

MANAGE PARTNER RELATIONSHIPS, PAYMENTS AND PERFORMANCE ALL IN ONE PLACE.

To scale, advertising networks need a platform that will allow them to perform activities unique to their business and integrate their processes and systems. Operative.One Network is the only advertising business management solution that supports a network's present and future business needs, 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 your network of partners
- More time to prospect and manage greater RFP volumes
- Deliver error-free campaigns on time
- Reduce time monitoring partner performance and determining partner payments

Enterprise Business Platform

- SaaS
- Open API
- Fully customizable
- Highly secure

Operative.One Network

Seamlessly scale and capture new opportunities

Operative.One Network is an end-to-end solution specifically designed for premium publishers' and ad networks' unique business models. Build profitable relationships, execute campaigns smoothly, report and optimize performance, and finally, make accurate payments across your network of sites. Also provide partners with secure access to their individual performance and expected revenue. The platform's robust suite of capabilities enable clients to easily scale and focus on exploring new opportunities.

1 **Manage Partner Relationships**

Business Development Managers can easily keep track of their partners and contacts. Mirror partners' parent/subsidiary relationships with the platform's network management tool, along with contract information and payment terms for each partner.

2 **Flexibly Innovate Products Across Multiple Sites**

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, link individual ad units to packages, or combine inventory across multiple sites and channels into packages.

3 **Manage Inventory**

Maximize sell-through and minimize under-delivery for inventory you own, and for allocated inventory from partners. 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.

4 **Integrate Operations**

Operative.One Network enables you to incorporate network buys and inventory from multiple sites into core processes and workflow. By integrating operations, campaign execution, optimization and management become significantly less complicated.

Capabilities that support these efficiency gains: Auto-assignment rules to your Ad Operations resources or ours, automatic push to multiple ad servers and Operative.One Campaign360's reconciliation of primary and third-party delivery data.

5 **Access Reporting & Analytics**

Provide executives across the organization with a complete view of the core business, along with partners' impact to profitability. Revenue pipeline by advertiser/agency, eCPMs by product and delivery performance are just a few available reports. If you need to display information differently, Operative.One enables custom-built reports.

6 **Manage Partner Payments**

Collect 100 percent of contracted revenue in less time. Billing profiles accommodate complex revenue share models and automatically calculate how much to invoice. Exportable reports and revenue recognition summaries also support the finance team with the information they need to prepare invoices across all partners.

7 **Provide a Secure Partner Portal**

Operative.One Network's Partner Central provides partners transparency into inventory, contracted payment terms, and pipeline reporting.



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	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-Country Sales Support Multi-currency, VAT, foreign characters, international time zones	✓	✓
Teaming Organizational hierarchy, permission-based access, custom approvals		✓
Partner360 Manage partner relationships, payment process, and partner reporting	✓	✓
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 ~ Enterprise Edition includes 500 automated Campaign360 line items. *Professional Edition does not support targeting options. Standard Edition includes 500 unique target values (e.g., DMA=NY, gender=male, age=25, etc.). Enterprise Edition includes 2,000 unique target values. Additional fee applies to extra target values. **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 is the world leader in advertising business management solutions, serving more than 200 of the top digital and print media companies, including MSN, The Wall Street Journal, Guardian News & Media, OMD, NBC Universal, Pandora and National Public Media. Everything we do is driven by a passion to empower our clients to manage their increasingly complex businesses efficiently and profitably. Managing more than \$6 billion in global ad revenue, our Operative.One software and service solutions provide the most comprehensive offering in the industry that brings our clients' business processes and systems together—all the way from packaging and selling campaigns to trafficking, optimizing and collecting revenue on ads. The result: endless innovation and long-term scale. For more information, visit www.operative.com.

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