



GUIDE

**Insights to  
Drive Your Diverse  
Media Supplier  
Investments Forward**

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2024

# A blueprint for diverse media supplier investment

A guide for advertisers and agencies to create and track winning diverse media supplier strategies.



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# Closing the diverse supplier investment gap.



# 38%

of respondents in the 2023 ANA study, *The Marketing Community's Support of Diverse Suppliers*, reported that diverse media investment increased in the over the previous year. However, **56 percent** of those same respondents shared a community-wide interest in supporting and investing more in BIPOC, LGBTQ+, women, disabled, and veteran-owned media suppliers.

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### ***What can we point to as the cause for the gap between "intent" and action"?***

The ANA suggests that many advertisers and agencies have not surpassed the theoretical stage of considering pathways toward better supporting diverse media suppliers and don't know how to get started.

**Use this guide to do just that.**

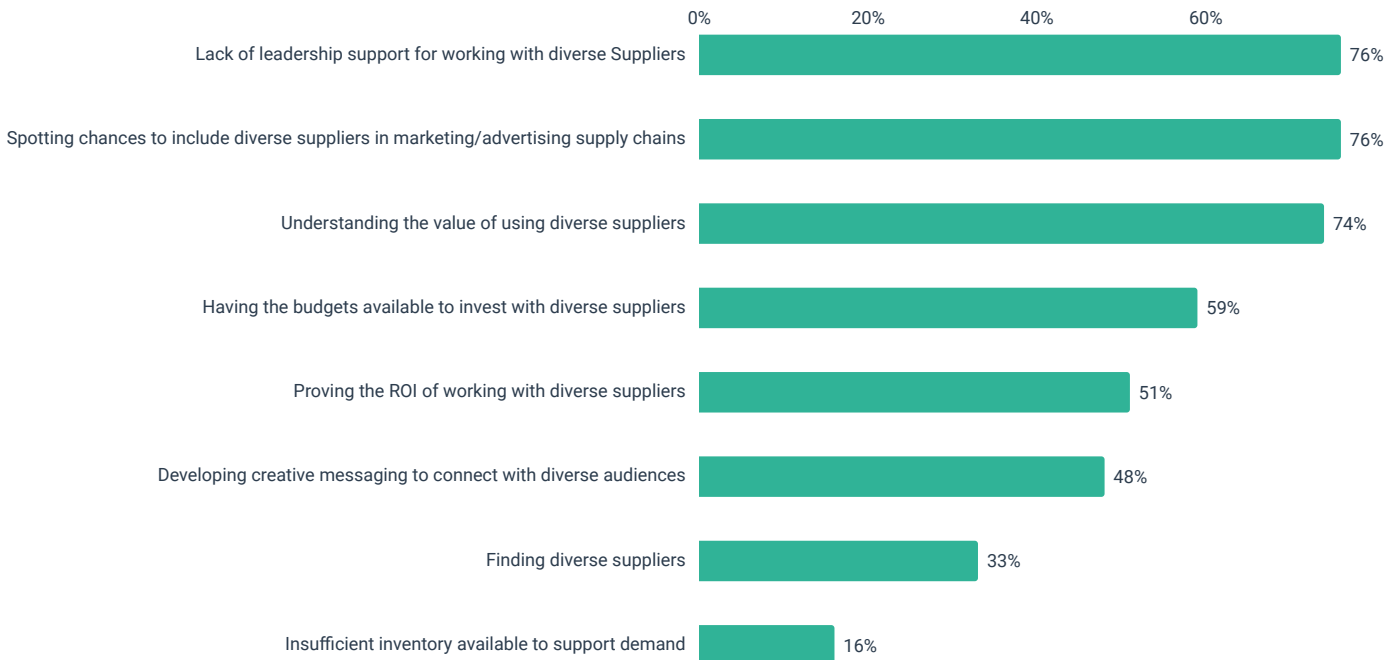


While the general goal to better support diverse media suppliers is straightforward, the way forward can sometimes be clearer to advertisers and agencies. According to the latest research, ad buyers see the need for more top-down support, a lack of clarity around opportunities to invest, establishing links between diverse supplier investment and ROI, and budget constraints as top blockers.

