



S4AdOpt

Ad Placement & Revenue Optimization

Optimize Ad Placement and Save Time and Money

Advertising is the number one revenue source for most media companies. Commercial success depends upon the right advertisement, delivered at the right time, in the right place.

In response to customer demands, marketing models are becoming more sophisticated. Reach is no longer the only relevant marketing figure. It is now necessary to factor in a range of booking preferences, placement rules, and specific individual objectives in order to pin down the audience of an advertising campaign.

Inventory and revenue management are essential in order to generate added value and maximize revenue for the supplier.

Increase Revenue from Existing Sales & Traffic Systems

S4AdOpt's flexible and highly configurable Optimization Engine enables you to get the most value from your inventory.

The automated engine simultaneously considers your customer's goals and your own business objectives. It eliminates under/over delivery of campaigns to avoid inventory waste. Analyze multiple scenarios for optimum return and incorporate simulations into actual bookings for rapid sales order generation – all at the touch of a button.

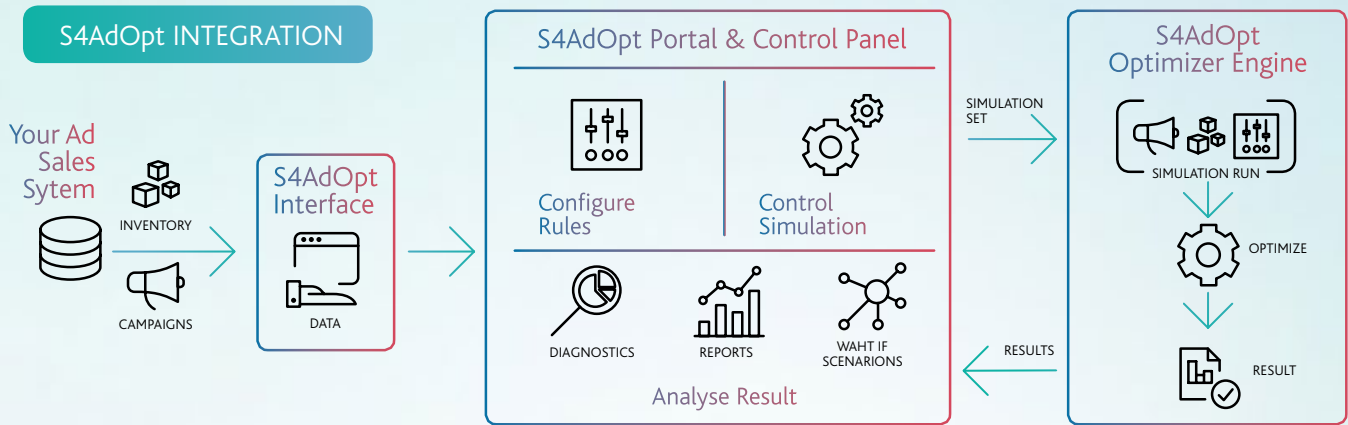
Give your existing sales and traffic system a boost and integrate S4AdOpt. S4AdOpt's Engine and the Control Panel provide a broad range of application options that readily integrate with your existing IT landscape.

Benefits



- Create new revenue potential by defining and evaluating different optimization scenarios
- Improve customer satisfaction with individual booking preferences and specific target group placements
- Configurable solution that covers your business scenarios
- Individual booking rules and optimization objectives
- Ensure compliance with your laws and regulations through automated control
- Review and analyze optimization scenarios with a simulation tool
- Save time by placing spots quickly and automatically
- Use S4AdOpt without changing your existing sales and traffic infrastructure
- Validate your specific benefits with a tailored benchmark study for your company





Key Facts

- Purpose-built algorithms execute inventory optimization
- Tailor S4AdOpt by adjusting parameters for objectives, values, rules and priorities
- Evaluate optimization results against Key Performance Indicators
- Perform out detailed analyses down to the level of an individual spot
- Configure and execute unlimited number of simulation scenarios
- Automatically allocate and assign bonus spots
- Identify the optimal placement scenario and transfer this to your operational booking system
- Easily integrate S4AdOpt into your current system landscape
- Increase speed and agility by using S4AdOpt in the Cloud

Cover your Different Sales Processes and Business Rules

S4AdOpt's unique and high-performance algorithm is developed to execute inventory optimization in support of business cases from numerous scenarios such as:

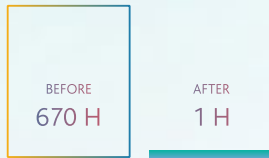
- Fulfillment of campaign objectives such as
 - GRP targets
 - Specific placements
 - Split targets in percentage
 - Campaign restrictions
 - Tape rotation
- Multi-Channel optimization: distribution of campaigns across various channels
- Automated nightly batch runs with predefined rule set
- Proposal generation: automatic generation of proposal line items according to specified objectives
- Inventory fill up: indicate which spots should be used as "fillers", and S4AdOpt will automatically fill up inventory prior to the completion of a broadcast day

All contract objectives are taken into consideration simultaneously. The system will recommend a placement that matches your objectives closest

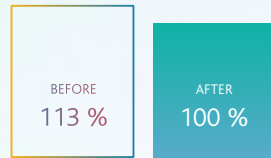
To eliminate placement conflicts, S4AdOpt automatically detects if all spots are placed in accordance with advertising guidelines, campaign restrictions, or inventory specifications. Potential placement conflicts are automatically resolved.



