

COMING TO ADMALL® IN 2026: UPDATED STATE OF MEDIA SALES™ DATA

Exclusive Updates. Deeper Insights.



The 2026 AdMall® update integrates the newest SOMS intelligence—giving you a sharper edge to identify opportunities, personalize pitches, and **Sell Smarter®**.

The latest data from the **2025 State of Media Sales™** (SOMS) study—co-sponsored by **SalesFuel®** and **BIA Advisory Services**—will soon be available in **AdMall®**.

This latest release brings the most current intelligence on 2026 media sales performance, challenges, and revenue opportunities directly into the tools sales professionals use every day.

WHAT YOU'LL BE ABLE TO DO IN ADMALL®

- Access the newest SOMS data alongside AdMall's local account intelligence
- Identify fast-growing verticals to build smarter sales strategies
- Use SOMS insights to support proposals and boost sales credibility
- Track AI adoption and digital transformation trends shaping the media industry

Data in the report appears in these verticals:

- Home Improvement
- Local Services
- Health Care Services
- Banks and Investment Firms
- Entertainment
- Automotive
- Education
- Recruiting/Employment
- Insurance
- Restaurants, Food and Beverage
- Government/Nonprofit (not including political)
- Real Estate
- Retail
- Travel
- Telecommunications/Utilities
- Political
- Consumer Packaged Goods (CPG)
- Real Estate

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