

Omnichannel Workflows

Using BIAAnalytixTM to streamline your
Omnichannel media workflows for
Frictionless TradingTM





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Introduction

When the industry speaks of transformation, it refers to the creative ways that brands connect with audiences. These connections require delivery of advertising across a wide variety of platforms.

This diverse future demands that media enterprises institute advertising workflows with a single, predictable, quality experience for clients. Such conversions do not happen overnight. They will happen because marketplace forces invariably compel change.

Marketplace advertising expectations have outpaced the ability of existing systems and workflows to manage this operational complexity.

Traditionally, media organizations focused on the technology of the single medium being used to deliver their content and advertising that powered their business.

Those publishers that owned more than one medium operated each completely independently with their own advertising sales, operational systems and workflows.

This directly impacted business efficiency in delivering unified campaigns. There were, and still are technical differences across delivery platforms, staff spoke different business languages, different datasets were used, they had different business rules, measured advertising results differently and were organized in different structures. Campaign coordination was highly manual.

As new mediums emerged, and as media consumers increasingly took charge of their own content experiences, advertising sales and operations systems struggled to adapt, leading to increased workflow fragmentation.

The growing diversity of advertising mediums and platforms has made targeting, aggregating and delivering audiences increasingly complex for advertising buyers and sellers alike.

The complexities of delivering on campaign promises challenges both buyers and sellers of advertising. Manually coordinating orders across diverse sales and operational systems wastes inventory, dilutes audience valuations and impacts contractual commitments which create financial liability.

The inability of legacy advertising sales and operations systems to handle these diverse emerging business models has caused media organizations to struggle to optimize inventory usage, manage stewardship, and avoid sales conflicts when planning complex campaigns.

A focus on accurate measurement of fragmented audiences and enhancing platform capabilities has resulted in organizations missing the business opportunity of maximizing revenues across their advertising delivery portfolio and decreasing operating costs with streamlined workflows.

Systems Proliferation

A recent study by Advertiser Perceptions, determined that the average industry executive spends 15% of a typical work week performing "low-level," repetitive tasks across an average of nine software systems to merge data sources, clean it, or manually enter or re-enter it to fulfill the execution of a typical campaign.

As Omnichannel campaigns proliferate, and more media platforms emerge with their supporting software systems, how much more disruption will be brought to advertising workflows?

Media companies find themselves in a complex, Omnichannel, multi-media, multi-platform world managed by an array of fragmented systems.

Media buyers and sellers are limited in how they can respond to Omnichannel campaigns because of their reliance on multiple, single media, legacy workflow systems.

Each media system functions autonomously. It is oblivious to other systems in the technology stack responsible for delivering additional media components of the Omnichannel campaign. Each has its own business rules and workflows along with its own coding schemes and staff.

An Omnichannel enterprise must align its disparate business operations by effectively consolidating data for intelligent insights. Fragmented systems can be integrated, workflows streamlined, and manual efforts eliminated.

Integrating media systems into a common workflow normalizes the organization's inventory pools and sales methodologies under a single, actionable set of business rules. This enables dynamic inventory allocations and optimized audiences across all advertising delivery platforms.

Omnichannel workflows, plagued by discrepancies between different systems, business rules and staff priorities, impact revenue.

Omnichannel orders driven by disparate systems, result in multiple, fragmented, single-media campaigns, disruptive reconciliation workflows, and multiple invoices causing friction and revenue leakage. Advertisers and agencies cannot buy and execute omnichannel campaigns easily.

Most attempts at a consolidated view of campaigns are dependent on manual, staff intensive, processes that are inundated with errors.

Removing this operational friction reduces cost and enables the creation and optimization of Omnichannel campaigns across different media systems with single campaign entry and workflow management.

Careful integration and orchestration of existing systems using machine Intelligence, delivers inventory optimization, forecast generation, and automated stewardship.

This minimizes liabilities resulting in accurate and predictable campaign delivery yielding maximum revenue outcomes.

Defining Objectives

Transforming into an Omnichannel media enterprise requires deep strategic introspection.

About 50% of M&E executives said their company cannot rely on traditional business models to survive the shifting landscapes, according to a survey by consulting and professional services firm EY. Indeed, 34% of those surveyed indicated that their company will no longer exist in five years unless their business undergoes reinvention.

