

Built different. By design.

Most agencies feel the same because most agencies work the same. They have scattered workflows, inconsistent reporting, and decisions that are hard to explain. **MPP is different by design.**

Strategic Leadership	At MPP, strategy, planning, and optimization are guided by a documented system (Orbit + Hi-5), supported by automation so senior leadership stays involved in decisions that impact budget + performance.	At other agencies, strategy is often concentrated at the pitch stage with execution handed off to junior teams or managed primarily through automation and presets.
Responsiveness	MPP guarantees a 1 business day response time . (24 hours on weekdays; next business day on weekends/holidays)	Response times at other agencies are often not guaranteed and vary by workload, team structure, and account tier.
Media Planning	MPP delivers centralized planning and execution across channels, guided by Orbit and the Hi-5. Frameworks, automation and AI support faster decisions, cleaner launches, and consistent optimization.	At other agencies, planning and execution can be fragmented across siloed channel teams , which slows approvals, creates inconsistent reporting, and reduces accountability across the full campaign.
Media Buying	When it benefits performance and pricing, MPP buys directly with local and regional media partners to improve negotiating leverage, reduce middle layers, and keep buying transparent. It also keeps media dollars closer to the communities you serve.	Many agencies route buys through national reps or bundled networks, which adds layers between the advertiser and the media partner as well as reduced visibility into pricing and placement.
Client Portal + Workflow	HelloMPP is our client portal for faster collaboration. You can place requests, submit orders, review creative, track progress, and view performance in a live dashboard, all in one place.	Requests and updates from other agencies often rely on email threads and individual points of contact. This can slow turnaround and reduce visibility when teams are busy or unavailable.
In-House Delivery	Campaign operations and delivery is handled in-house at MPP for tighter quality control, faster turnaround, and clear accountability, with zero surprise costs.	Other agencies may outsource parts of execution (creative production, setup, optimization, reporting), which can introduce extra handoffs, slower timelines, and less visibility into who is doing the work and what you're being charged.
Reporting + Analytics	HelloMPP is our in-house reporting and analytics portal built to unify performance across digital + traditional media. Clients get 24/7 access to dashboards , pacing, and results, so decisions are based on the full picture, not channel silos.	Reporting at other agencies is often limited to platform-native dashboards, spreadsheets, or third-party tools that don't unify digital and traditional data , making it harder to understand total performance across channels.