What issues can **zulu5** help media agencies with?

1

How can Zulu5 help with client pitches and business development?

Take a data-driven approach to every new client pitch with Zulu5's extensive insights and recommendations. Work with us to identify strategy gaps, seasonal trends and customer journeys that will enhance your data-first approach. Take a deep dive into media spend, compare competitors, examine relative spending habits and analyze their delivery chains, while also identifying brand suitability and ad quality issues.
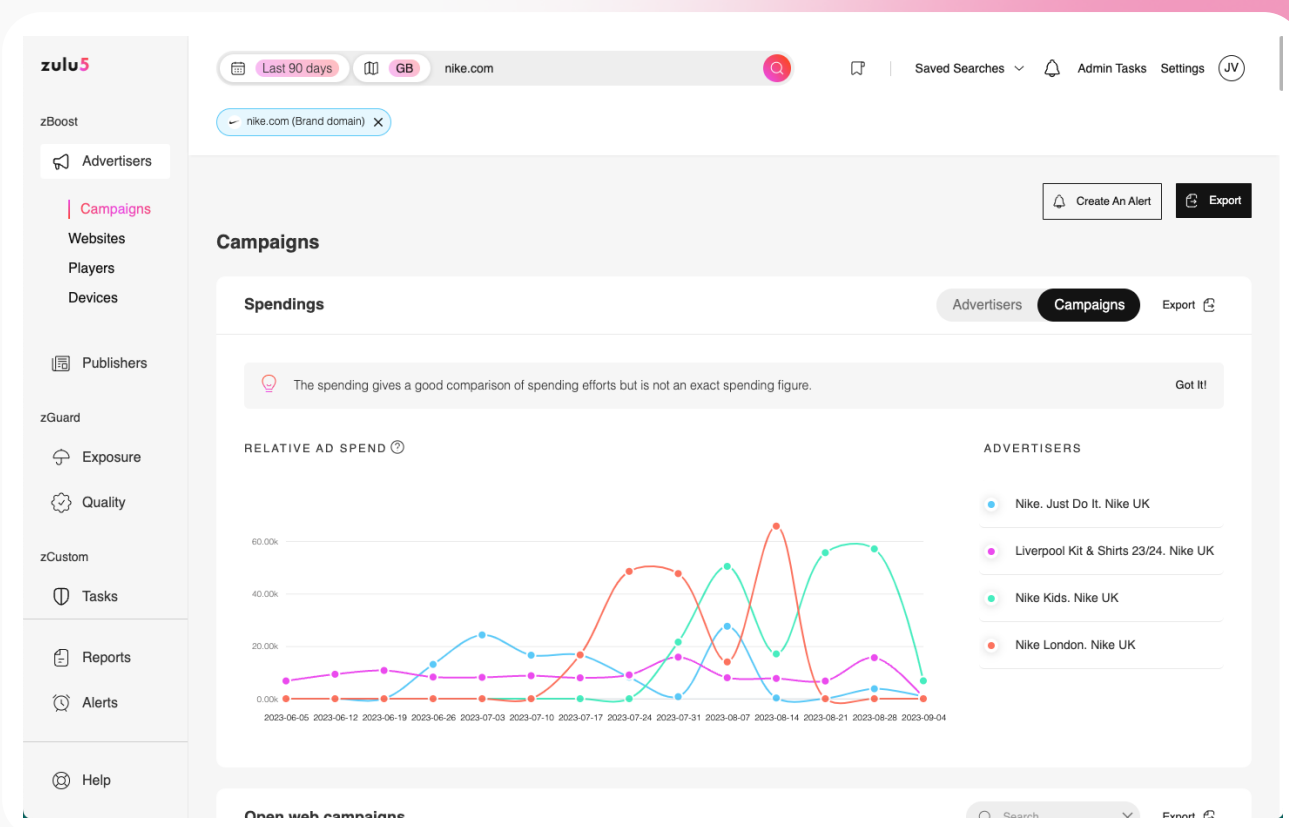
2

How can I enhance client revenue using Zulu5?

Zulu5 allows you to set up comprehensive brand safety reports and campaign alerts via zGuard for all programmatic spend. This campaign optimization tool set takes away the headache of monitoring campaigns for audience inefficiencies and potentially harmful placement.

3

What advantages does the data-driven web-crawler offer to enhance efficiency?

Zulu5 delivers instant pitch insights, increasing agency revenue. Access objective data quickly to save time and resources.

zulu5 Product Sheet

Desk research to win pitches has never been easier.

Make better decisions with real-time market knowledge.
The Zulu5 web crawler scans websites for advertising and detects key campaign data, which flows directly into the Zulu5 dashboard. Never miss new campaigns, trends and quickly find the information that you need.

Two powerful products powered by exhaustive, real-time data

With zBoost and zGuard you can identify past successes, adapt existing ad campaigns and discover new opportunities to ensure the success of your campaigns and leads.

zulu5
zBoost

Monitor industries and competitors to know where you stand. Strengthen your positioning. Access four years of historical data and improve your strategy and competitive edge.

- Refine your Commercial Strategy with Global Insights
- Analyze and Compare Campaigns
- View Market Activities and Identify Opportunities

zulu5
zGuard

Detect and address brand suitability and ad quality issues swiftly. Protect your brand from harmful exposure. Evaluate the efficiency of your brand-safety tools and refine exclusion lists.

- Monitor Brand Suitability
- Verify Ad Quality
- Set Custom Keyword Alerts

Trial access

Experience the power and capabilities of Zulu5 firsthand, by booking a demo with us. For a more comprehensive understanding of our products and services, we offer a trial on zulu5.com. Our team of experts will walk you through the platform, demonstrate how it will build campaign value and protect your brand, and answer any questions you may have.

Schedule time with Zulu5 now to see how you can profit from the fastest-growing data analytics software for advertisers, agencies, and publishers >> zulu5.com