

## MediaAnalyzer

Establishing a profitable business in the United States isn't easy. Even success in other parts of the world doesn't guarantee success in the U.S. Working with the right partner who delivers results and understands the U.S. market will improve the success rate.

Founded in Germany, MediaAnalyzer improves advertising effectiveness through a scientific process that analyzes attention to an ad, recall and understanding, and purchase intent. After four years of successful growth in Europe, MediaAnalyzer's team eyed the U.S. market—and the over \$40 billion spent annually on advertising—for expansion.

### MediaAnalyzer's Need

To test the market, MediaAnalyzer's board chartered one of their executives with the task of U.S. exploration. The result was initial pilot programs with Proctor and Gamble, Colgate and Kimberly Clark. The next question was how this initial interest could be developed into sustainable revenues and a recognized presence in the U.S. To answer this question and turn its vision into reality, MediaAnalyzer selected Next Step.

"We partnered with Next Step because the company understood the U.S. market as well as European business models and cultures. With their 10-year track record and extensive experience bringing European companies into the U.S., Next Step was a natural fit"

*Wolfgang Hierneis, MediaAnalyzer Chairman*

### Next Step's Services for MediaAnalyzer

To fully assess MediaAnalyzer's opportunity in the U.S., Next Step's team conducted customer, market and competitive research. Four months after engaging Next Step, MediaAnalyzer's board of directors approved the expansion into the U.S. with a New York-based operation.

Next Step then focused on implementing the vision. The team developed a business strategy, operations-, budget- and a go-to-market plan for the U.S. operations. In addition, the team created the marketing and communications plan along with the initial marketing materials.

"We were very impressed by Next Step's ability to provide a full business solution from market assessment through strategy and, most importantly, execution. We value their team's understanding and appreciation of the cultural differences and looked to them to adapt our business to the U.S. market."

*Wolfgang Hierneis, MediaAnalyzer Chairman*

### Results to MediaAnalyzer

A cornerstone of MediaAnalyzer's long-term success in U.S. expansion was having the right leadership to run the U.S. business. Next Step used their recruitment and employee development expertise to identify and screen qualified candidates. Interviews were conducted both in Europe and

New York. The new V.P., U.S. Operations was in place just three months after MediaAnalyzer's board approved the expansion plans.

"Next Step found the right person to lead our growth in the U.S. We needed a combination of a proven entrepreneur, sales rain maker and diplomat to work with the management team in Germany."

*Wolfgang Hierneis, MediaAnalyzer Chairman*

## About Next Step

Next Step, a global consultancy, has delivered revenue and digital business growth since 1998. Their 40 team members' hands-on commercial, digitalization and leadership expertise achieves real business results for Adobe, Autodesk, Avinor, Cisco, Google, LiveNation, ShoreTel and Wilson Sonsini. For more information, visit Next Step at [www.nextstepgrowth.com](http://www.nextstepgrowth.com) or call 1 650 361 1902 or (47) 902 30 982.