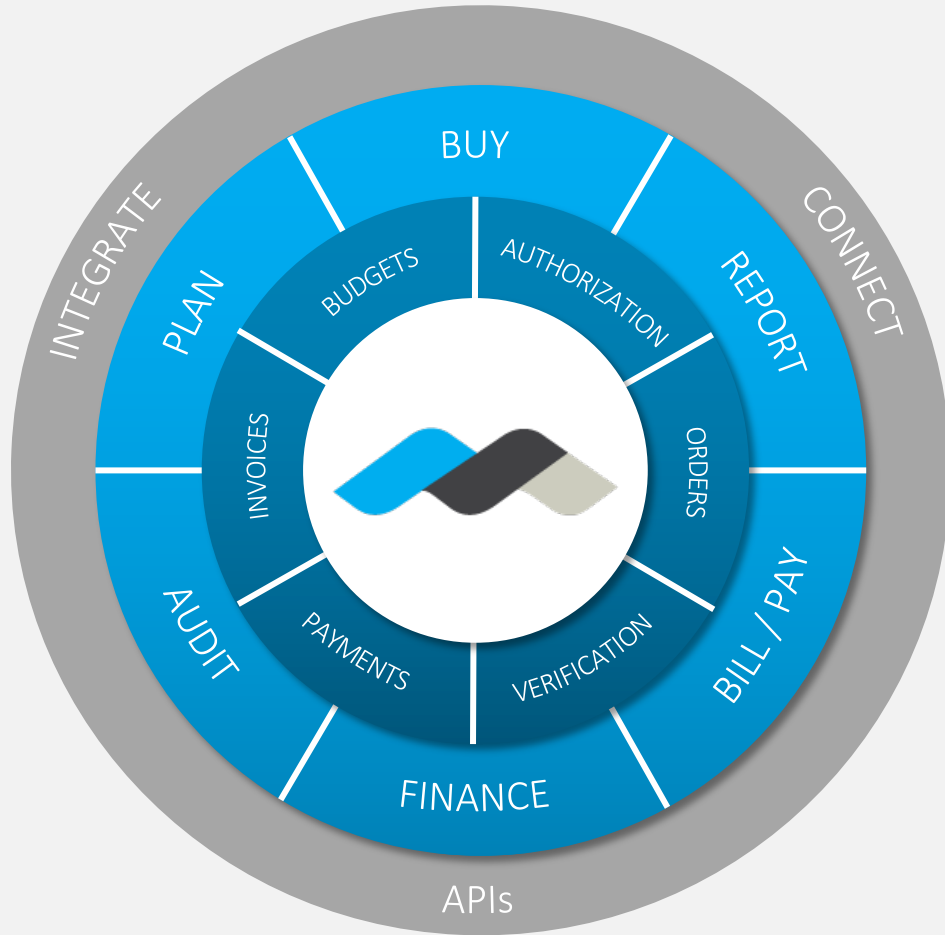# A Modern Framework for Omnichannel Advertising