When the industry speaks of Omnichannel, it refers to the variety of creative ways that brands connect with audiences. These connections require delivery of advertising across a wide variety of platforms.

This diverse future demands that media enterprises institute advertising workflows that result in a uniform, predictable, quality experience for clients. These changes are not going to happen overnight. But they are going to happen. They'll happen because marketplace forces will impose them.

It is essential to have a unified solution for both advertising sales and advertising operations that can both compress and streamline your workflows, take your multi- platform business, and transform your organization into an Omnichannel cross-media enterprise.

Consider these examples of considerations and objectives that have driven media enterprises along their transformation journey.

Business Goals

- Grow advertising revenues from diverse delivery platforms
- Accurate audience valuations across each delivery platform
- Profitable campaign delivery without operational overheads
- Easily integrate new advertising services into AdSales/AdOps

Organizational Culture

- Embrace an Omnichannel culture
- Executive clarity and commitment to necessary funding
- A focus on improving operational workflows as necessary
- Working with trusted partners

Value Proposition

- A clearly articulated and understood value proposition
- An Omnichannel capability will offer competitive advantage
- Marketplace requiring a business solution to scale as Omnichannel campaigns grow

Regaining Control

Marketplace advertising expectations have outpaced the ability of existing systems and workflows to manage the operational complexity brought about by Omnichannel campaigns.

Omnichannel solutions optimize campaign constraints, audiences, discounts, and exceptions allowing AdSales to quote proposals quickly and accurately, while ensuring AdOps deliver on campaign promises.

A recent CMO Survey* showed marketers are becoming skeptical of the hyped returns of digital media. This is mainly because the platforms control both the advertising inventory and the effectiveness of measurement. This has raised credibility concerns related to ad fraud and the worry that digital advertising may be far less effective than reported.

* "US Highlights and Insights Report – 28th Edition",
The CMO Survey, February 2022

Transforming a business requires consideration of all viable options with a focus on risk mitigation. Disrupting users may be unavoidable, disrupting them again is undesirable, but disrupting revenue is unacceptable.

Unifying and integrating business workflows across the entire advertising ecosystem requires a precise understanding of their function and their role within the organization. This transformation requires yield management for sales transactions to be optimized across all delivery platforms.

Ensuring the right information across multiple departments including revenue management, sales, pricing/planning, and ad operations ensures that your business develops alignment and revenue maximization.

This approach enables each group to produce valuable information and pose important questions that can only be answered with integrated information and feedback loops that enable rapid learning.

It helps not only each department, but the resulting integrated enterprise, it unifies both workflows and work-practices.



Optimizing Outcomes

Optimization finds the best solution from all the possibilities. In other words, how does one find the best balance between guaranteeing advertising delivery, maximizing advertising revenue and ensuring that inventory value, both short-term and longer-term, is not decimated?

The actual math is very complex and gets more so as time goes on. This is because more time results in more data to process, and more data creates more opportunities.

As a recent Harvard Business Review* article concludes, *“When used together, traditional and digital marketing can reach more audiences, build and keep trust, and motivate buying from consumers who otherwise might tune out marketing messages”*.

* *“Why Marketers Are Returning to Traditional Advertising”*,
Harvard Business Review, April 2022

The well-used maxim, *you can’t manage what you can’t measure*, is highly applicable to current media industry debates. While the industry seeks ‘the one authoritative’ measurement, it ignores that each medium has been measuring audiences and conducting business on that basis for a long time. While measurement is clearly important, the real question is “what do we do with those measurements?”

Media measurements are a rear-facing performance indicator used as a metric to account for delivery shortcomings. However, by using audience measurements as inputs to an intelligent platform, these metrics along with forecasts, auto-adjustment of inventory, audiences and campaigns, enable actual management of what is being measured.


By accurately forecasting inventory capacities, audiences and measurement outcomes, financial liability, operational churn, clearance levels pricing on-demand can be optimized for the business.

In this way, optimal yield management becomes an integral characteristic of the workflow. As sales progress, the status of all current, past and future campaigns across all advertising delivery platforms owned by the business are continually reevaluated against best possible inventory utilization.