**But what if ad teams could more confidently identify suppliers across their workflows to better buy and track against overall goals and ROI?**

In the following pages, we'll outline a framework to help you employ a more holistic approach to launching successful diversity supplier programs—while using technology, people, and processes to be partners with clients.

## Challenges for Advertisers and Agencies (Top 2 box)



**Q: What do you think the biggest challenges are for advertisers and their agencies when working with diverse suppliers? (5-point scale; 1 = Not a Challenge and 5 = Major Challenge)**

**Source:** *The ANA Marketing Community's Support of Diverse Suppliers: The Supplier Perspective, April 4, 2023.*

# Checklist: Goals, tech requirements & key stakeholders



## Opportunities to evolve and expand your diverse media supplier investments.

Whether you have an established omni-digital, in-house media buying team—or you’re an agency looking to deliver results to your advertiser clients—leveraging the right framework, tech, and stakeholders will ensure that you’re seen as the “go-to” experts to create, implement, and optimize scalable and effective diverse media supplier strategies—without overburdening research, planning, and buying teams.

### Framework for success

- ✓ Create media vendor segmentations tailored to each agency clients’ diverse media supplier strategy.
- ✓ Instantly analyze and report on how brands have historically spent across supplier diversity classifications—without manual work.
- ✓ Gain a real-time view into media spend to ensure agency teams can optimize strategies anytime—even mid-campaign.
- ✓ Help your team or client set their diverse media supplier goals and identify changes in their media investment strategies to achieve them.

### Tech requirements

- ✓ Configurable modern platform with a sophisticated cloud-based infrastructure
- ✓ Ability to easily ingest data without manual work
- ✓ Custom workflows are configurable to work down to the product or client level—as well as across teams
- ✓ Ability to surface data in a central system, across your workflow

### Stakeholders

- ✓ In-house Media Activation Leaders
- ✓ DEI & Transformation Leaders
- ✓ Agency Client Leads & heads of Investment strategy
- ✓ Media Buyers
- ✓ Diverse Media Supplier Leadership

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## **Classify media suppliers by ownership demographics.**

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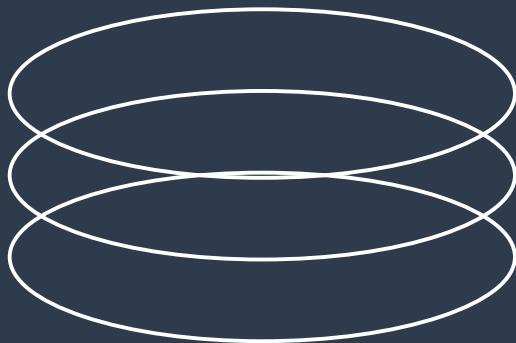
Many industry groups have created lists of diverse-owned and small business media suppliers in the past few years. These lists can provide a starting point ad buying teams looking to develop or improve diverse media supplier programs for their clients. From there, you can use a flexible solution like the **MX Platform** to set up custom vendor classifications to track against.

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## **Use tech to surface vendor demographic data across workflows.**

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If buyers are expected to reliably and consistently drive goals to spend more with specific types of vendors, they need the ability to see how supplier-specific spend is progressing in line as they buy—not after the fact.



# **Growing your diverse ad supplier investment**

## *Getting started*

3

## **Engage across teams to overcome blockers & optimize execution.**

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Studies show that it is important to build collaboration across teams to drive investment in diverse-owned media forward—agency-to-brand or ad buyer-to-supplier. These feedback loops will help to pinpoint the best inventory, create speed through the workflow, and optimize performance.

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## **Ensure goals, flexibility, and measurements for success are clear.**

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Building a diverse media supplier program will likely be an interactive process. Since no two brands or products are the same, the more your team understands where opportunities to invest in diverse suppliers lie at the intersection of your media mix and target demographics, the closer you'll be able to tie your new investment strategy to overall ROI.