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Mediaocean at-a-glance

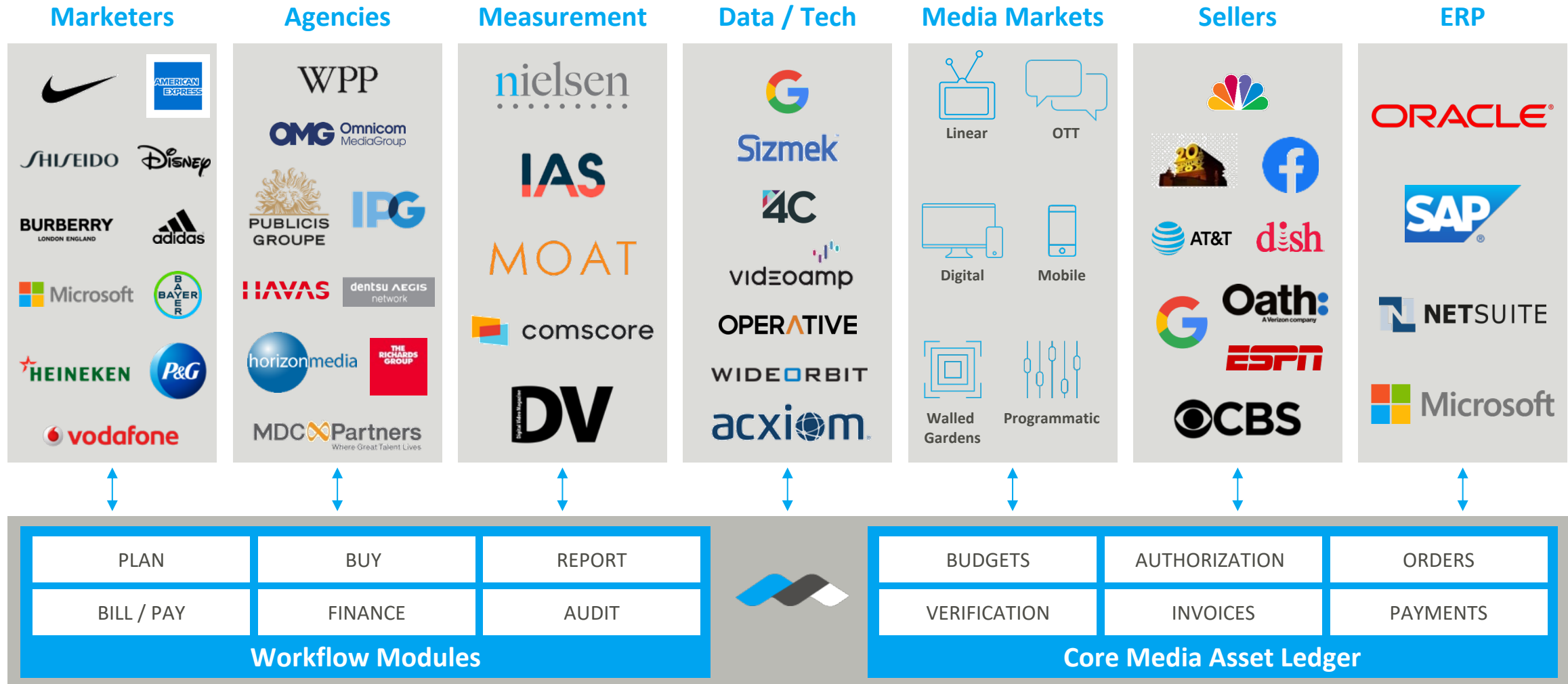|		
$150B Media Spend	**$65B** Digital Spend	**100K** Users
94 of the Fortune 100	**31** Average Years Customer Tenure	**475MM+** Total TV Spots
950+ Employees Worldwide	**86** Countries	**17** Offices

Our offices:

New York / New Jersey / Chicago / Atlanta / Virginia / Los Angeles / Louisville / Toronto / London / Paris / Sydney / Melbourne / Pune / Shanghai / Kuala Lumpur / Casablanca

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Foundational to the advertising industry

Marketers	Agencies	Measurement	Data / Tech	Media Markets	Sellers	ERP

Workflow Modules

PLAN	BUY	REPORT
BILL / PAY	FINANCE	AUDIT

Core Media Asset Ledger

BUDGETS	AUTHORIZATION	ORDERS
VERIFICATION	INVOICES	PAYMENTS

An IT Framework for Omnichannel Advertising

Modern advertising will be

- Audience based – leveraging all forms of data

- Omnichannel – across all devices

- Automated – integrated planning, buying, measurement

- Dynamic – iterative, adjustable, infused with data

- Transparent – clear on roles, value and costs

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SYSTEM OF RECORD
Mission critical, central reference point, drive operational efficiency, source of truth

