

The 6 golden virtues of effective Ad Campaign Management solutions

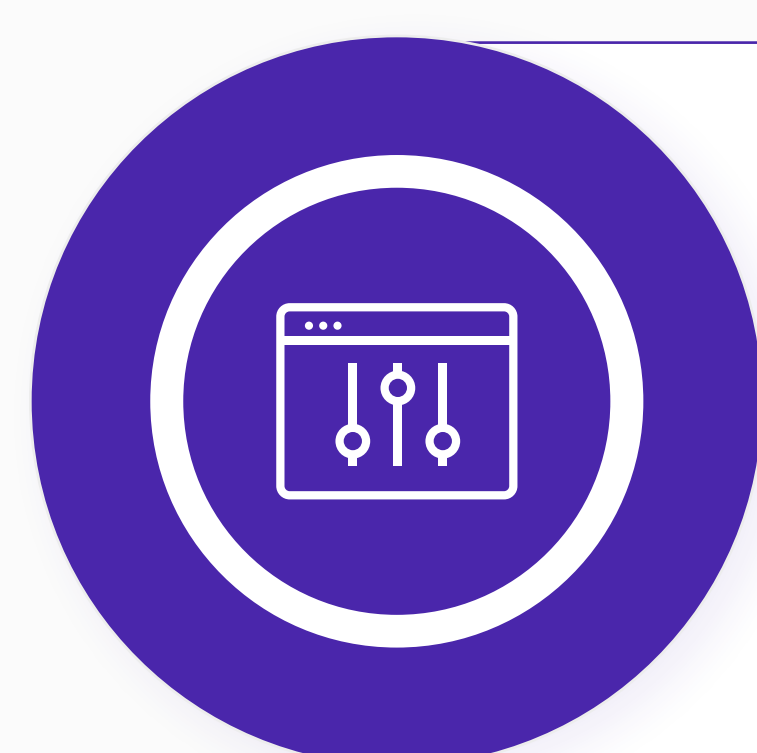


In today's typical media organization, Sales and AdOps teams are kept busy across a wide range of tasks



To do all this, they need a **robust campaign management system** that can not only configure, price, quote and deliver, but also streamline operations, provide 360 visibility for revenue forecasting, seamlessly integrate with billing systems and do the number crunching to produce valuable insights through analytics and reporting.

We've compiled CloudSense's **6 golden virtues** for any modern ad campaign management system. These are the capabilities that ambitious media businesses require to accelerate revenues and boost operational efficiency.



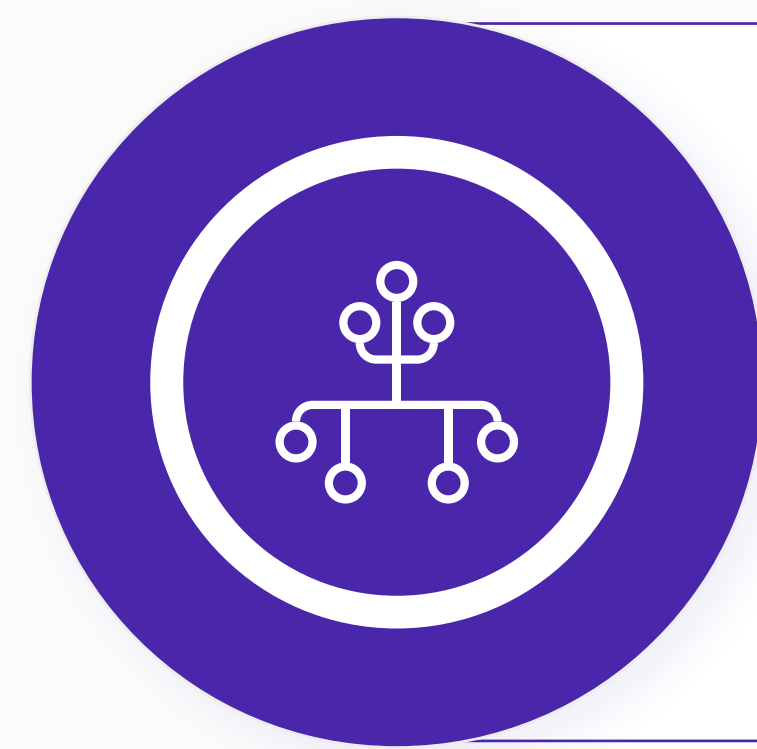
1. Easy configuration of insertion orders, packages and promotions

- Enable easy selection of appropriate targeting and add-ons to create media placements in a centralized and converged campaign planning tool



