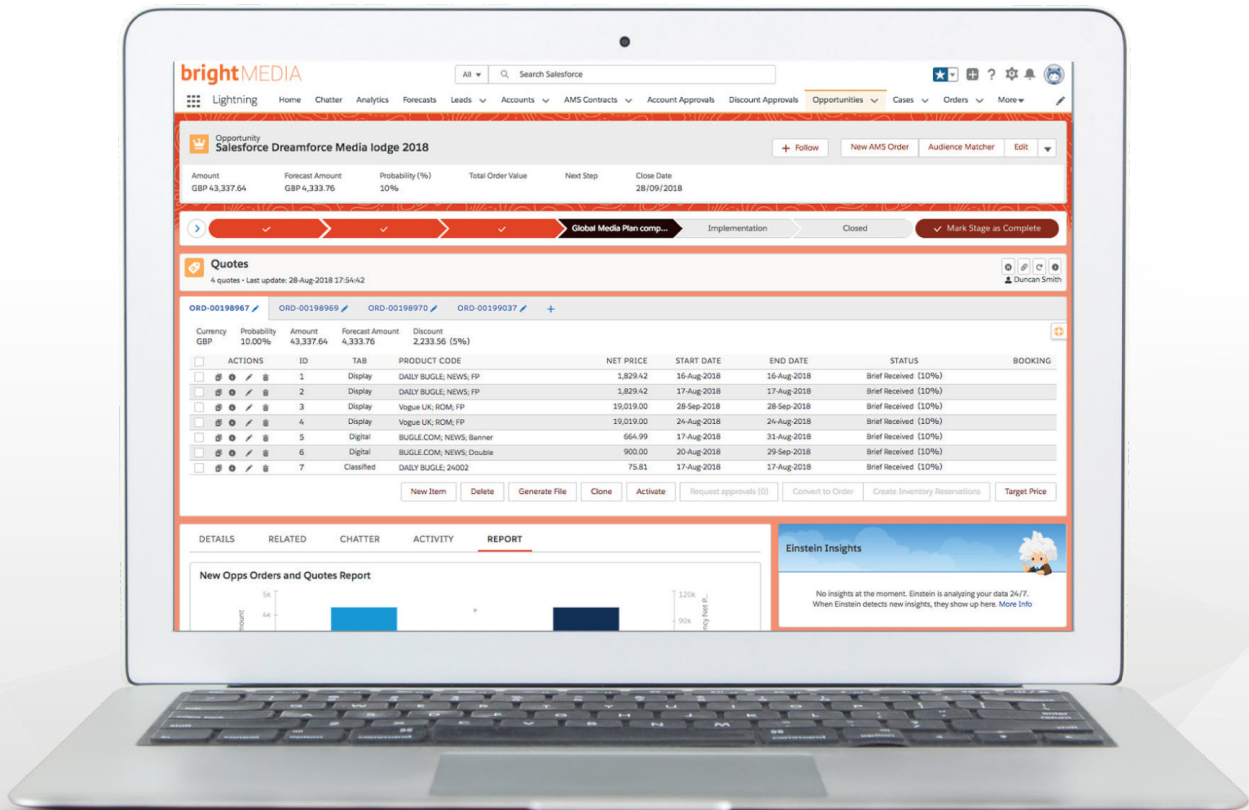# **Bright**MEDIA

The Salesforce Ad Sales Solution

Publishers today face an uncertain future with an ever changing advertising landscape. The ability to react quickly to these changes is more important than ever. To meet these needs BrightGen created **Bright**MEDIA. A solution which has been awarded 'Fullforce' status by Salesforce and is now running the AdSales for some of the world's leading publishers.

BrightMEDIA is the Salesforce Next Gen Ad Sales solution created and optimised in Lightning. It provides a true single source of the truth and extends Salesforce Sales Cloud providing publishers with the tools for today's complex ecosystem.

BrightMEDIA delivers a full 360° view of your customers activity - all your data available and easily presented for the Sales team in one place. From contracts, to orders, invoices, and cases. Empower your sales team to inform customers with a clear picture of their account information and history. Know more, sell more.