ERP — Vantage — SAP — NETSUITE — Microsoft Dynamics

CRM — salesforce — ORACLE
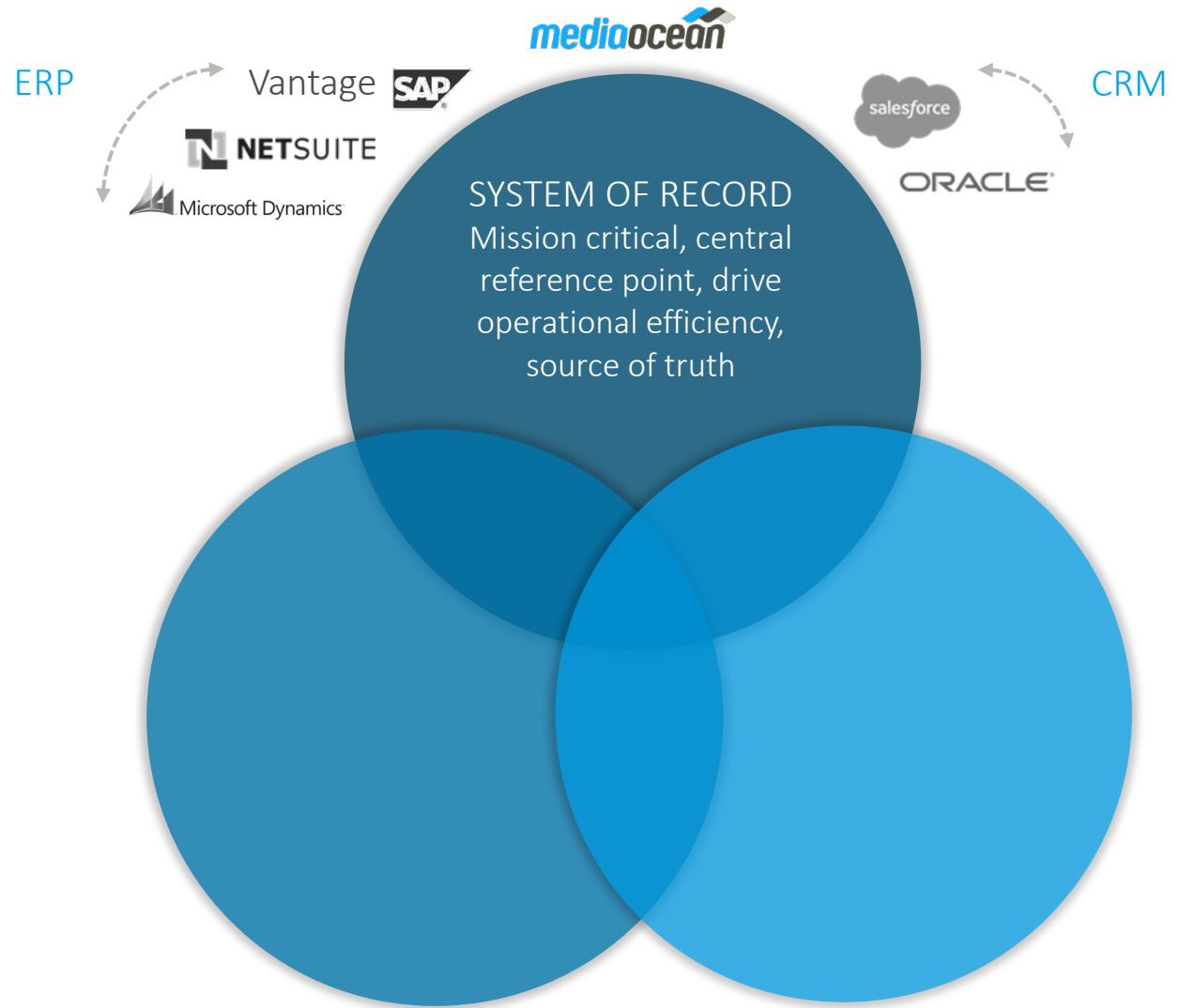
Defining a true system of record