The following page presents typical performance enhancements seen by our clients within their workflows.

delivers KPIs for measuring the improvements of Omnichannel yield and optimization

Inventory Management


 Additional revenue from intelligent allocations
23%

 Under-delivery
25%

 Over-delivery
35%

 Avails predictability
58%

Campaign Delivery


 Paced order lines
11%


 Campaigns delivered to order
10%

 Ability to predict campaign delivery
64%

 Inventory clearance using dynamic pricing
22%+

Media Operations

 Time from RFP creation to client approval
57%

 Ad operations on order lines to adjust pacing
35%

 Time running reports for campaign maintenance
75%

Pricing

 Increase in revenue from effective pricing
17%+

 Increase in eCPM
35%

Source: Decentrix, Inc.

*Frictionless Trading*TM

*Frictionless Trading*TM from Decentrix enables advertisers and agencies to plan and buy all their Omnichannel campaigns directly with the inventory owner.

*Frictionless Trading*TM redefines programmatic with a safe solution that operates over an owner's select inventory, powering a self-service advertising model delivering maximum economic outcome for both trading parties.

Frictionless Trading[™] surfaces available inventory with accurate pricing on demand, protects against the economic erosions created by supply chain ‘taxes’, and delivers accurate campaign progress with analysis on-demand while eliminating middlemen and fraud.

As an Omnichannel enabled media enterprise, *Frictionless Trading*[™] enables your advertisers, agencies and media salespeople to “*plan, buy and bill*” cross-media, cross-platform, or Omnichannel campaigns directly with your real-time inventory.

It evolves programmatic into a safe and cost-effective trading mechanism that enables buyers and their agents to securely operate over a publisher’s selective inventory, to drive a sustainable, self-service advertising model – regardless of the underlying advertising delivery platforms.

For buyers and sellers of Omnichannel advertising campaigns, streamlined internal workflows with *Frictionless Trading*[™] creates a high degree of planning, optimization and approval capabilities. All of which remove inefficient practices that dilute both advertising revenues and delivery profitability.

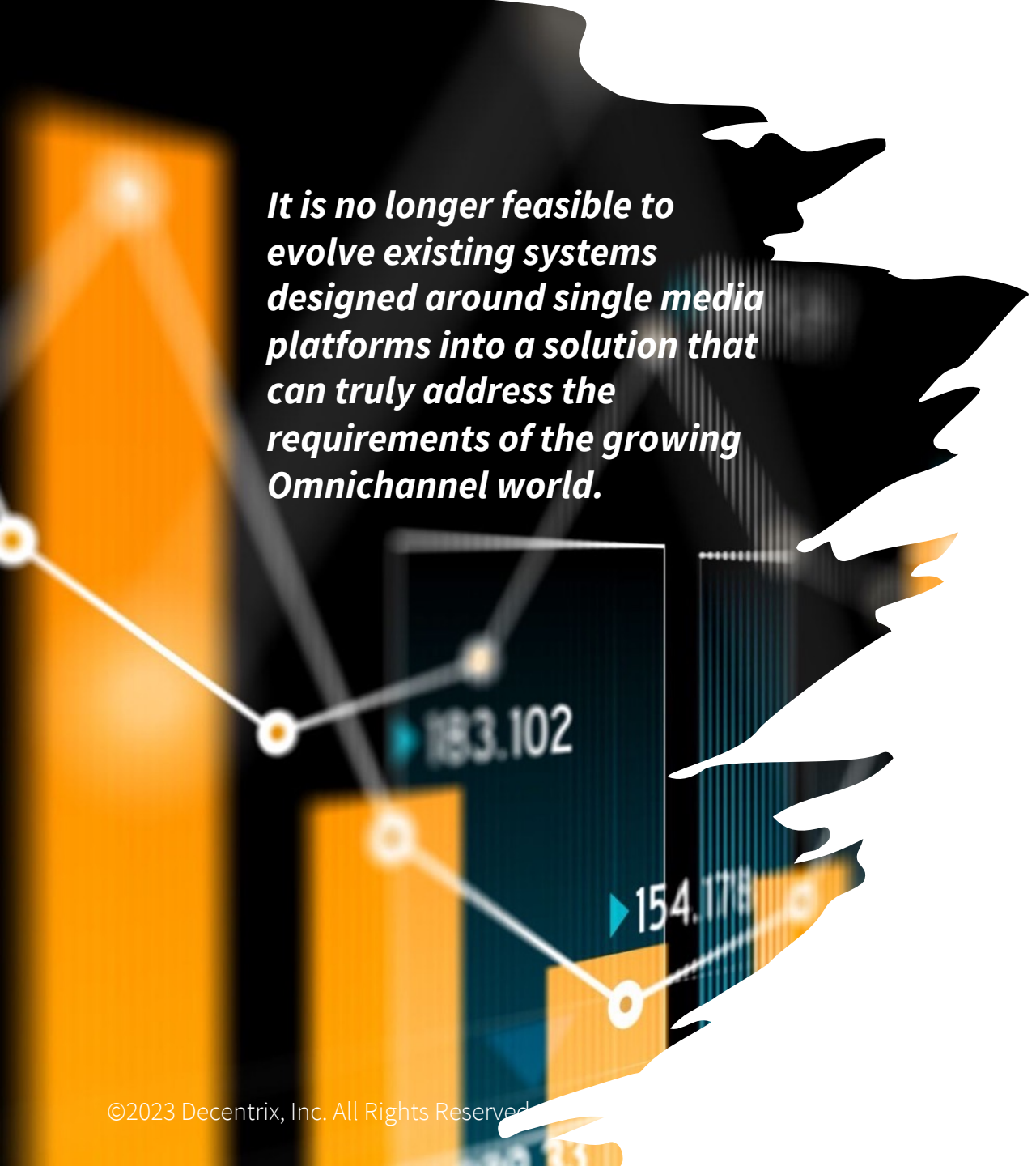
Frictionless Trading[™] facilitates traditional platforms to be bought online and in real-time as though they were digital programmatic.

