intelligentVIEW

YOUR MEDIA BUDGET IS LEAKING...

How to prevent budget leaks before opening the tap

~$4B
media spend wasted by Canadian brands every year

That means **23-40%** Canadian marketers' media budgets are wasted
(Sources: Association of National Advertisers & Nielsen)

THE MISDIAGNOSIS

Many marketers focus on patching leaks after they occur

The advertising industry has spent years building increasingly sophisticated tools to detect, measure, and optimize around media waste retroactively. The majority of the solutions are downstream after the budget's already gone, the inventory's already served.

Assumed 'leaks' to patch	Patches marketers respond with
Creative fatigue An audience sees the same ad/creative so many times that it stops working.	**In-channel optimization** Tweaking targeting, bids, and creative after performance starts slipping.
Bots Automated programs (not real people) that generate fake activity around your ads and website.	**AI bidding & automation** Letting algorithms optimize delivery in real time, but only within the inputs and signals you've already set.
Low viewability Ads that technically "serve" but never appear in a meaningful way.	**Post-campaign attribution** Diagnosing performance after the campaign has already run, and budget is already spent
Poor bids Bids (or your bidding setup) aren't competitive enough, or aren't aligned with the goal, so the platform can't win good auctions or can't hit your target.	**Identity resolution** Trying to stitch identifiers together after the fact to understand overlap and reach (Limited in Canada due to consent and compliance constraints.)

Misdiagnosis: Focus is reacting to waste and patching budget leaks, but not looking at the source.

THE REAL ROOT CAUSES

Media waste in Canada, it's a planning problem

Most media waste is locked in during the planning phase before the first impression is served.

- Channel-first budgeting
- Fragmented audience definition
- Unmanaged frequency with invisible overlap

THE CANADIAN MULTIPLIER

Media waste hurts more in Canada

Unlike larger markets like the U.S., inefficiencies don't blend into the noise in Canada. They're far more visible and costly here.

Why it hurts more:

- Smaller addressable market
- Privacy constraints limit downstream fixes
- Regional diversity amplifies misallocation

THE SOLUTION

Planning is where you prevent budget leaks

The most effective way to reduce media waste is to start with clarity. When you invest in understanding your opportunity and defining your audience, every downstream decision becomes more intentional, coordinated, and measurable.

4 answers you need to know before you allocate a dollar

01 How big is the full addressable market?

02 What is the full acquisition opportunity?

03 What media do they consume?

04 How are we going to measure what matters to the business?

These answers inform your acquisition campaigns, from planning to optimization.

intelligentVIEW

Canada's only privacy-compliant audience-first prospecting platform

intelligentVIEW allows you to plan audiences deliberately and reach them consistently, so you can prevent media spend leaks before they eat away at your budget.

ACTIVATION Connectors Execute one audience consistently across digital and direct.	• Meta • Google • TikTok	• The Trade Desk • StackAdapt • Canada Post	• Custom
INTELLIGENCE Engine Audience definition, opportunity sizing, and market prioritization.	• Audience Builder • Opportunity Sizing • Profile Reports	• Competitive Monitoring • Lookalike Modelling • Market Heat Maps	• Comparison Reports • Custom Reports
DATA Ecosystem Complete Canadian household foundation with modular premium overlays.	• 30,000+ Attributes • Identity Solution • intelligentSEGMENTS	• Custom Integrations • Premium Modules • Premover	• TransUnion Agg Data • Snowflake

"Based on the insights that intelligentVIEW provided about our current donor base, we were able to **quickly determine key target audiences to drive testing of a number of new media channels for us, including unaddressed campaigns**. intelligentVIEW provides us with the ability to not only understand how each channel plays a part in prospect engagement, but to run A/B testing across many platforms in a true omnichannel environment."

Tracey Dhani
Director, Annual Giving and Donor Relations, MS Canada

Stop addressing media waste after the fact.
Prevent it from the start with audience-first planning via intelligentVIEW.

Want to see what opportunity looks like for your brand?

Learn how intelligentVIEW can help you prevent leaks with a shared audience foundation.

Get My Free Insights Report

Want to learn more about intelligentVIEW?

- Read more about the intelligentVIEW platform
- See how intelligentVIEW compares to other tools on the market
- Learn more about the $4 billion planning problem & how intelligentVIEW can help