



SAXOTECH Online Ad Solutions

Ad Sales Management

PRODUCT DATASHEET

SAXOTECH's Ad Sales Management harnesses the growing potential of online advertising and provides publishers with a comprehensive platform to monetize digital media products. Serving as a single point of management for all your digital media sales activity, Ad Sales Management provides key functions that streamline scheduling, pricing, quoting, ordering, publishing and billing combinations of online display ads and online directory/marketplace listings. Ad Sales Management also provides support for quoting offline ads that can be streamlined to legacy print advertising systems through a flexible Ad Export API.

Media Money Maker

Turn on Ad Sales Management for a quick implementation to:

- **Enable Your Entire Sales Team to Sell Online Products**
Allow non-technical sales users to clearly communicate the value of your online assets and intelligently price your inventory and other online performance-based products.

- **Efficiently Manage Workflow**
Automate management of business rules to create accurate and efficient sales and production processes.
- **Harness Real-Time Customer Relationship Management Sales Tools**
Plan and execute aggressive campaigns targeted to your online publications.
- **Generate Comprehensive Proposals**
Create easy-to-understand quote documents for the advertiser with price, publishing and performance line items for all digital products.

Built on an open Software as a Service (SaaS) framework, Ad Sales Management offers tremendous integration potential and rapid deployment of new functionality to keep pace with the quickly changing online advertising landscape. Plus, it includes an open API, allowing you to integrate with key business systems.

Unify and Optimize Your Sales Process for Online and Offline Ads

Publishers today are challenged to keep pace with the wide range of new, sophisticated online ad products at their disposal. Monetizing digital products as the public's appetite for online news and information grows represents a largely untapped source of revenue for many media companies.

Print advertising paradigms do not cut it when it comes to monetizing interactive advertising. Yet it is common for traditional media company sales efforts to masquerade online ads as print ads, using proprietary systems designed for offline products to maintain online ad orders in spreadsheets that require manual processes for quoting and ordering.

Ad Sales Management brings organization and simplification to your sales team with tools for creating online and offline rates and packages that are easier to present to the advertiser.

Automate and Centralize Publishing Ads to Your Website and Your Ad Publishing Partner Channels

Today online media companies publish banner ads and marketplace ads to their own sites as well as to networks and partner sites. The channels are always changing as new ad formats emerge and partner financial models evolve.

As new channel opportunities arise, publishers often have to scramble to implement new interfaces that typically do not offer automated connections to their sales tools, leading to expensive IT upkeep and wasted labor re-keying insertion orders.

Ad Sales Management offers built-in seamless publishing to the Directory Publishing Center, as well as to the SAXOTECH Online Ad Server. Additionally, the system provides a well-defined Online Ad Export API to stream ads to the ad publishing channel of your choice automatically.

Automate and Normalize Billing

Media company professionals in the back-office are sometimes flying blind when it comes to online advertising financial performance measurement.

The sales team scrambles to sell more and more hot digital products to drive revenue, but these products usually don't come with interfaces to the billing system and accounting services are forced to manually re-key orders into an accounts receivable system.

Ad Sales Management features a billing system API that can be configured to talk to your AR system with custom feed of information about the various online ad formats the sales team has sold. This interface helps prevent billing errors and provides the financial team better visibility into the performance of new digital ad offerings.

