OPERATIVE

THE OPERATIVE ADVANTAGE
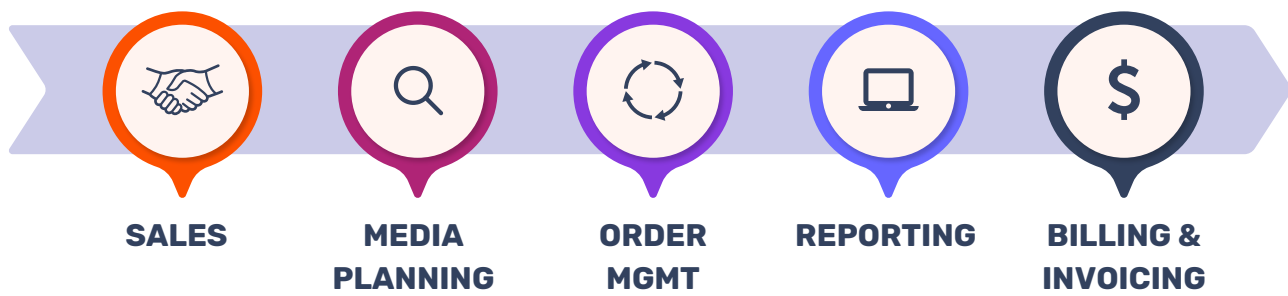# DRIVE BUSINESS SUCCESS

Delivering the ROI you need across your
end-to-end media workflow

ROI ACROSS THE WORKFLOW

Operative solutions save time, increase revenue, and target

5x ROI

on Advertising Management Software spend.*

SALES → **MEDIA PLANNING** → **ORDER MGMT** → **REPORTING** → **BILLING & INVOICING**

SALES

Speed time spent managing RFP's by:
90%

Adeline's *RFP ingest agent* automatically inputs and parses RFP's in any format, including copy & paste from email or voice input.

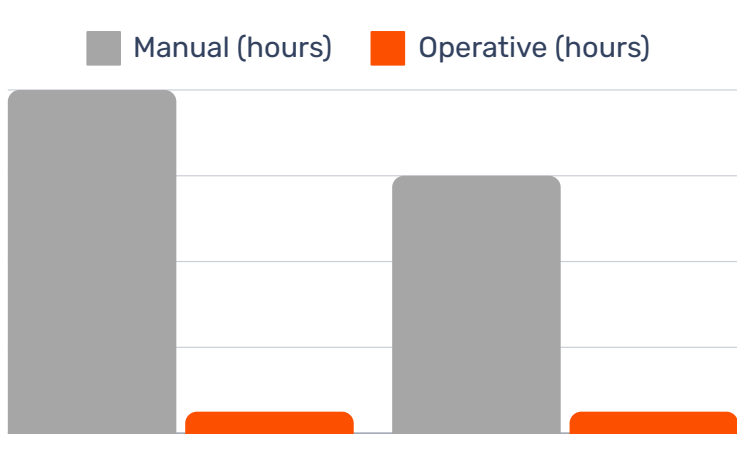
SALES

Increase revenue by
12%

in year 1, with additional gains in subsequent years

AOS centralizes cross-platform products and packages. Adeline's *media planning agent* drives optimized yield across inventory.

MEDIA PLANNING

Manual (hours) ■ Operative (hours) ■

BUILD PLAN   **CREATE PROPOSAL**

Create media plans in minutes, not days. Adeline instantly delivers infinitely-optimized media plans, maximizing yield across converged inventory.

ADELINE AI

ORDER MANAGEMENT

Reduce time spent managing orders by
75%

- **Unified data eliminates swivel chair approach**
- **Automation eliminates manual work**
- **AI tools speed the makegood process**

REPORTING
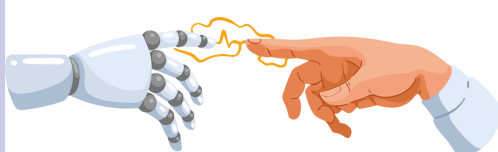
Cut time spent creating ad hoc reports by
65%

AOS and Adeline put performance data at your fingertips, helping your team make better business decisions faster.

BILLING & INVOICING

SPEED TIME TO BILLING
SPEED TIME TO REVENUE

Inject AI and speed final campaign delivery data.

GET A CUSTOM ROI ANALYSIS TODAY

https://www.operative.com

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