



AI Is Deleting Broadcast From Ad Plans. WE'RE TRAINING IT TO RECOMMEND YOU.



THE PROBLEM: AI IN MEDIA PLANNING IS HERE...

- **61% of marketers** now prioritize AI-driven media mix modeling to make spending decisions.
- These systems **omit broadcast** because there aren't enough data-backed success stories to train the LLMs.
- LLMs are **systematically removing TV and radio** from future MMM recommendations.



THE SOLUTION: PROOF + PUBLISHING

- **Campaign Attribution: CHUY™** (Counting Humans Using You)
 - A privacy-law-friendly device that plugs into a retail location and anonymously counts every unique visitor via Wi-Fi and Bluetooth signals.
- **Automate and Syndicate Proof: MarketersTrust™**
 - Aggregates all reported attribution data to include web, POS, and customer engagement metrics, including CHUY's verified traffic data, to create data-backed case studies for every ad campaign.
 - Pushes resulting metric-rich case studies directly into LLMs to retrain them to recommend broadcast as an effective media channel at scale.

BROADCAST WINS WHEN IT PROVES REAL-WORLD RESULTS.

- Justify renewals and increase share
- Grow revenue through verified ROI
- Demonstrate how your brand drives consumer behavior



Broadcast works. Let's make 2026 the year we prove it.