

# Campaign Management

Consulting services focused on monitoring and optimizing your campaigns to ensure maximum delivery.

## Proven Industry Leadership

- 10 years domain experience
- More than 200 local and global technical experts
- Expertise in more than 20 advertising technologies

## Campaigns Fully Delivered

Operative.One Campaign Management has one simple goal: 100% delivery. We regularly monitor your digital advertising campaigns, identify potential risks to meeting campaign goals, and quickly optimize to ensure full delivery. Combining people, process, and technology, we ensure full delivery to improve yield and maximize revenue.

### 1 Campaign Monitoring

Regular monitoring of your campaigns is critical for proactive campaign management. Each week, our team reviews:

- Upcoming scheduled campaigns and any outstanding assets to keep pace with on-time launch
- Current campaign performance (over and under impression delivery, click-through rates, conversion rates, and other KPIs)
- Recommended strategies for optimizations (changes to targeting or priorities in the ad server, modifying creative rotation, etc.)

### 2 Reporting

We understand your reporting needs—from ad hoc requests and automated reports to inventory availability to executive-level summaries. Need custom reports that consolidate data across your primary and third-party ad servers? We build those, too. We provide you with the tools you need for increased transparency into campaign delivery and performance for better decision-making.

### 3 Proactive Campaign Optimization

As experts in all the major leading ad serving and rich media technologies, we know all the potential levers that impact delivery. Together, we explore the best options and quickly take action to drive maximum delivery.

## About Operative

Operative Media Inc. is the advertising business management company. Our core purpose is to allow the media and advertising industries to run increasingly complex businesses with simplicity. Operative's next-generation, SaaS based platform and technology-enabled services help media industry leaders and their partners balance operational efficiency with innovation to reduce transaction costs and boost advertising revenue. Launched in October 2010, the Operative.One platform brings together the business processes and systems necessary to package, sell, traffic, manage, optimize and collect revenue on advertising products. More than 200 industry leaders, representing more than 30 percent of digital advertising revenue, rely on Operative including The Wall Street Journal, MSN, OMD, NBC Universal and National Public Media.

### For more information

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