- Surfaces inventory avails with accurate pricing on demand
- Enables buyers to plan and buy directly across all media properties electronically
- Provides a safe programmatic solution with campaign fidelity that buyers seek
- Removes buying friction and transaction delays
- Redresses the economic erosions created by programmatic supply chain ‘taxes’
- Delivers accurate campaign progress and analysis on-demand

Getting Started

The transformational journey to Omnichannel *Frictionless Trading*[™] requires scalable yield management tools integrated with the workflow that can optimize the use of inventory and audiences, delivering revenue maximization across all delivery platforms.

Unifying and integrating business workflows across the entire advertising ecosystem requires a precise understanding of their roles and relationships within the organization.



It is no longer feasible to evolve existing systems designed around single media platforms into a solution that can truly address the requirements of the growing Omnichannel world.

If you have decided that you need workflow tools to manage your Omnichannel opportunities, have defined your objectives, and have considered the factors for success, you are ready to begin developing a strategy and detailing an execution plan.

Engage a technology partner that:

- understands the entire Omnichannel workflow, can share experiences with viable options, and is focused on business risk mitigation.
- believes in the transformative relationships between people, workflows and technology.
- knows how to integrate diverse operational systems at the same time as standing up a nuanced multifaceted Omnichannel workflow with yield management.
- can deliver innovative approaches to rethinking your business and workflow challenges.
- has done this for other clients and has the case studies, tools and expertise to deliver results.
- brings decades of industry-specific experience in delivering strategies for optimum business outcomes.



Decentrix is a globally focused data technology company with AI-powered solutions that maximize advertising and content revenues across all media distribution platforms for Brand Advertisers, Telecommunications, and Media and Entertainment companies.

BIAnalytix™ is by any measure the most comprehensive media enterprise platform today working at the intersection between modern Omnichannel workflows and yield management. With a sophisticated Omnichannel OMS, it intelligently enables cross-media planning, inventory optimization, dynamic rate cards, *Frictionless Trading™*, analytics, and consolidated billing.

This uniquely focused technology results in substantially enhanced revenue outcomes across entire portfolios of our client's businesses including traditional linear, digital, addressable, and mobile media, with a rapid deployment model delivering results in weeks, not years.

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