TECHNOLOGY PARTNERSHIP

Custom Software for AdTime Marketing

Two purpose-built tools on a dedicated portal,
designed around how your team actually works.

Tool 1
PayMatch — Invoice Intelligence

Tool 2
Campaign Command — Billboard Manager

OVERVIEW

What We're Building

Two tools that replace manual work with automation — tailored to AdTime's specific workflows.

📧 PayMatch — Invoice Intelligence

Invoices come in via email from vendors. Right now, matching them to contracts and tracking payments means manual work and the occasional misread from scanned PDFs.

PayMatch automates this end-to-end — pulling emails, reading PDFs with AI vision (not traditional OCR), matching to contracts, and queuing everything for review.

📊 Campaign Command — Billboard Manager

Billboard campaigns need a central place to live — not scattered across spreadsheets and email threads. Campaign Command gives you a real-time dashboard of every campaign.

Status tracking, automated notifications, estimated impressions from traffic data, and exportable reports your team can hand directly to clients.

PayMatch — How It Works

DOCUMENT PROCESSING PIPELINE

📧 Email Arrives → 📄 PDF Extracted → 🤖 AI Vision Reads Doc → 🧠 Classify & Extract Data → ✅ Match to Contract → 📋 Review & Approve

🔍 AI Vision Processing

Instead of traditional OCR (which fails on scanned or messy documents), we use GPT-4.1 Vision — it reads each page as an image and understands layout, tables, and handwriting.

→ Handles scanned, faded, and handwritten invoices

→ Extracts vendor, amounts, dates, invoice numbers

→ Multi-page document support

→ ~1 cent per invoice processed

🧠 Context-Aware Classification

The system doesn't just read the PDF — it looks at the full picture: who sent the email, the original sender if it was forwarded, the domain, and your existing vendor database.

→ Detects forwarded emails — finds the real sender

→ Domain matching across known vendors

→ Confidence scoring on every classification

→ Flags anomalies (unusual amounts, new vendors)

PayMatch Capabilities

Auto Email Sync

Outlook integration pulls invoices automatically every 5 minutes, plus a manual sync button.

Contract Matching

Invoices auto-match to contracts by vendor, amount, contract number, and email domain.

Utilization Tracking

Real-time contract utilization with color-coded status: green, yellow, red based on spend.

Approval Queue

New documents land in a pending queue for review. Approve and match with one click.

Duplicate Prevention

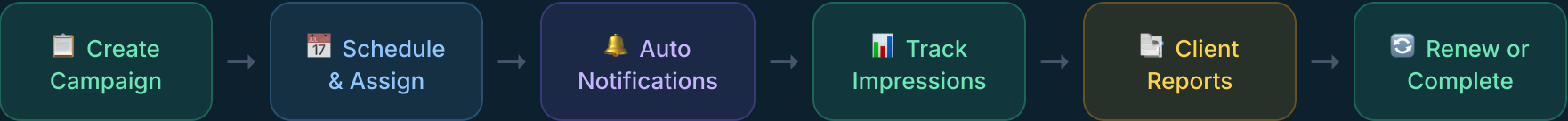Automatic deduplication ensures the same invoice is never imported or processed twice.

Partial Invoicing

Handles partial payments against contracts — tracks remaining balance automatically.

CAMPAIGN LIFECYCLE

📋 Create Campaign → 📅 Schedule & Assign → 🔔 Auto Notifications → 📊 Track Impressions → 🗂 Client Reports → 🔄 Renew or Complete

📊 Impression Estimation

Each billboard location gets estimated impressions based on DOT (Department of Transportation) traffic count data — the same methodology the outdoor advertising industry uses.

→ Daily Effective Circulation (DEC) per location

→ Total impressions across campaign duration

→ Data your team can include in client reports

🔔 Automated Notifications

Email alerts keep the team on top of every campaign without having to check the dashboard constantly.

→ Campaign starting and ending reminders

→ Renewal deadline alerts

→ Weekly status digest

→ Customizable notification preferences

📋
Dashboard & Status

📎
File Attachments

🔄
Renewals & Extensions

INFRASTRUCTURE

Your Dedicated Portal

Both tools live on your own branded subdomains — fully custom, fully yours.

INVOICE MANAGEMENT

invoices.adtimemarketing.com

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CAMPAIGN MANAGEMENT

campaigns.adtimemarketing.com

🏢 What This Means

→ Your branding, your domain, your login

→ No third-party "Powered by" anywhere

→ Secure team access with individual accounts

→ Notifications sent from your domain

→ Data stays in your database — not shared

⚙️ Technical Foundation

→ Dedicated PostgreSQL database

→ Autoscaling infrastructure

→ SSL encryption on all connections

→ Automated backups

→ Built with React, TypeScript, Node.js

PARTNERSHIP

What's Included

SOFTWARE & HOSTING

✓ PayMatch — AI Invoice Intelligence

✓ Campaign Command — Billboard Manager

✓ Custom portal on your subdomains

✓ Hosting & infrastructure

✓ Database management & backups

ONGOING SUPPORT

✓ AI processing costs (GPT-4.1 Vision)

✓ Feature development & improvements

✓ Priority support & maintenance

✓ Bug fixes & performance updates

✓ Email notification delivery

MONTHLY

$1,700

/month