

Airtime & Ad Sales Proposal Management System

Overview

AdsValU is a **Yield Optimization** tool built using Data Science techniques for achieving **Revenue Goals**. The solution leverages **Predictive Analysis** based upon historical trends of **Audience Measurement** to ensure alignment of **Channel Performance** to **Advertiser Objectives**.

The system enables the Sales Teams to manage their **Ad Inventory** optimally using mathematical algorithms and enhancing the **value proposition** to the customer.

While maintaining complex Sales Hierarchies of **Enterprise Networks**, AdsValU also enables **multi-tiered approval** mechanisms.

AdsValU encapsulates the End-2-End "**Proposal to Deal Lifecycle**" by automating aspects of crafting a Proposal as well churning voluminous data to provide insights.



Build Your Campaign



Key Highlights

- Single system to manage both your **Airtime** as well as **Sponsorship** Sales
- **Maximize** yield by managing the Inventory optimally across the network
- Complete **Visibility** through the entire Proposal – Deal Lifecycle including Post Evaluation Performance of the Deal basis actual Ad Ratings
- **Benchmark** and track "average sales unit pricing" at the Channel, Advertiser & Sales Unit level
- Manage **Geo Diversity** by connecting multiple business locations funnelling sales across a pan-Regional Sales Team
- **Intuitive Reporting** with parameters across operational scenarios
- Highly **Scalable** system seamlessly integrating with existing systems to protect previous technology investments
- **Competitor analysis**, Advertiser burn/churn rate, Industry/Sector Trends, etc.

Integration

Robust architecture to integrate with multiple 3rd Party systems via XML-based interfaces, Web services APIs and direct database connections.

Viewership Ratings:

Using industry standards on Program Ratings data, AdsValU processes raw data to gauge trends and performance of Sales Properties across the Channel Network.

Granular Minute level 'Ad' Ratings Data is churned by numerous algorithms within the system to craft the most efficient Proposal that forms the basis of negotiation with the Advertiser.

Broadcast Management System (BMS):

AdsValU integrates with leading BMS at multiple touchpoints in the Ad Sales cycle.

- Deals – Finalised and approved Sales Deals are pushed into BMS
- Bookings – Near Real Time integration for Importing RO / Spot booking data from BMS to compute Inventory Fill Levels which are a key ingredient to Pricing & Proposal



Reporting & Analytics

Business Reports

- **Advertiser Performance:** Get an insight of your high value Advertisers with ranking capability across Effective Rates, Revenue, Ratings Delivered
- **Sales Pipeline:** Key stake holders get an overview of Active Pre-Sales pipeline for efficient business projection planning basis Conversion Ratios

Analytical Reports

- **Competitor Tracking:** Compare 'Own' Channel performance against competition
- **Deal Evaluation:** Comparative analysis of Historical v/s Projected

Dashboards

- **Graphical View:** Powered through the Charting function to provide analytical insights in form of multi-dimensional widgets
- **Actionable TO-DO:** Enables the User to take necessary actions on key activities

Business Impact

- **What Ifs**
An intuitive scenario generator that allows users to see the impact of changing Proposal variables like: Outlay, Sales Properties, etc.
- **Visibility**
One Stop platform to provide comprehensive visibility across an enterprise structure encompassing a varied mix of Genre, Channel, Advertiser, etc.
- **Analyse Trends**
Analyse current vis-a-vis historic Sales, Rate Card & Viewership data
- **Empower**
Enables Sales Teams to drive business using an Optimal Inventory burn
- **Result Oriented**
Provides a rational & consistent balance between business objectives of achieving Channel Targets v/s Advertiser Goals
- **Revenue Generation**
AdsValU focuses on tapping unutilized inventory to achieve Revenue growth
- **Actionable Insights**
Notification alerts at key junctures across Negotiation, Approval & Deal closure
- **Workflow Management**
Highly configurable workflow engine to embed business rules and compliance needs

U-TO Introduction

At U-TO we believe in merging technology, innovation and business knowledge to help our clients achieve more.

With 17+ years of business experience in developing products and tailored software solutions, we implement products to provide precise business outputs.

Trusted by Industry leaders globally for over a decade, U-TO's expertise and in-depth understanding of the media domain has helped broadcasters, studios, content aggregators and OTT players address varied complexities of their ever-evolving business needs.

We are a global company with personnel, partnerships and clientele worldwide including US, Russia, Dubai, Singapore and India.

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