

TECHNOLOGY PARTNERSHIP PROPOSAL

# Custom Software Suite for AdTime Marketing

Two AI-powered tools. One dedicated portal.

Built exclusively for your business.

Tool 1

**PayMatch — Invoice Intelligence**

Tool 2

**Campaign Command — Billboard Manager**

## THE CHALLENGE

# Manual Processes Are Costing You Time & Money

## Invoice Processing

Invoices arrive via email from dozens of vendors. Matching them to contracts, verifying amounts, and tracking payments requires hours of manual work every week. Scanned PDFs are especially painful — OCR misreads data, forcing manual correction.

**5-8**

HOURS/WEEK MANUAL  
MATCHING

**15%**

ERROR RATE ON SCANNED  
DOCS

## Campaign Tracking

Billboard campaigns are tracked across spreadsheets, emails, and memory. There's no single view of what's live, what's ending, or how campaigns are performing. Clients ask for reports and the team scrambles to pull numbers together.

**11**

ACTIVE CAMPAIGNS TO TRACK

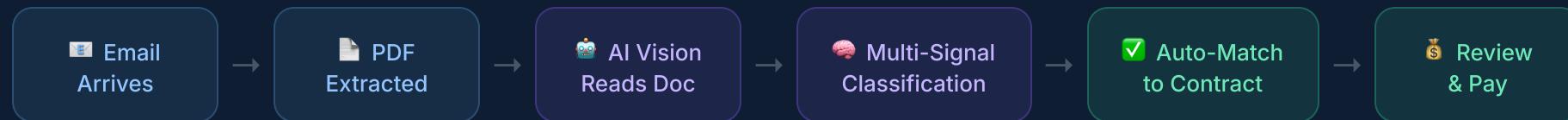
**0**

AUTOMATED REPORTS TODAY

# PayMatch — Invoice Intelligence

AI-powered invoice processing that reads, classifies, and matches documents automatically.

## HOW IT WORKS



## Vision AI Document Processing

- GPT-4.1 Vision reads every page as an image — no OCR failures
- Handles scanned, faded, handwritten, and messy invoices
- Extracts vendor, amounts, dates, invoice numbers with 97%+ accuracy
- Multi-page awareness — processes entire documents

## Multi-Signal Intelligence

- Analyzes email sender, forwarded-from headers, and domain
- Cross-references existing vendors and contract database
- Detects forwarded emails — finds original sender automatically
- Confidence scoring — low-confidence items flagged for review
- Anomaly detection — unusual amounts or new vendors flagged

## TOOL 1 — FEATURES

# PayMatch Feature Set



## Auto Email Sync

Outlook integration syncs invoices every 5 minutes. Manual sync button for on-demand pulls.



## Smart PDF Parsing

AI vision reads PDFs directly — no more OCR errors on scanned or messy documents.



## Contract Matching

Auto-matches invoices to contracts using vendor, amount, contract number, and domain.



## Utilization Tracking

See contract utilization in real-time. Color-coded: green, yellow, red based on spend.



## Approval Workflow

New documents land in pending queue. Review, approve, and match with one click.



## Duplicate Prevention

Smart deduplication prevents the same invoice from being imported twice.

# Campaign Command — Billboard Manager

Your central command center for every billboard campaign — from booking to completion.

## CAMPAIGN LIFECYCLE



## 📊 Impression Estimation

Automatically estimate campaign reach using traffic data from Department of Transportation (DOT) databases. Each billboard location gets a Daily Effective Circulation (DEC) score.

- Auto-calculated impressions per campaign
- Total reach across all active campaigns
- Client-ready performance metrics

## 🔔 Smart Notifications

Never miss a deadline. Automated email alerts keep your team ahead of every campaign milestone.

- Campaign start/end reminders
- Renewal deadline alerts
- Weekly status digest
- Client report delivery

## TOOL 2 — FEATURES

# Campaign Command Feature Set



## Campaign Dashboard

Live overview: Upcoming, Active, Ending Soon, and Completed campaigns at a glance.



## Performance Reports

Generate professional campaign reports with impressions, timeline, and spend data. Export-ready for clients.



## Renewals & Extensions

One-click campaign extensions and renewals. Never lose a booking due to missed deadlines.



## File Attachments

Attach contracts, creative assets, and vendor docs directly to each campaign.



## Team Access

Secure login for your team. Everyone sees the same real-time campaign data.



## Activity Timeline

Full audit trail of campaign events, changes, and notifications for accountability.

# A Dedicated Custom Portal

Both tools live on your own branded subdomains — no shared platforms, no third-party logins.

INVOICE MANAGEMENT

**invoices.adtimemarketing.com**

CAMPAIGN MANAGEMENT

**campaigns.adtimemarketing.com**



## White-Label Branding

- Your logo, your colors, your domain
- No "Powered by" third-party branding
- Professional appearance for your team
- Custom email notifications from your domain



## Enterprise-Grade Infrastructure

- Dedicated PostgreSQL database
- Autoscaling compute (handles any load)
- SSL encryption on all connections
- Daily database backups
- 99.9% uptime guarantee

MONTHLY RETAINER

# \$1,700

/month

Launch pricing — first 6 months

## ✓ WHAT'S INCLUDED

- ✓ PayMatch — AI Invoice Intelligence
- ✓ Campaign Command — Billboard Manager
- ✓ Custom portal on your subdomains
- ✓ Hosting & infrastructure
- ✓ AI API costs (GPT-4.1 Vision)
- ✓ Ongoing feature development
- ✓ Priority support & maintenance
- ✓ Database management & backups

## 📊 COST COMPARISON

Custom dev agency

~~\$5,000 – \$8,000/mo~~

Freelance developer

~~\$3,000 – \$4,000/mo~~

Off-the-shelf SaaS tools (2+)

~~\$500 – \$1,200/mo~~

No customization. No integration. Generic.

Ov Theory partnership

**\$1,700/mo**

Custom-built. AI-powered. Yours.