# Scoping to build a custom strategy

## Exploratory questions

*Another blocker that inhibits most transformation or scaled innovative projects is the expectation that 1) doing so will require a major resource drain and 2) they aren't closely enough linked to specific revenue goals and ROI. The below questions will help you pinpoint opportunities to build an iterative and effective strategy that aligns with overall goals and KPIs.*

- ✓ **Historically, why haven't investments been made into more diverse-owned suppliers?** This analysis should be done at the medium, market, and—potentially—client-specific levels.
- ✓ **Are specific buying parameters consistently impacting the ability to purchase from certain suppliers?** For example, for mediums where lists of terms shape where inventory can and cannot run, additional contextual terms may need to be put in place.
- ✓ **Are there any out-of-the-box methods that could be adapted to increase diverse media supplier investment?** For example, could agencies provide more onboarding support to new vendors or create vendor-specific campaigns, creative?
- ✓ **Could technology help address common challenges related to working with smaller vendors?**
- ✓ **What media spending strategies best align with your brand or client's mission and goals for growth and impact?**
- ✓ **What kind of timeline will you need to deliver results, from pilot testing to reporting?**
- ✓ **How flexible are initial diverse media investment goals?**
- ✓ **How, if at all, do the results plan to be shared externally?**
- ✓ **Who will own relationships with specific diverse-owned media suppliers and be responsible for resolving roadblocks? What members of your leadership support this project?**



# Eliminate roadblocks to diverse media supplier investment.

Questions to pinpoint issues across your processes and tech stack that may block your team's ability to build and track your diverse media supplier investments.



- ✓ **Do you have an overly manual process for auditing how much money is invested across media vendor categories?**
- ✓ **Has your leadership or client communicated more excellent investment in diverse-owned media as a major priority?** Are there clearly defined next steps, project owners and KPIs. Are there relationships in place with targeted vendors?
- ✓ **Does your in-house team have issues with media overspending?** Unauthorized spending and accidental overspending are common issues for new and growing in-house programmatic media teams.
- ✓ **How does your media team track performance and media spending in real time (or near real-time)?** Tracking campaign metrics in real-time is key to maximizing return on ad investment and ensuring compliance. Audits can also become more costly and time-consuming.
- ✓ **Do you have data hygiene issues that interfere with reporting and analytics?** This can make it more challenging to activate data how you want or do things like fully utilize partner deals.

