, Blacklist)	YES	?
	Edit Output (Add/Reduce spots, Recalculate)	YES	?

## About Bill Harvey Consulting

**Bill Harvey** spent over 35 years leading the way in media research with special emphasis on New Media methods. Bill's consulting clients include more than 70 of the top 100 advertisers. Early in his career as the 24-year-old strategy head of the American Research Bureau (renamed Arbitron), Bill invented the Area of Dominant Influence or ADI, an audience-based definition of television markets that Nielsen emulated as the DMA. A serial innovator, Bill Harvey is credited with designs for passive people-meters, research grade set top box data, addressable ads, data driven program recommenders, integrated systems for maximizing context effects (RMT), first psychographic data available at scale (RMT DriverTags™), and co-founder of TRA (acquired by TIVO), the first company to show how purchase and media data are used at scale for ad campaign ROI measurement and optimization.

Bill began working on designing optimizers at Grey Advertising and Interpublic, created the first spot TV optimizer and the first radio optimizer, and through his company Next Century Media, built the first optimizers to use the first Nielsen Respondent Level data, for Omnicom, Turner, Weather Channel, USA, and Discovery, as well as the first addressable TV optimizer, the first linear TV optimizer to use set top box data, and designed a local TV optimizer called "Local Hero" for Universal McCann. He designed an optimizer for General Foods called "Opti\*Mark" which used some of the first automated Marketing Mix Modeling. He wrote [A Brief Personal History of Media Optimization](#). And with Bill McKenna and Howard Shimmel co-wrote the ARF presented paper [Crossmedia ROI Optimization Needs To Include Creative](#).

## About William McKenna & Associates

A consultancy formed by **William ("Bill") McKenna**, a senior executive with 30+ years' experience in media research, media software and media measurement technologies. Credentials include CEO RMT; Senior VP New Media Ventures Nielsen Audio / Arbitron; TRA Director; CEO IMMI; CEO Kantar Media Research North America (WPP); CEO-Founder of Mediafax, Inc.; Partner Booz Allen & Hamilton; MBA Northwestern University.

Bill McKenna is a recognized expert in consumer panel-based measurement systems and analytics software involving TV set meters, people meters, mobile device meters, MVPD STB data, and digital Big Data, deployed with sampling and census methodologies. Clients include measurement companies as well as advertisers and media agencies. From 2015-2017 McKenna provided BARC India with Product Leadership and Measurement Science services, launching what is today the world's largest country-wide TV audience measurement service.

## About MediaBrain

Mark Green is a global executive (experience in 54 countries) with a track record of leading large, complex organizations and scaling growth for start-up companies. Mark streamlined organizations, driving growth through innovation for companies of varying sizes and cultures. He has deep domain expertise in media and sales measurements, analytics, research, and attribution science across several business verticals.

Mark spent 17 years in agency leadership, followed by 12 years in Nielsen leadership. Over the past 6 years, he has built products for and scaled a series of start-ups. At Mediacom and later at IPG, Mark built two in-house television optimization systems for planning and brand allocations. At Nielsen, Mark oversaw Nielsen's global measurement science operations, including all media and buying measurement and aggregation systems. After leaving Nielsen to scale start-ups, Mark developed Simulmedia's closed loop television planning system, taking Dave Morgan's idea from a minimum viable product to what is now a core component of Simulmedia television technology.

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**Nick Ellis** is a global executive with a track record of building television optimization systems around the world. Working closely with Steve Perry, Nick began his career working on the famous, globally used X\*Pert television optimization software that was acquired by Kantar.

Nick then went on to build the "Figaro" television optimization system from scratch. Figaro was beta tested with an agency in Thailand before being adapted and rolled out to 26 additional countries (including Malaysia, China, and the USA), first through WPP agencies and then more broadly for all media agencies and broadcasters.

Nick founded his own company, building a new totally television reach optimization system using the UK's BARB TV data. Since then and before co-founding MediaBrain with Mark Green, Nick has been building and implementing television analytic systems for various companies including TVision Insights and Comcast.

Mark and Nick founded MediaBrain in January 2020. MediaBrain's standard product, the Media Intelligence Dashboard, integrates media and business data, provides Key Performance Indicators with drill down analytics, accessible anywhere at any time.

MediaBrain systems support and scale for exceptionally large and varied datasets without sacrificing speed by leveraging the AWS (Amazon) and Azure (Microsoft) cloud services. MediaBrain's platform services include design, setup, custom builds, maintenance, and operations, allowing companies to run their businesses without hiring software engineers, systems operators, or data scientists. MediaBrain uses a virtual architecture, allowing companies to control their own data while MediaBrain manage their systems operations.