

TODAY, MEDIA COMPANIES CANNOT SCALE IF THEY CANNOT BRING IT ALL TOGETHER.

Innovation within the digital advertising space is accelerating, causing a fragmented marketplace and operational complexity. Operative.One Digital is the only advertising business management solution that reduces these complexities by bringing together buy and sell-side processes and systems.

Measurable Results

- Boost CPMs by 7-10 percent
- Reduce RFP response time two-thirds
- Reduce campaign execution costs by 30 percent
- Minimize over and under delivery, reducing revenue losses by half
- Reduce campaign billing costs by half

Key Benefits

- Increased business transparency across the organization
- More time to prospect and manage greater RFP volumes
- Deliver error-free campaigns on time
- Collect 100 percent of contracted revenue in less time

Enterprise Business Platform

- SaaS
- Open API
- Fully customizable
- Highly secure

Operative.One Digital

Freedom from complexity

For Publishers, Operative.One Digital streamlines the complexities of the digital value chain, integrating all processes and third-party systems necessary to package, sell, traffic, manage, optimize and bill ads. Developed upon industry best practices from top media companies, Operative.One Digital maximizes yield, improves business performance across the organization, and enables you to continue value creation through innovation.

1 Flexibly Innovate Products

Create products that align with the way advertisers and agencies want to buy, increasing the value of your sellable inventory. Our powerful Ad Master Model enables organizations to target products to specific sets of audiences and content, combine individual ad units into packages, and align naming conventions with client insertion orders and/or ad server systems.

2 Manage Proposals

Enable your sales team to respond quickly to request for proposals (RFPs), increasing the total volume of potential business opportunities. Robust product search capabilities, inventory availability at your fingertips, and automatic synch with your CRM system reduce time spent on excessive inter-department communications and manual entry in multiple systems.

3 Customize Sales Approvals

Streamline your approval process by leveraging pre-defined, best-practice-based workflow rules, or establishing a custom set of rules. With auditable processes in place, increase transparency and reduce bottlenecks.

4 Manage Inventory

Maximize sell-through and minimize under-delivery with Operative.One's Inventory Manager. View booked impressions, available impressions, and campaigns that are contending against highly sought after inventory. You can also monitor availability across multiple targets for complete visibility into sellable inventory.

5 Execute Campaigns

Significantly increase efficiencies executing campaigns through a combination of process optimization and technology automation. Set rules that automatically assign campaigns to your Ad Operations resources or ours and leverage our platform's robust push-to-ad server capabilities to reduce double entry.

6 Optimize & Manage Campaigns

Monitor campaign performance and make optimization decisions quickly, with your staff or ours. In addition, Operative.One Campaign360 provides campaign management and automatically reconciles primary and third-party delivery data.

7 Invoice & Bill

Collect 100 percent of contracted revenue in less time. We provide everything you need to prepare for invoice generation—billing profiles that automatically calculate how much to invoice, exportable reports, and revenue recognition executive summaries.

8 Manage Business Performance

Standard reports provide executives across the organization with the intelligence they need to understand the health of their business and inform challenging business decisions. Additionally, you can build custom reports unique to your company's needs.



Services

Realize the full value of your investment with Operative Professional Services. Our team offers a range of business process and technical consulting services to guide organizations through implementation and migration. As your business evolves, we also provide optimization services to ensure ongoing success with Operative.One Digital.

For organizations that also need help executing campaigns and monitoring performance, we offer **Ad Operations Services** to deliver error-free campaigns on time.

Features	PROFESSIONAL	STANDARD	ENTERPRISE
Accounts Module Manage advertiser and agency information	✓	✓	✓
Sales Module Search products, manage proposals, set custom approval workflows, synch with CRM	✓	✓	✓
Ad Operations Module Custom assignment rules, manage trafficking queue, push to ad server	✓	✓	✓
Finance Module Standard and custom reporting, billing profiles, invoice preparation	✓	✓	✓
Campaign360 Campaign management, third-party delivery data reconciliation	✓	✓	✓
Ad Master Model Multiple rate cards, product packages	✓	✓	✓
Custom Fields Campaign or line item level, trafficking tickets, invoices	✓	✓	✓
Open API Access Operative.One data	✓	✓	✓
Inventory Manager* Multi-target inventory management, availability at point of sale	✓	✓	✓
Ad Server Integration** Synch with ad server system	✓	✓	✓
Salesforce Accounts & Contacts Integration Synch information with CRM		✓	✓
Salesforce Opportunities Integration Synch information with CRM		\$	✓
Daily Data Feed Integrate Operative.One data with other systems	\$	\$	\$
Financial System Integration Synch with invoice/billing system			✓
Multi-National Organization Multi-currency, VAT, foreign characters, international time zones	✓	✓	✓
Teaming Organizational hierarchy, permission-based access, custom approvals			✓
Standard Support Phone and email support	✓	✓	
Enterprise Support Extended phone and email support		\$	✓

† = Limited to 5-20 licenses ✓ = Included in base user license \$ = Additional fee applies * Standard Edition includes three targets (e.g., DMA, gender, age, etc.), with a total of 500 unique target values (e.g., DMA=NY, gender=male, age=25, etc.). Enterprise Edition includes 10 targets, with a total of 2,000 unique target values. Additional fee applies to extra targets and/or target values. Professional Edition does not include targeting options. ** Professional, Standard and Enterprise Editions allow up to one, three and five ad server integrations, respectively. Additional fee applies to extra ad server integrations. Please contact your ad server provider to determine if additional fees may apply otherwise.

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 rely on Operative to manage more than \$6 billion in global ad revenue annually, including The Wall Street Journal, MSN, OMD, NBC Universal and National Public Media.

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Inc. 500 Ranked Number 56 in the Top Companies in Software