STABILITY

FLEXIBILITY

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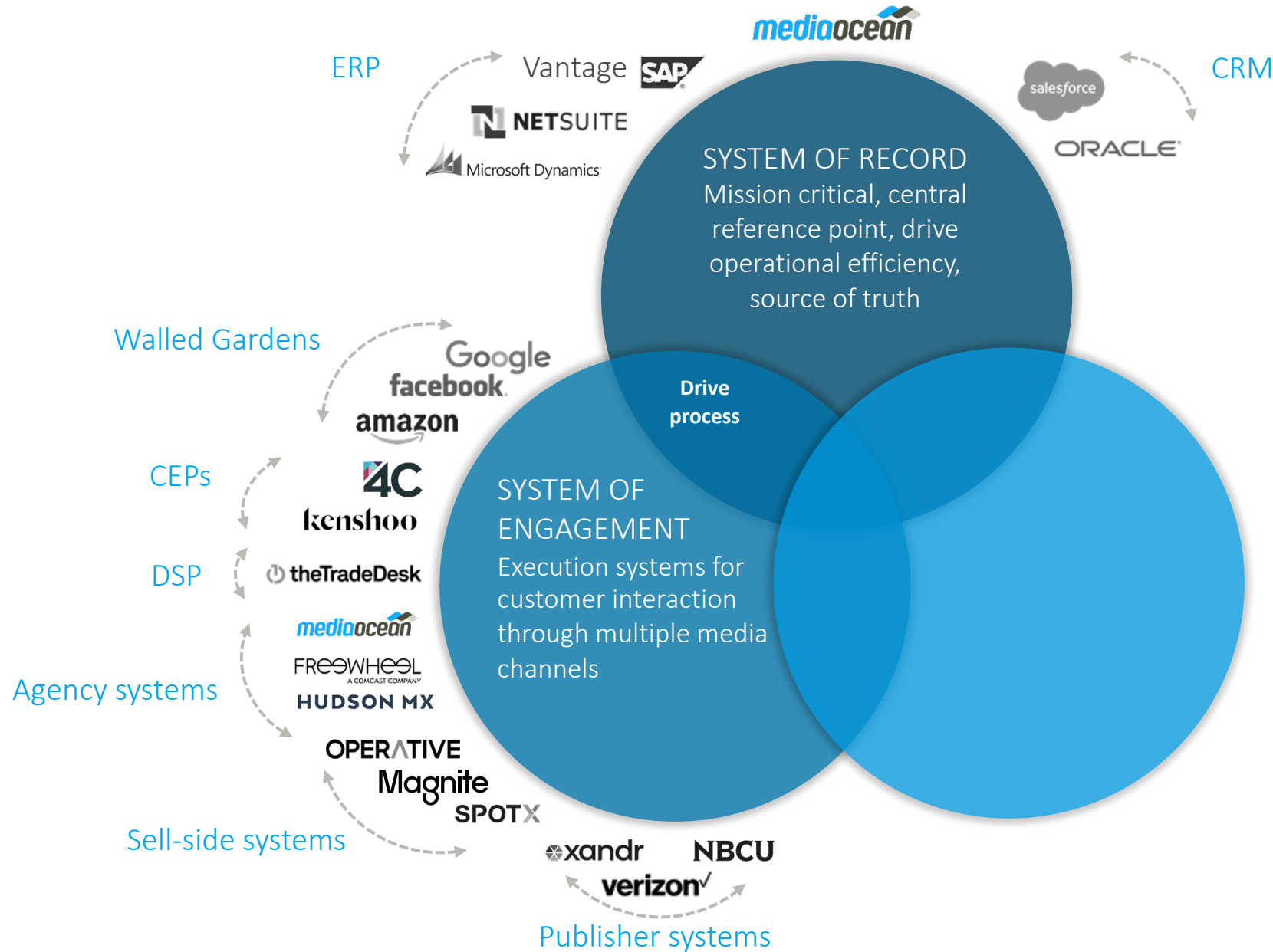
Constant source of truth