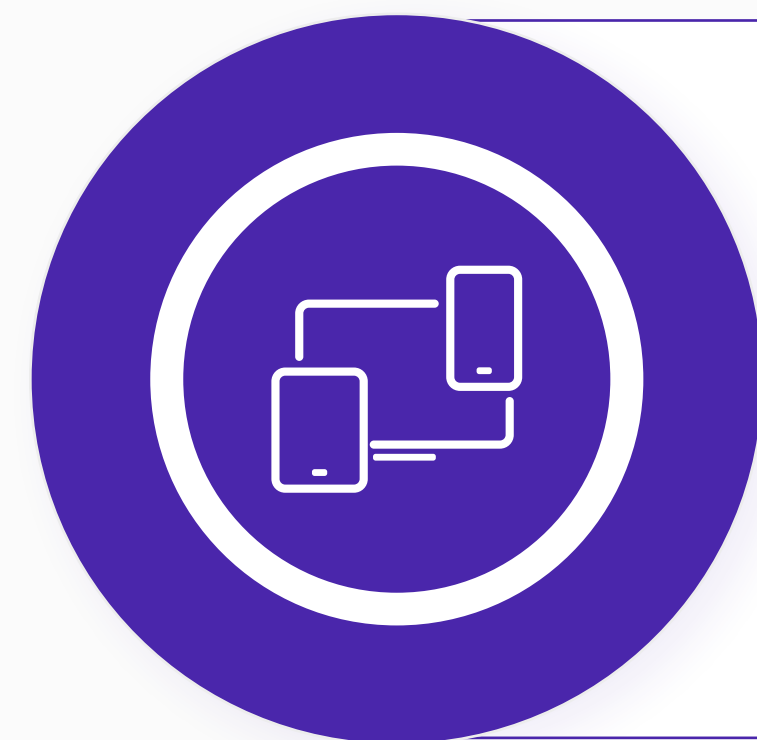
2. Pricing rules and discounts to be set and managed quickly

- Ensure consistent and accurate pricing, taking into account campaign period, KPIs and target audience



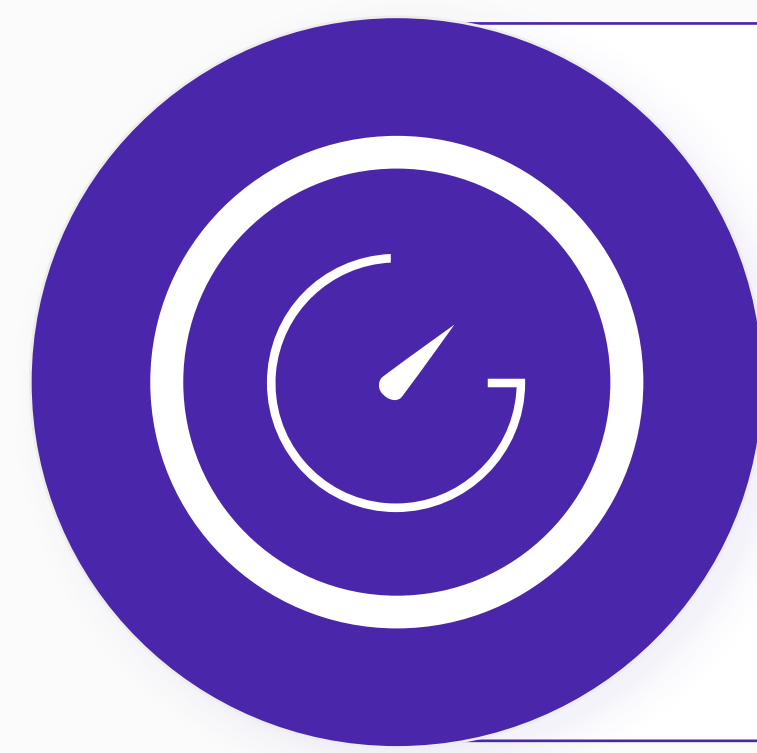
3. Automated workflows to drive operational efficiency and cost reduction

- Facilitate the monitoring of the sales pipeline for enhanced sales team productivity and forecasting
- Reduce manual data entry across systems, leading to improved resource allocation and cost savings
- Ensure consistent processes, regardless of ad placements or platforms, which facilitates scalability and growth



4. An integrated AdOps hub to streamline operations and drive productivity

- Act as a centralized hub for ad operations to optimize campaigns and manage any in-flight changes or make good agreements
- Promote seamless collaboration among teams, offering improved visibility within a unified platform
- Provide a single source of truth for decision-making



5. Speedy integration with billing systems

- Integrate with your billing systems, enabling seamless transfer of campaign performance details and pricing information
- Ensure accurate billing and reduce risk of errors or discrepancies



6. Dynamic data analysis and accurate reporting

- Generate custom reports on sales, revenue and campaign performances quickly
- Make data-driven decisions through analytics and reporting to optimize their campaigns and improve customer experiences

Learn more about CloudSense

Understand how CloudSense can help unify your sales and order management processes. With Order & Subscriber management combined with CPQ, you can fulfill orders effortlessly and automate the entire process from provisioning and billing to changes and renewals



See CloudSense in action



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