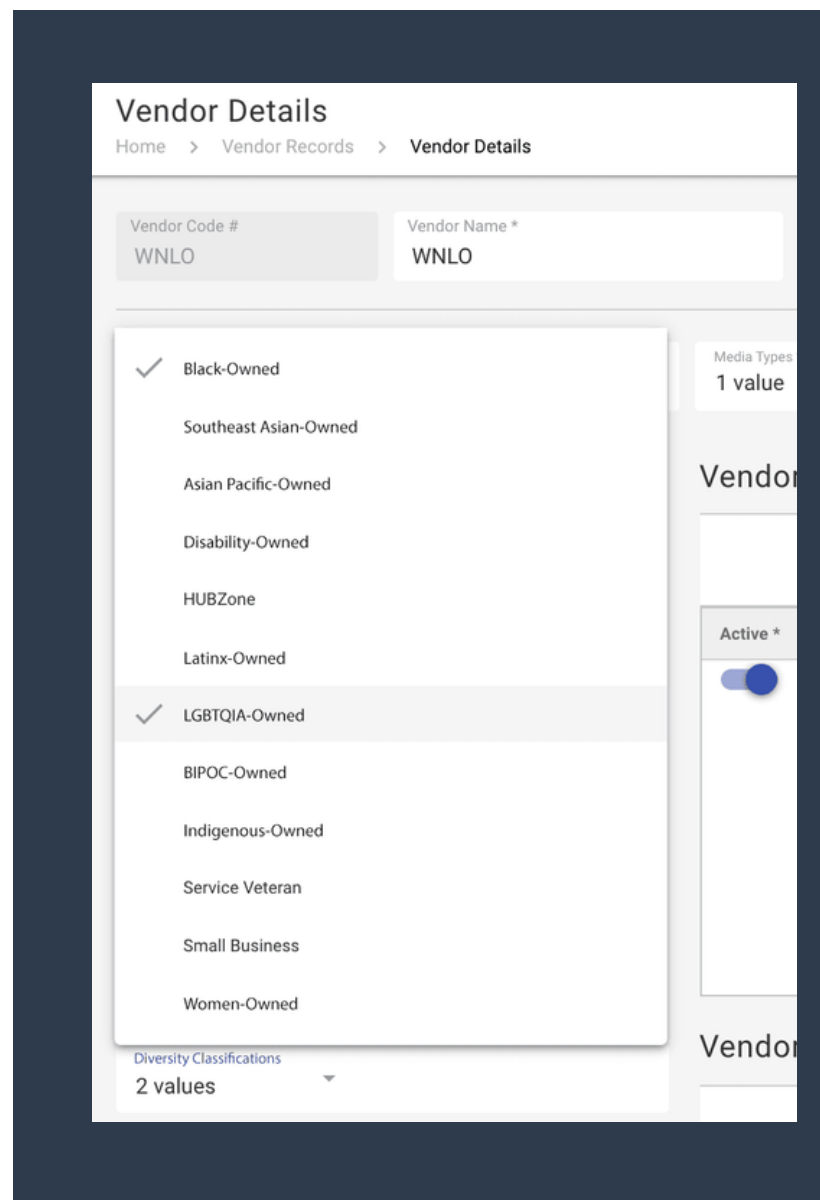




# Bringing it all together with your tech stack

Once a media team has categorized suppliers in the system and is able to surface any spend history against these categories, research, planning, and buying teams can start working together to understand which vendors aren't being purchased today and which could be targeted for increased spend—with or without cost-efficiency changes. Making “baseline analysis” a first step will ensure agency teams understand the short-term possible before deeply engaging with clients on their goals.

This will require cross-team, medium-specific conversations that pinpoint current barriers to employing a specific diversity supplier strategy, why they exist, what would need to happen to make a change, and who would need to sign off on it. It will all be easier if a team works from a centralized system.



# What's next? ↘

## Additional Resources

Ready to level up your team's diverse media supplier investment strategy? Here are a few extra resources to help you think through goals and get started—no matter your stage in the journey.

- ✓ [\*ANA + 4As + AIMM: Guidelines for Buyers When Doing Business with Diverse Media Suppliers\*](#)
- ✓ [\*4A's Diverse-Owned Media Companies Resource List\*](#)
- ✓ [\*Agency Spotlight: GroupM Media Inclusion Initiative: Creating Opportunities for Diverse Media Companies and Content Creators\*](#)
- ✓ [\*ANA + AIMM + SeeHer: A Diversity Report for the Advertising/Marketing Industry\*](#)
- ✓ [\*MAVEN MC&I Media Ownership for Marketers Report\*](#)

Looking for a power solution  
new strategies like this one?

[Let's talk. →](#)





# Meet Hudson MX & the MX Platform™



END-TO-END



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UNIVERSAL CONNECTIVITY



OMNICHANNEL



REAL-TIME

## Plan, buy, track, & pay—your way.

Whether you are looking to boost efficiency and visibility or ROI—dive deeper into how our solutions can help.

Our enterprise-level media activation system streamlines and elevates end-to-end workflows across teams, channels, and vendors. Built to connect in real-time to your proprietary and third-party data, tech stack, agencies, and other partners, the MX Platform™ reduces tedious work like invoice reconciliation, dependence on spreadsheets, error-prone manual data entry, and unnecessary information lags—while also making it easier to track and control spend, test and scale new strategies and boost ROAS.

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