

KXAN Connects Expands Integrated Media Planning Capabilities to Help Brands Maximize Advertising Performance

AUSTIN, TX, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- Full-service marketing and media solutions providers are increasingly expanding into full-scale media planning, helping local and national brands more effectively reach audiences across every major channel. This shift reflects growing demand from advertisers seeking a single, unified partner to manage complex, multi-channel campaigns from strategy through execution.



The advertising landscape has become increasingly fragmented across broadcast TV, streaming, social, search, out-of-home, and digital display, making it harder for brands to orchestrate cohesive campaigns across so many platforms. In response, media agencies are expanding their media planning capabilities, offering clients a single point of contact to plan, buy, and optimize advertising placements across the full media mix.

Industry professionals note that brands today need more than someone to simply buy ad space — they need a partner who understands how every channel works together to drive results. Expanded agency capabilities increasingly focus on building comprehensive advertising strategies rooted in data and tailored to each client's specific business goals, rather than applying a one-size-fits-all approach.

These expanded offerings typically include audience research and segmentation, competitive analysis, channel selection, budget allocation modeling, creative coordination, and ongoing performance measurement. By uniting these capabilities under one roof, agencies allow clients to move faster, reduce redundancy across vendors, and gain a clearer view of how each advertising dollar is performing.

A hybrid approach has become particularly effective for agencies with both strong local broadcast footprints and digital or streaming inventory extending beyond a local market. This combination allows brands to build campaigns that pair the trust and reach of local television with the precision targeting capabilities of digital platforms, all coordinated through a single point of contact.

A data-driven model is increasingly what sets leading agencies apart. Rather than relying solely on historical media buying patterns, many now leverage real-time analytics and reporting dashboards to continuously optimize campaigns as they run. This allows advertisers to reallocate budget toward the channels and creative executions that are actually driving results, reducing wasted spend and improving overall return on investment.

This kind of expanded service model tends to benefit a wide range of advertisers — from small businesses and regional chains to large enterprise customers. Agencies such as KXAN Connects have noted this trend across their own client base, particularly among smaller advertisers without dedicated marketing staff, for whom a full-service media partner can effectively become an extension of their business, removing much of the strategic and operational complexity from modern advertising. Larger organizations, meanwhile, benefit from scalable support that can flex with seasonal campaigns, product launches, and shifting market conditions.

Looking ahead, media planning agencies are expected to continue investing in technology and talent to keep pace with the evolving landscape, including deeper integration of programmatic advertising, connected TV, and audience-based targeting tools.

<https://kxanconnects.com/lets-connects/>

About KXAN Connects

KXAN Connects is the full-funnel marketing division of Austin's trusted news brand, combining local insight with national-level resources to help Central Texas businesses grow. Backed by Nexstar Media Group, the team delivers data-driven strategies, creative storytelling, and multi-channel campaigns across TV, digital, social, and search to connect brands with the right audiences and drive measurable results.

Media Relations

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