Foundational financial data

Central reference point

Mission critical & drives efficiency

Reduces risk – financial, legal
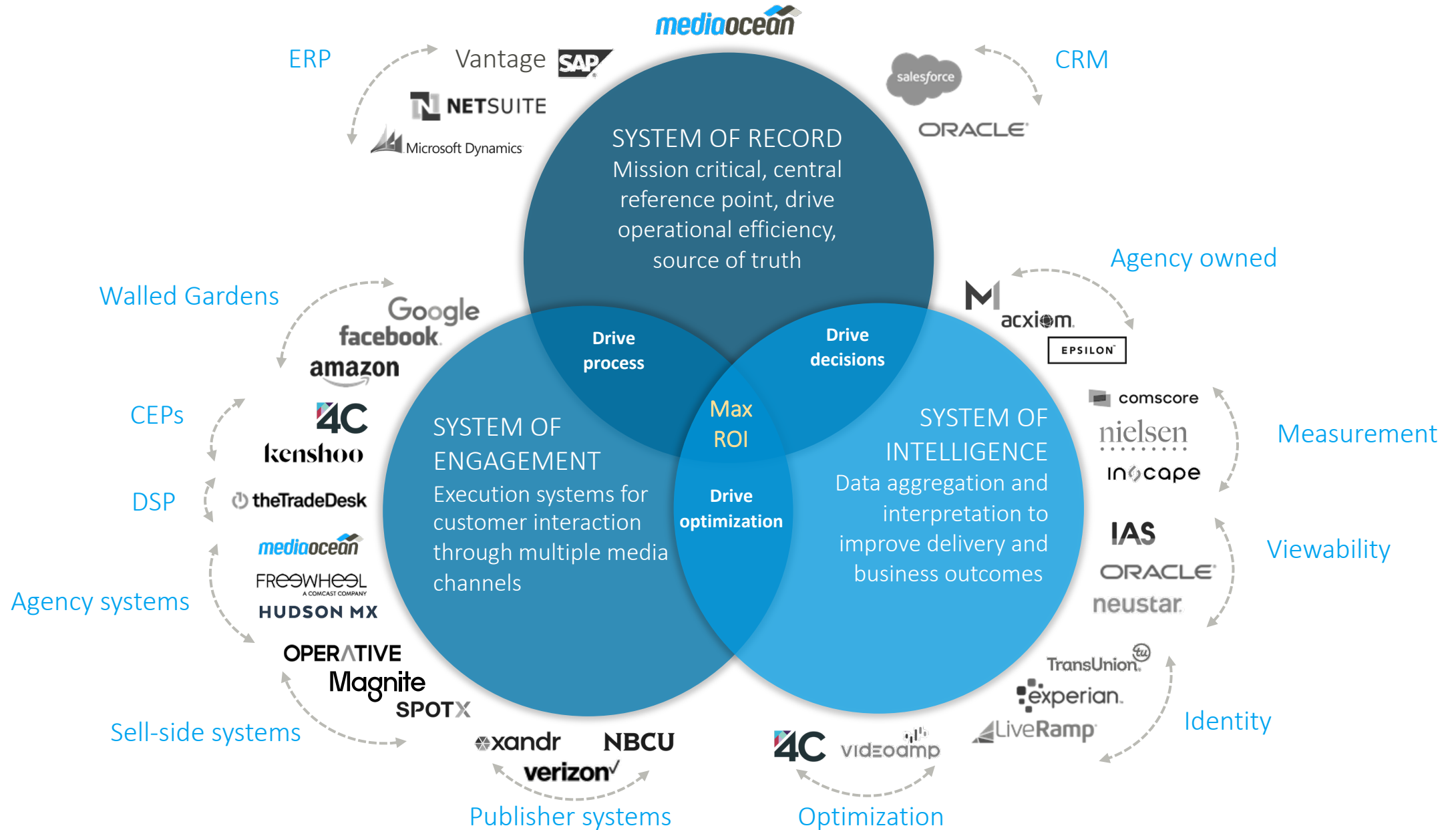
Auditability & compliance

Speed & automation

Systems integrator

Open architecture

Creator of industry standards & process

Evolving capabilities – organically & M&A

Listens to customer needs

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ERP

Vantage **SAP**

N **NETSUITE**

Microsoft Dynamics

CRM

salesforce

ORACLE

SYSTEM OF RECORD
Mission critical, central reference point, drive operational efficiency, source of truth

Walled Gardens

Google
facebook
amazon

CEPs

4C
kenshoo

DSP

theTradeDesk

Agency systems

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FREEWHEEL
A COMCAST COMPANY
HUDSON MX

OPERATIVE
Magnite
SPOTX

Sell-side systems

xandr NBCU
verizon✓

Publisher systems

Drive process

SYSTEM OF ENGAGEMENT
Execution systems for customer interaction through multiple media channels

