

Ad Campaign Management

Today, as marketers, you have to deal with market trends faster than ever before. Planning ad campaigns, working with multiple agencies to communicate brand message and measuring effectiveness is continuous challenge.

MeghaServe ACM promises a complete collaborative application to collect key information about the ad campaigns. Whether you are a CMO, brand manager, or agency dealing with multiple advertisers, MeghaServe ACM helps you in keeping on top of every ad campaign you run.

It is 100% native to salesforce.com platform, which assures best security model, scalability, numerous customization and integration possibilities.

Supported Media (Release -2011)

Out Of Home (OOH)
Print
TV/Radio
Internet



MeghaServe ACM

Ad Campaign Management

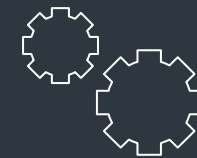
Track and build your own custom Ad spending formula
and develop it with changing market conditions



Ad Campaign Management - on demand

GAIN PRODUCTIVITY. INCREASE EFFECTIVENESS. TAKE INFORMED DECISIONS

Manage every ad campaign with MeghaServe ACM and build brand's overall spend view. No need to wait for long hours and search through piles of documents anymore!. With MeghaServe ACM you can now streamline Ad Campaign spending and derive patterns to improve effectiveness.

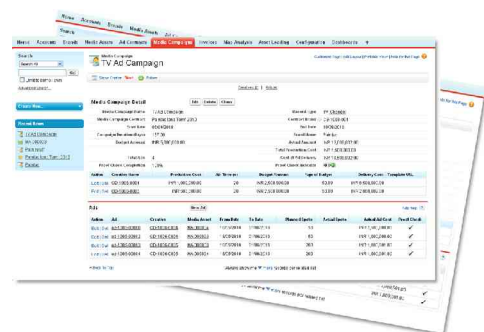


CUSTOMIZATION

MeghaServe ACM enables you to collect information and visualize your ad campaigns within few minutes. There is no long deployment cycle involved. You can further customize the solution to meet your specific needs with help of built-in wizard driven interfaces. No more weeks of efforts to get reports you need. You may create self service reports in few easy steps.

FEATURE HIGHLIGHTS

- Ad campaign planning
- Ad contracts
- Unified view of brands
- Invoices & Payments
- Map based analytics
- Reports, Charts & Dashboards
- Team Collaboration
- Easy Data Transfers
- Advanced security controls



Get started in minutes!

BUSINESS BENEFITS

- Gain complete visibility of campaign channels and spend
- Increase employee productivity: Do more in less time with software
- Save on travel: Conduct e-surveys using real maps
- See campaign geographical distribution and cost in real-time as it evolves
- Easy integration with Salesforce.com CRM to measure campaign effectiveness

IT BENEFITS

- No Hardware/Software to install
- 100% native to salesforce.com
- Tools for data exports and backup
- Enterprise Data Integration via third party tools
- Customize with few clicks
- Self-service reporting
- Team collaboration with Chatter*

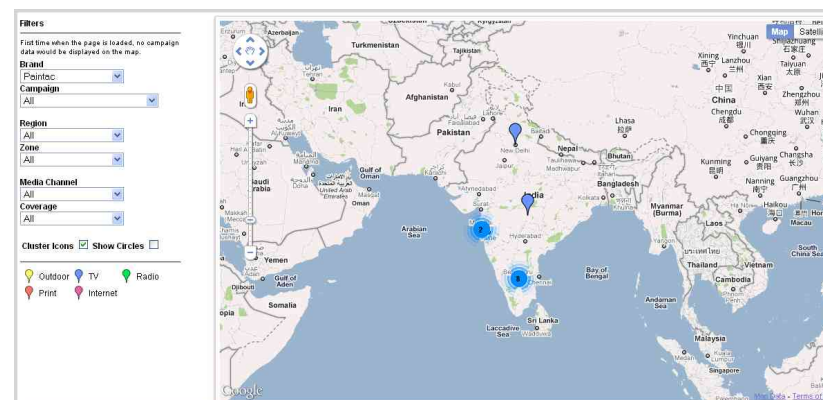
INTEGRATED VIEW OF AD CAMPAIGN SPEND DATA VIA PREBUILT DASHBOARD

SUPPORT

We are continuously working on providing better documents, videos and other training materials to enhance our customer experience with solutions. For requirements like complex customizations or data migration/ integration with third party applications, you may contact our team.

Every subscription comes with:

- Free feature upgrades
- Free email based support



SIMPLE TO USE WEB APP

All user interfaces are simple to use and tab driven. Most recent tasks, items deleted etc are automatically captured and shown for easy retrieval. Collaborate with team using facebook like interface in controlled fashion using chatter. Intelligent visual indicators for media and monitoring compliance flags are some of other features to simplify app usage and promote user adoption.



TRY IT TODAY!

Take a free trial of full featured application and start managing your ad campaigns right away!

www.meghaserve.com