INVENTORY

Inventory is one of the most important things for a publisher - what is being sold, what is available, what should be addressed as it is not selling well? BrightMEDIA addresses this by presenting the inventory directly as part of the Quote/Order process - if you know that someone has already reserved that item it may help the sales discussion to purchase directly!

AUDIENCE

Publishers have to change the way they are selling, no longer selling a product item such as a banner or a full page ad, instead selling data - the 1st (and maybe 2nd) party data that is the crown jewels of the publisher.

BrightMEDIA and the Audience matcher provide support for this by allowing Sales to enter the audience segmentations required, and the Audience matcher determines the Platforms that match those segmentations. A simple, intuitive, wizard-based interface streamlines the process.

INTEGRATIONS

With the complex ecosystem in today's advertising world it is key to allow systems to talk to one another and have one single data source. BrightMEDIA has two-way integration with Google DFP and some of the leading Page planning solutions such as MediaPlanner/Journal Designer and Censhare. This is key to ensuring the right data is available to the right people at the right time! You no longer have to rely on an email to tell Ad Ops your order has been cancelled!

BrightMEDIA has been integrated with many Finance/ERP systems form SAP, Oracle to Workday and provides all of the required data for finance users and Sales.

REVENUE

Increase your revenue with the full 360° view of your customers and the insight it drives. Knowing and monetising your customers will allow you to drive the pipeline and improve profitability.

CONTRACTS

Contracts and revenue management can be laborious and complex to manage, BrightMEDIA takes these complex areas and simplifies them. Contracts, whether they are Revenue or Volume based, can be viewed by Sales and just by accessing the record they are presented with key information, such as how much has been spent and is the customer on track to spend the agreed amount.

PAYMENTS

Payments are another area where having everything for the salesperson is a big advantage and can streamline processes, reducing errors and complaints. BrightMEDIA is seemlessy integrated with Asperato Payment solutions or Worldpay providing full compliance and ease of use. Credit cards/BACS/Chaps/ Direct Debit no problem!

MOBILE

Sales are now always on the go and need information fast. Sales can access via the Salesforce mobile app all of this key data allowing the salesperson to engage more efficiently with their customer.

QUOTES

An Ad Sales tool needs to be intuitive and logical. One area that can often be clumsy and time consuming is the creation of Quotes, this is not the case in BrightMedia. Create different versions of your quotes with one click and send your customer the Quotes to approve. Activation is one click and the Order is ready to be placed into the Fulfilment process and invoiced.

BILLING/INVOICING

Whether your finance system or BrightMEDIA creates the invoices, Sales can see the invoices generated for their customer, adjustments can also be created along with a full invoice and case management process.
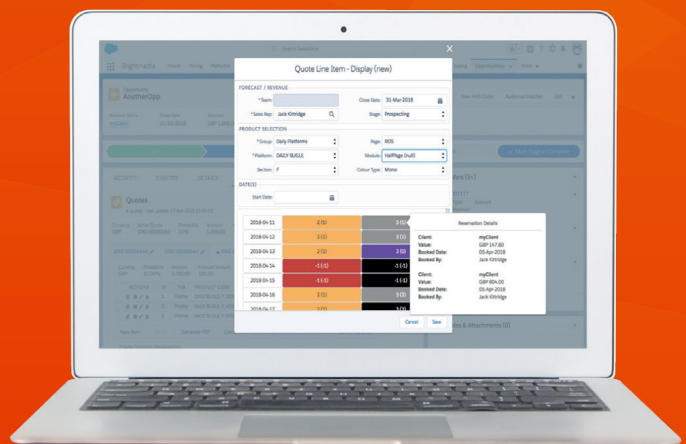
ANALYTICS

Last but certainly not least once you have all of this data what can you do with it? BrightMEDIA is integrated with Einstein Analytics providing deep insights allowing publishers to identify trends enabling them to react quicker, improving or protecting Revenues.

Data is the new oil and the more you can learn from it the better, this is where AI and Salesforce will come in with all of your data in one place you will now have the tools to take you where you want to go.

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