Features and Benefits

Feature	Benefit
Dashboards and Reports	<ul style="list-style-type: none">• At a glance view of online inventory availability and revenue potential.• Easy for ad rep and ad management to understand the value of online ad products.• Use Crystal reports to create powerful reports that summarize ad-publishing data (click, impressions) with sales and financial data (rates and contracts). These reports can be configured for internal use, or re-formatted for automatic emailing to customers.
Quote and Proposal Generation	<ul style="list-style-type: none">• Automatically create quote documents for advertisers.• Documents can be configured for many internal and customer facing purposes including production tickets, campaign reports, and sales reports.
Automated Banner Ad Booking	<ul style="list-style-type: none">• Enforce business rules while automatically scheduling the ad into multiple sites, content categories and placeholders.
Online Pricing and Rate Card Administration	<ul style="list-style-type: none">• Supports online advertising rating methods, such as CPM and per click pricing.• Supports configurable premiums and discounts for online advertising upsells: day-parting, targeting, and companion ads.• Allow sales management to pre-build packages with complex business rules and sophisticated online ad scheduling dimensions – so sales reps can focus on selling, not “geek speak”.
Customer Import API	<ul style="list-style-type: none">• Configurable API for importing customer data from the business system gives your sales team an accurate view of your sales prospects.
Billing System API	<ul style="list-style-type: none">• Configurable API to send ad booking billing records to the AR system eliminates manual processes for billing online, reduces errors, and saves labor dollars.• Provides a normalized view of your financial performance for reporting purposes, and allows you to analyze success and failure metrics for your online ad products in adherence with business practices established for your traditional offline products.
Ad Content Input & Ad Content Upload	<ul style="list-style-type: none">• Allows creative services to upload publication-ready content for automatic inclusion in the ad insertion, which centralizes content storage and streamlines the process of getting the ad on the site.
Workflow	<ul style="list-style-type: none">• Sales workflow allows the sales team to route quotes for approval by sales management from initiation to close.• Credit workflow allows sales managers and accounting users to impose appropriate financial controls.• Content workflow includes traffic management and ad creation in the process of fulfilling online ad content requirements.
Ad Export Sub-system	<ul style="list-style-type: none">• Whether it be your legacy print classified system, an online classified aggregator or a third party ad server, the highly configurable Ad Export API can forward scheduling and content data to many different channels to help you capitalize on new partnerships and protect existing investments.
Highly Configurable Booking Tool for Directory Booking	<ul style="list-style-type: none">• Publishers are looking to capitalize on the new niche directory content to capture the revenue moving away from traditional yellow pages: entertainment guides, doctor directories, moms and kids products and services. Ad Sales Management provides a highly configurable sales tool that enables you to create customer metadata capture forms for each directory.

Ad Sales Management: Revenue and Inventory Dashboards, Sophisticated Multi-media Quotes

Customer: Cedar Seafood, SAXOTECH TIMES
 Order Info: Account Name: Independent Digital Media, Account Phone: (234) 564-9999, Contact Name, Account Number: 1234567
 Order Type: Quotation
 Sales Tools: Find Account, CRM Opportunity, Update CRM, Quote Print Ads, Price & Validate, Proposal Document, Publish Ads
 Banner Schedule Table:

Package	Impressions	spTime	Pool	Price	Budget	B_IMP	Start	Stop	Weight	Blocking	Campaign	Companion
High Exposure Branding	20000			\$220.00	\$0.00	20000			1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant Promotion	10000			\$450.00	\$0.00	10000	12/01/2007 09		1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail Adv. YP Teaser	0			\$0.00	\$0.00	0			1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

About SAXOTECH

SAXOTECH helps media companies meet current and future challenges in the media landscape by providing cost efficient solutions for new business models based on multimedia, multi-channel consumer interaction. Our scalable, easy-to-implement solutions are used to plan, create, edit, design and publish content as well as drive online directories and serve display advertising through multiple channels. Our customers receive world-class implementation, training and support complemented by ongoing development of products and best practices. Today, SAXOTECH's solutions are in use by more than 600 news organizations around the world.

World Headquarters

SAXOTECH
 302 Knights Run Avenue
 Suite 1150
 Tampa, FL 33602
 USA
 Tel. +1.813.221.1600
 Fax. +1.813.221.1604
www.saxotech.com

European Headquarters

SAXOTECH A/S
 Hobrovej 42D
 DK - 9000 Aalborg
 Denmark
 Tel. +45.96.31.42.00
 Fax. +45.96.31.42.42
www.saxotech.dk