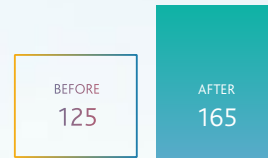
REDUCED TIME TO MARKET



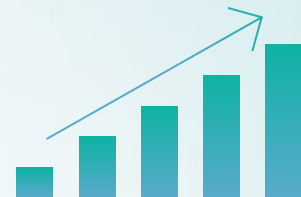
REDUCED OVER DELIVERY



INCREASED QUALITY



NEW REVENUE



The Results of a Benchmark Study Conducted Using One of our Customers Speak for Themselves

Reduced time to market

- by 99.95% from 672 man-hours per month to less than 22 minutes

Reduced over delivery

- from 13.45% to 0.29% while maintaining the customer's placement preferences and objectives

Increased quality

- from 125.4 to 164.9 rating according to the Selectivity Index

New revenue potential

- \$2M was "uncovered" in the first month alone

Fast – Simple – Customized

S4AdOpt is a booking optimization tool that lets you specify all objectives, values, rules, and priorities. All the relevant master and campaign data from your existing sales and traffic system is transferred to S4AdOpt via defined interfaces. You create and analyze different optimization scenarios by adjusting parameters.

S4AdOpt helps generate additional return on investment from your existing sales and traffic system and increases the revenue generation from your linear ad sales business models.

Find Out for Yourself

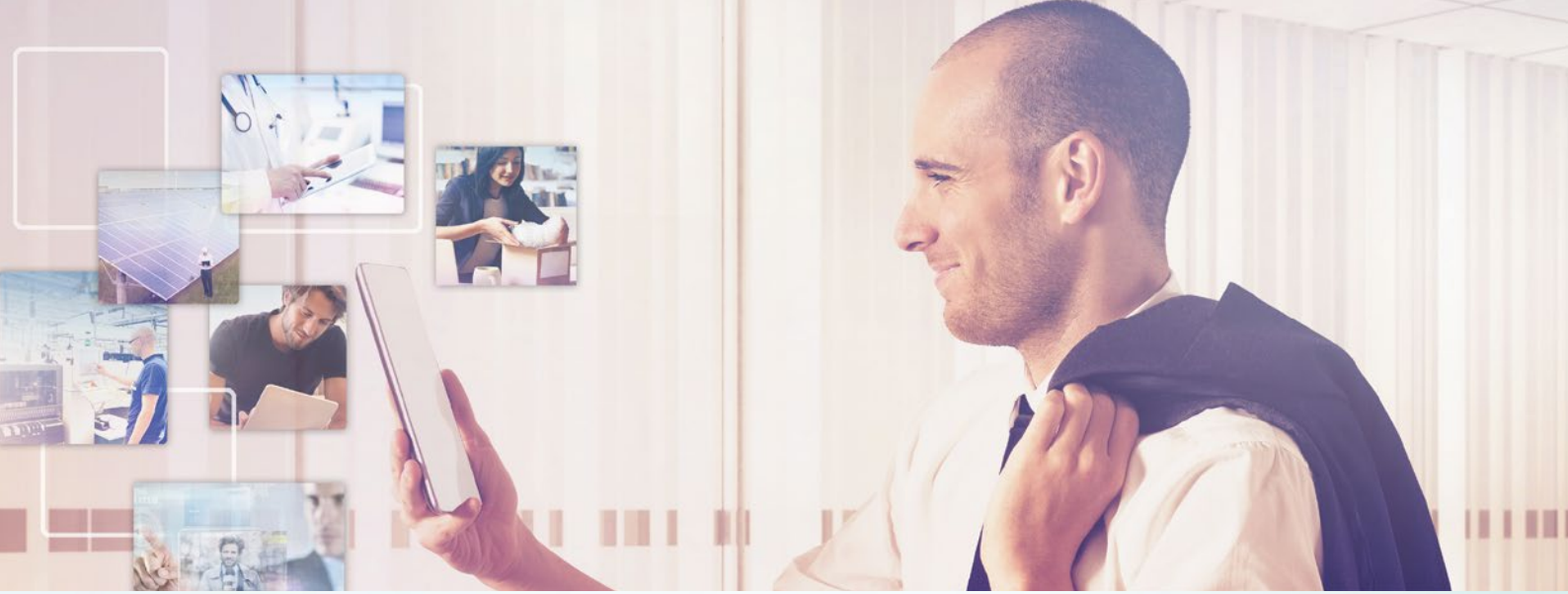


Try S4AdOpt and discover the benefits with a benchmark study individually tailored to your company:

- You define the objectives
- We deliver the optimization
- You evaluate the results

If you are interested in an individualized benchmark for your company, we look forward to hearing from you.





About arvato Systems

Global next generation IT systems integrator arvato Systems is focused on Digital Transformation solutions.

We rely on the technology, talent and expertise of over 3,000 people at more than 25 sites around the world. As a Bertelsmann company and part of the arvato network, we have the unique capability to create entire value chains. arvato Systems creates integrated, future-proof solution to make our customers more agile and competitive, and enable them to implement innovative business models. We integrate, customize and adapt digital processes and also undertake system operations and support.

arvato Systems offers an exceptional combination of international IT engineering excellence, the open mindset of a global player, and the passion and commitment of our staff. We work together with our customers to build long-term partnerships and achieve our shared goals.

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