

Powering Your Impression-Based Digital Ad Business

The costs of running a digital ad business can seem daunting, especially as ad complexity continues to rise. **Operative.One**, Operative's award-winning SaaS platform, provides publishers with the ability to streamline and automate their business operations – across sales, ad operations and finance – in the interest of better monetizing one's inventory, maximizing revenue and reducing costs amidst a complex business environment.

Operative.One Network

Enabling accurate, efficient and cost-effective direct sales, Operative.One offers the capabilities needed to:

1 Flexibly Create & Package Products

Create products that align with the way advertisers and agencies want to buy, increasing the value of your sellable inventory. Our powerful Ad Master Model enables organizations to target products to specific sets of audiences and content, combine individual ad units into packages and align naming conventions with client insertion orders and/or ad server systems.

2 Manage Proposals

Enable your sales team to respond quickly to requests for proposals (RFPs), increasing the total volume of potential business opportunities and decreasing the amount of resources being expended. Robust product search capabilities, inventory availability at your fingertips and automatic synch with your CRM system reduce time spent on excessive interdepartmental communications and manual entry in multiple systems.

3 Establish a Workflow for Sales Approvals

Streamline your approval process by leveraging pre-defined, best-practice-based workflow rules, or establish a custom set of rules. With auditable processes in place, you can increase business transparency and reduce bottlenecks.

4 Monitor Business Performance

Operative.One's standard reports provide executives across the organization with valued intelligence to understand business health and inform business decisions. Additionally, you can build custom reports unique to your company's needs.

Last year, our clients' CPM growth outpaced the industry by more than

14X

the industrial average.

5 Execute Campaigns

Significantly increase efficiencies in campaign execution through a combination of process optimization and technology automation. In Operative.One, you can set rules that automatically assign campaigns to your ad operations team or Operative's ad operations resources. Plus, reduce double entry by leveraging the platform's robust push-to-ad server capabilities.

6 Optimize & Manage Campaigns

Track campaign performance in order to inform optimization decisions. Operative.One Campaign360 provides enhanced campaign management functionality and automatically reconciles primary and third party delivery data.

7 Streamline Invoicing & Billing

Reduce billing time by more than 50%. We provide everything you need to prepare for invoice generation – from billing profiles that automatically calculate how much to invoice to exportable reports and revenue recognition executive summaries.

8 Manage Inventory

Maximize sell-through and minimize under-delivery with Operative.One's Inventory Manager. View booked impressions, available impressions and campaigns that are contending against highly sought after inventory. You can also monitor availability across multiple targets for complete visibility into sellable inventory.

The Costs of Inefficiency

- An average of **1,600 hours per month** devoted to transactional RFPs – which translates to **18% of publishers' revenue** being spent solely on RFP response*
- Excess time required to bill clients – **at times, far exceeding 30 days** – resulting in a delay in cash flow
- **Unrealized revenue** due to an inability to track and forecast inventory

* "The State of the Industry", Adslot and Digiday, 2013.