

# INDUSTRY ANALYSIS

## What People Want And The Disruption of Advertising



Almost no one really loves advertising.  
Companies don't like to pay for it.  
People don't like to be subjected to it.

Companies don't like advertising because of the old saying:

*"50% of advertising dollars are wasted; but no one knows which 50%."*

Maybe it's really 80% at times, or 99%.

If it became possible to apply a pre-determined dollar figure to each new Client developed, and remit that to your advertising agency, wouldn't that be nice?

Instead of paying for advertising, or clicks, or your picture on a bus bench. None of which is what you want to buy.

You want to pay for New Clients.  
But no advertising outlet will accept that model.

Until now. Now ClientPlaza lets companies pay only for New Clients.

Service Providers will stampede to the first outlet that lets them pay only for what they actually want: New Clients.

From one-person bookkeepers to multi-national Health Care providers (a service-based business if there ever was one).... They all love ClientPlaza's offering.

ClientPlaza can offer a per-Client rate because we realize the Mass Media Model is backwards.

You know the model: A few companies broadcast their message to millions of people.

In that model, people ignore the noise, and much of an ad budget is wasted.

Ever since the Mass Media Model was born, advertising outlets have been trying to narrow audiences to only those people who will buy the product or service. That way, outlets can claim to potential advertisers that they offer a better Return On Investment. "We reach only your potential customers!" It's mostly poppycock.

Recently, with the internet and the dawn of data, agencies and outlets like DoubleClick, Google and Twitter's MoPub have been trying to focus their broadcast more and more.

The result has been a reduction in privacy, a degradation of our society, frustrated clients, and not much better advertising results.

The best way to improve the Mass Media Model is to throw it out.  
Or just reverse it:

ClientPlaza lets each person broadcast their need to many companies. One company responds, and gets that Client. (Then pays ClientPlaza.)

It's that easy.

No more Mass Media Model.

No more wasted advertising budgets.

No more frustrated people searching for what they want.

Clients tell us they love ClientPlaza because they  
*get what they want.*

Service Providers say they love ClientPlaza because they  
*get what they pay for.*



The original quote, above:

"Half the money I spend on advertising is wasted; the trouble is I don't know which half."  
John Wanamaker, attributed ([en.wikipedia.org/john\\_wanamaker](http://en.wikipedia.org/john_wanamaker))