



AdStore

Unified Cross-Media Ad Sales

The Challenge of Cross Media Ad Sales

Advertising media expanded to new markets and continues to grow. TV, print, and radio still reach a valuable audience, but digital captures larger and more specific target. Traditional broadcasters must deliver on multiple distribution platforms, including video on demand, online, and mobile media. In order to compete, advertisers must pinpoint audience targets, and to them the content and placement of the advertising is as critical as the distribution platform.

Multiplatform Sales and Invoicing

With AdStore, you can now offer your clients uniquely customized campaigns across a wide range of content and placement across all delivery platforms. As your needs and your customers demand change, AdStore can adapt to new market trends by expanding with additional platforms and channels.

Tailored Proposals and Quotes

AdStore displays all your advertising inventory and makes it easy to find and collect the right products into a proposal. Cross-reference between, for instance, related internet and television-based ad space stimulate creativity and drive additional sales. The user chooses either individual products or predefined packages such as television or web site audience demographics or multimedia-outlet themes. Finally, the unified billing process not only presents your customer with one, comprehensive and detailed invoice, but also enables cross-platform corrections if needed.

Benefits



- All commercial inventory – TV, VOD, online, mobile, offline, and more – at your fingertips through a single, web-based access point
- Increase sales with predefined products or cross-platform packages
- Assemble orders with an intuitive "shopping cart"
- Create rich sponsorship deals and present them to your client in a single screen and document
- Easily identify upselling potential of existing deals
- Optimize performance with objective-based booking and budget shifting across portfolio
- Ensure correct customer data across all deals and campaigns
- Connect divergent sales processes into a single, managed workflow for proposals, approvals, and confirmations





Ad Sales You Can Touch

AdStore's touch-control user interface supports mobile and tablet devices. With the web-based client, the system can be used from anywhere, anytime - also while your sales people are meeting with the customer.

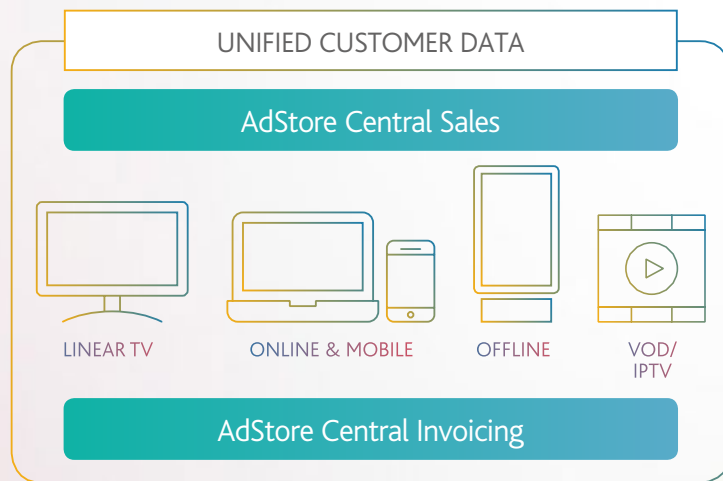
Increase Revenue and Customer Success

To help increase both your own revenue and your customers' success, AdStore enables upselling with additional media to existing customers or bundling different, cross-platform media together into either predefined or ad hoc packages. This allows your customer to get the audience targeting they need from a wider, higher quality exposure. With objective-based booking, your customers can also optimize performance by shifting budgets between platforms.

Online Ad Sales Works like You Do

AdStore works with the most popular ad server platforms such as Google's DFP and others. In addition, AdStore can integrate either side-by-side or on top of your existing digital ad sales tool to unify online and other ad sales tools into a single application.

Unify all commercial inventory into a single access point and a single process for cross-media sales!



Key Facts

Real Cross Media Functionalities

- One sales order for all media
- Single invoice for all media
- Review the available inventory for each media
- Context search across all platforms

Predefined Sales Packages

- Creation of packages that contain spots on TV, pre-rolls on VoD and impressions on the website as in-video or page ads

Target Oriented, Highly Automated Booking

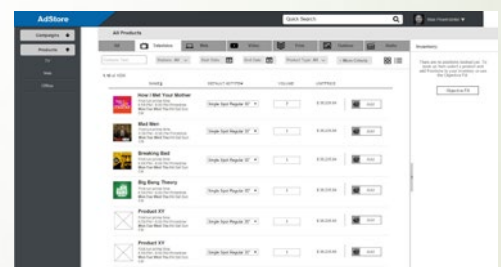
- Entering of objectives such as ratings points, budget, target demographics, preferences or exclusions
- System creates proposals that meet the client's goals, while considering a wide range of configurable rules

Connectivity

- Video preview with video server connectivity
- Flexible integration with existing sales systems or ad servers

Mobile Use

- Use on mobile devices for creation and closure of orders during a customer meeting



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Global next generation IT systems integrator Arvato Systems is focused on Digital Transformation solutions. We rely on the technology, talent and expertise of over 3,000 people at more than 25 sites around the world. Arvato Systems offers an exceptional combination of international IT engineering excellence, the open mindset of a global player, and the passion and commitment of our staff. We work together with our customers to build long-term partnerships and achieve our shared goals.