

Microsoft Excel vs. NextMark Planner

Benefit	Microsoft Excel	NextMark Planner
Year built	1985	2013
Create your media plan	✓	✓
Purpose-built for digital media planning	no	✓
Built-in media-specific calculations	no	✓
Easy one-screen interface	✓	✓
Modern user interface	no	✓
Media planning dashboard	no	✓
Clone previous media plans	✓	✓
Clone rows in a media plan	✓	✓
Easily import Research from comScore and other tools	no	✓
Find media programs with search tool	no	✓
Save time with type-ahead	no	✓
Get media ideas via suggestion tool	no	✓
Supports IAB standards	no	✓
Perform what-if analysis	no	✓
Link to Publisher data including placements, rates, inventory, and sales contact	no	✓
Link to comScore data including audience trends, profiles, and cross-visiting	no	✓
Send Requests for Proposals (RFPs)	no	✓
Track RFP status online	no	✓
Receive and manage proposals online	no	✓
Receive Requests for Consideration (RFCs)	no	✓
Accept proposals into your plan with a button click	no	✓
Share your media plan online	no	✓
Lock your plan while you are working on it	no	✓
View a full history of changes to your plan	no	✓
Compare to a prior versions of your plan	no	✓
Revert to a prior version of your plan	no	✓
Export Media Authorization	no	✓
Export Insertion Orders	no	✓
Export to DFA and other ad servers	no	✓
Integrate with other media tools via APIs	no	✓
Streamline your media planning process	no	✓
Get better insights	no	✓
Position yourself for the future	no	✓
Price	\$109.99	FREE

Learn more about NextMark Planner at www.NextMark.com/planner