



MONETIZE



## Advertising Sales & Airtime Management

AdsValU is a **Yield Optimization** tool built using Data Science techniques for achieving Revenue Goals and reducing go-to market time for the Sales Team. The solution leverages **Predictive Analysis** based on historical trends of **Audience Measurement** to ensure alignment of Channel Targets (**Revenue**) to Advertiser Objectives (**GRP/GVT**)

AdsValU encapsulates the End-2-End 'Proposal to Deal Lifecycle' by automating aspects of crafting suitable campaigns to meet Advertiser needs in midst of a **Negotiation**



Lead Generation

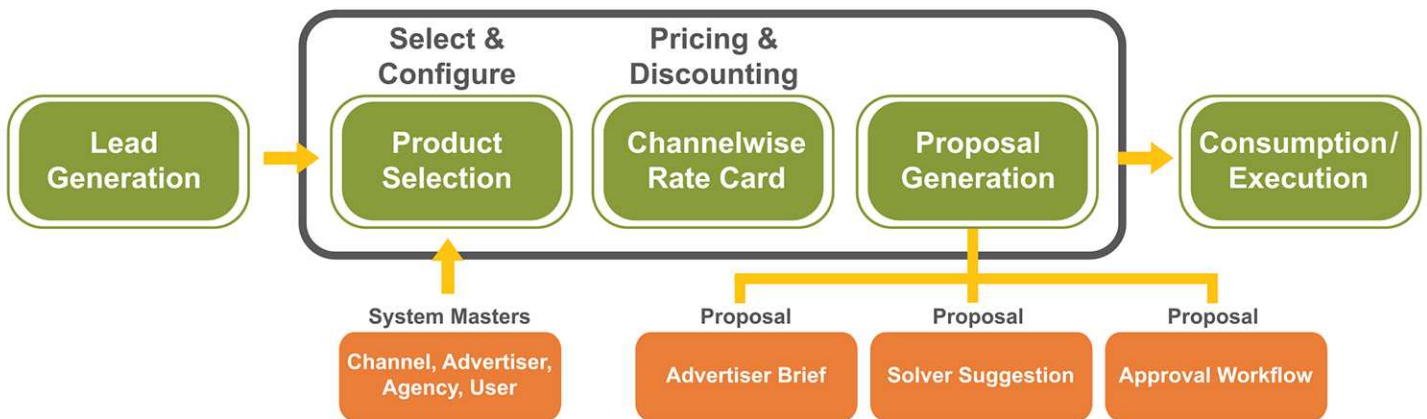
Pricing Targets / Objectives

Booking Sales

Consumption



# Build Your Campaign



## Key Highlights

- Single system to manage both **Airtime** as well as **Sponsorship** Sales.
- Complete **Visibility** through the entire Proposal → Deal lifecycle including Post Evaluation Performance of the Deal basis actual Ad Ratings.
- Leverage **Inventory Optimization** to achieve **Revenue Growth**.
- **Benchmark** and track “Pricing” at the Channel, Advertiser & Sales Unit level.
- Manage **Geo Diversity** by connecting multiple business locations funnelling sales across a pan-Regional Sales Team.
- **Embedded KPI** leading to **Insightful Analytics** for informed **Decision-making**.
- **Competitor Analysis**, Advertiser burn/churn rate, Industry/Sector trends, etc.
- Achieve GRP/GVT commitments through smart **Spot Placement** aligned with Campaigns.
- Compute real time Inventory **Fill Levels** through active integration with Broadcast Management Systems basis **Order Booking**.
- **Accessible** from anywhere. Utilizing an extensive & robust cloud security AdsValU delivers optimized, secured accessibility for Sales Teams on the go.



Configure &  
Setup



Pricing &  
Proposal



Solver &  
What If Scenarios



# Business Expanse

**Opportunity and Lead Management** - Mining the competitor landscape to deliver leads. Cross channel selling and renewals within the network to culminate viable opportunities.

**Proposal / Deal** – Sales teams can build custom Proposals on the go based on changing Client briefs commitments. These Proposals are tailor-made to suit Advertiser Target Audience needs and packaging of a healthy mix of weekday/weekend and prime/off-prime respectively. The Sales Personnel can build numerous What-If scenarios by anticipating media buying Agency iteration trends in advance to be best equipped for intelligent negotiations.

**Viewership Data** – The data warehouse today supports more than 500 Channels across 8 Genres supporting 300+ Target Groups for Advertiser audience.

**Analytics** – Being the central repository for all Sales activity, AdsValU provides a singular view of the Sales pipeline across the hierarchy. Besides reporting on Sales numbers, the system also provides for efficient deliverables tracking, a Post evaluation of the 'Committed' Deal compared to 'Actual' performance.

**Workflow** – AdsValU provides for defining Channel specific workflow tracking within the system. Rule set up include slab based sequential / direct methods with custom-defined levels (User Designation) of Approval as may be required. Parameters for rules include Effective Rate, CPRP, Amount as well as a flat rule. – A real daunting need for any enterprise Channel Network.

## INTELLIGENT REPORTING



**Negotiate  
& Contract**



**Revenue  
Generation**



**Analytics &  
Reporting**

# ABOUT U-TO

At U-TO we believe in merging **technology**, **innovation** and **business knowledge** to help our clients achieve more.

Our experienced team combines decades of hands-on industry expertise in media, entertainment, and technology, sharing their collective acumen enabling us to grow and support your business.

With **two decades** of business experience, U-TO is committed to delivering unmatched business solutions to media industry.

Trusted by industry leaders globally, U-TO's expertise and in depth understanding of the media domain has helped **Broadcasters**, **Studios**, **Content Aggregators** and **OTT players** address varied complexities of their ever evolving business needs.

**Partners  
every step**  
of the way

**Sharper  
Focus**  
Sharper **Insights**

**Passion for  
Innovation**

**Fast &  
Effective**

**Built on  
Trust**

- **Sony Pictures Networks**
- **Viacom18 India**
- **AETN 18 (History)**
- **Star India**
- **TataSky**
- **Moby Group**
- **Shemaroo Entertainment**
- **Media Niugini (EMTV)**
- **Cosmos Maya**
- **Indian Broadcasting Foundation (IBF)**

Find out how we can help your business achieve more  
with increased ease, efficiency and productivity.

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