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ERP

Vantage SAP

NETSUITE

Microsoft Dynamics

CRM

salesforce

ORACLE

SYSTEM OF RECORD
Mission critical, central reference point, drive operational efficiency, source of truth

Agency owned

M acxiom
EPSILON

Walled Gardens

Google
facebook
amazon

Drive process

Drive decisions

Max ROI

comscore
nielsen
inscape

Measurement

CEPs

4C
kenshoo

theTradeDesk

SYSTEM OF ENGAGEMENT
Execution systems for customer interaction through multiple media channels

Drive optimization

SYSTEM OF INTELLIGENCE
Data aggregation and interpretation to improve delivery and business outcomes

IAS

ORACLE

neustar

Viewability

DSP

mediaocean
FREEWHEEL
A COMCAST COMPANY
HUDSON MX

TransUnion
experian
LiveRamp

Identity

Agency systems

OPERATIVE
Magnite
SPOTX

Sell-side systems

xandr NBCU
verizon

4C videoamp

Publisher systems

Optimization

9

Proprietary and confidential

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A foundation for omnichannel advertising

Planning
Effectively allocate marketing investment across all channels

Execution
Automate the contract and delivery process of the investment

Optimization
Provide recommendations for in-flight campaign improvement

Intelligence
Analyze marketing effectiveness against business outcomes and surface actionable insights

| Linear / Traditional | Digital & Mobile | Walled Gardens | OTT/CTV | Open Web Programmatic |

System of Record
Applications and processes that control the critical data flow around advertising investments

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Delivering critical information throughout organizations

Global Marketing Teams

- How do I see **media plans across countries** and what has been delivered so far?
- How much are we **spending with Facebook** globally?
- It takes weeks or months to see what my agencies are delivering. How can I get **daily updates**?

Treasurer / CFO / CMO

- Our marketing must deliver **top line growth and greater ROAS** than we've achieved previously
- My team needs **more transparency into our payment obligations** so we can invest capital for greater returns
- We need **better coordination** with our several media agencies globally

Audit / Compliance

- Are agency partners spending our money **according to our agreement**?
- Are the **vendors delivering the vital advertising** for the launch of our new truck, shampoo, TV show?
- I need **greater visibility** and access into the flow of data / activity

Finance Teams

- How can I **automate orders, invoices, and payments** to thousands of vendors?
- How do I **match the POs to the agency insertion orders** to understand plan vs. booked vs. actual at any point?
- How do I **keep track of change orders and credits** on previously run ads?

Research Teams

- What did we spend on "x" product last year in TV and digital so we can **assess the impact of the advertising** we purchased?
- How are we changing our plans from the past years to improve our **cost per GRP**?

Media Buyers

- How can I **manage all proposals** and orders to meet my promotional goals?
- How do I make sure the **creatives are connected to the publishers**, with all the instructions according to what the contract says?
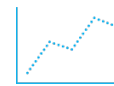
Media Sellers

- I sell advertising to the marketer. **How do I respond to RFPs and issue insertion orders** electronically?
- How do I **execute and track** change orders, credits, and invoices so we can get paid on time and accurately?
- I must **decrease invoice discrepancies** that are killing my DSO

Investment Teams

- I am planning our **advertising spend by geography, media channel, and partner** and have to keep **dozens of people in sync** and organized about what we're planning
- Once I start, I have to review the **plan against actual delivery**, and review changes in rates, inventory and KPIs to reallocate my investments

Creative Teams

- How much **time and effort are we estimating** to develop the assets for our client on their brand relaunch?
- How do we understand **when campaigns are scheduled** to run across what media channels and what assets need to be done when?

Regional Marketing Teams

- **How are we coordinating with local and global teams** to understand our media plans, spend, initiatives, timing, targeting and goals?
- How do we help the global team with reporting so we can **update the CEO on our progress?**

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Key questions to ask:

- What is *your* system of record? What is your source of truth across regions, agencies and departments?

- Does your team have a system of record foundation to improve productivity, increase accountability and scale your media operations?

- Is your system of record, engagement, and intelligence integrated and interoperable to drive modern, omnichannel advertising?

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