



# MATOMY

MEDIA GROUP

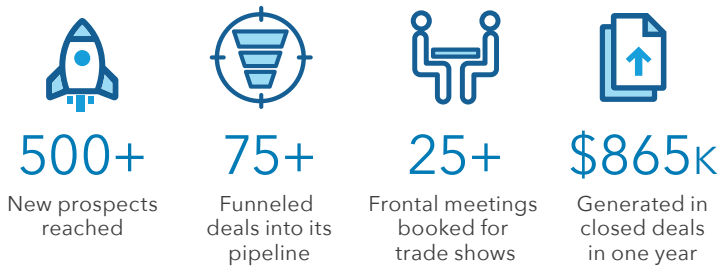


*“With LinkedIn Sales Navigator, we were able to find the key decision makers in every target organization—and reach them on a personal level.”*

Shlomit Cohen, Senior Mobile Media Sales, Matomy Media Group

📍 HQ:	Tel Aviv, Israel
👤 NO. OF EMPLOYEES:	400+
📁 INDUSTRY:	Marketing and Advertising

## Optimising Outreach with Social Selling



Results using LinkedIn Sales Navigator

### About Matomy Media Group

Matomy Media Group (LSE: MTMY TASE: MTMY.TA) is a world-leading media company offering smart technology solutions and a personalized approach to advertising. Serving 120 billion impressions per month for clients across all major media channels, Matomy drives marketing campaigns for 5,000 of the world’s largest advertisers and 26,000 media partners. Headquartered in Israel, Matomy also works out of Austria, the United Kingdom, Canada, South Korea, China and the United States.

### Reaching the right people

With 5,000 active customers and 18,000 live campaigns, Matomy works with advertisers and media partners all over the world. Sales teams target key players in the mobile ecosystem, focusing on marketing decision makers for mobile app development firms. When Matomy’s team locates these decision makers, they onboard developers to their platform, making them powerful publishers for advertisers. Other sales teams target the advertiser side, providing brands with top publishers to amplify their message.

### Streamlining acquisition with Sales Navigator

In the highly competitive landscape of digital advertising, sales teams need to maximize their efficiency to reach their sales goals. Cold calls are not effective, and sales personnel often struggle to find the appropriate decision maker to target within an organization. “To find the person in charge, we used to send many, many emails,” says Shlomit Cohen, Matomy’s Senior Mobile Media Sales. “When you don’t reach the right person, your response rate can be very low,” she adds.

When sales teams do reach the appropriate stakeholders, targets may still not be receptive. To streamline the lead acquisition process, Matomy needed a more efficient sales method—one that would help locate key decision makers and establish immediate credibility. Social selling with LinkedIn Sales Navigator allowed Matomy to do exactly that.

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*“Many of the deals I bring in are from LinkedIn Sales Navigator—its tools make reaching my sales goals so much easier.”*

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To get the most out of this platform, Matomy encourages sales teams to explore Sales Navigator for new ways to locate and reach leads. Features like TeamLink—which gives your entire sales team access to each other’s LinkedIn networks—open the door for more warm introductions and referrals. “When someone your target knows can vouch for you, that credibility has a huge impact on his or her decision making,” explains Omer Rosenberg, Sales and Business Development Manager at Matomy. “It makes our process much more efficient.”

## What results did Matomy see?

The effect was substantial. After months of reaching out to a prospect—a large company with a potential deal that far exceeded Matomy’s average contract—Omer turned to Sales Navigator’s Lead Builder. With the help of continual sales updates and company news alerts, he was able to reach the key decision maker at a critical moment. Tailoring Matomy’s solutions to the prospect’s pain points, Omer closed a deal that could reach \$100,000.

Shlomit found similar success with a prospect who hadn’t replied after multiple emails. Using Sales Navigator’s advanced search tools, she located the specific director she was targeting and contacted him via InMail. “My InMail stands out from the 100 other messages he receives every day,” says Shlomit. “In the initial message, he also gets to see my position and background—establishing a certain level of professionalism and trust right from the beginning.” This client remains one of Matomy’s top publishers on its platform.

The sales team close many of their deals directly because of Sales Navigator. Pamela Becker, Matomy’s Vice President of Global Marketing says, “We’re one of the few highly profitable companies in our industry. While our multi-channel technology sets us apart, we are also smart enough to use tools like LinkedIn Sales Navigator.”



*In their own words*

## The key features of LinkedIn Sales Navigator for Matomy Media Group

### Creating Credibility with TeamLink

“The whole team is connected through TeamLink, and we leverage it for warm introductions within Sales Navigator. It’s proven to be a very beneficial tool, establishing instant trust with prospects.”



Omer Rosenberg  
Sales and Business  
Development Manager,  
Matomy Media Group

### Gaining Insights with Lead Builder

“After months of hard work trying to reach the prospect, Sales Navigator’s updates helped me determine when to reach him and how to present what Matomy had to offer that specific lead.”



Omer Rosenberg  
Sales and Business  
Development Manager,  
Matomy Media Group

### Expanding Networks with Job Change Alerts

“If I see that one of my connections moves to another company, I can reach him or her and grow our client base.”



Shlomit Cohen  
Senior Mobile Media Sales,  
Matomy Media Group

## Extend Your Outreach, Identify Decision Makers, and Establish Trust with Sales Navigator

Matomy Media Group uses Sales Navigator to connect, engage, and build lasting relationships.

Check out [Inkd.in/sales-navigator](https://www.linkedin.com/company/matomy-media-group) to learn more about Sales Navigator