

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**

# What We're Building

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

## PayMatch — Invoice Intelligence

Invoices arrive from dozens of vendors via email — sometimes forwarded, sometimes scanned, sometimes messy PDFs that no standard tool can read properly. Matching them to the right contracts and tracking spend is tedious manual work.

PayMatch replaces all of that. A custom-built document intelligence engine handles the entire pipeline — ingesting emails, parsing attachments through computer vision, classifying documents, auto-matching to contracts, and learning your vendor ecosystem over time so it keeps getting better without any extra effort from your team.

## 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.

## DOCUMENT PROCESSING PIPELINE



### AI Vision Processing

We built a custom computer vision pipeline that renders each document page as an image and passes it through our neural processing layer. Unlike basic OCR, the system understands document layout, table structures, and even handwriting — not just text.

- Handles scanned, faded, and handwritten invoices
- Extracts vendor, amounts, dates, invoice numbers automatically
- Multi-page document awareness
- Self-improving — learns your vendor patterns over time

### Context-Aware Classification

Every document goes through a multi-signal intelligence layer that analyzes far more than just the PDF. It parses email headers, traces forwarding chains to find the original sender, cross-references domains against your vendor database, and builds a confidence model before making any classification.

- Deep email header parsing — traces forwarded chains to the source
- Domain fingerprinting across your entire vendor history
- Confidence scoring with automatic escalation on low-certainty items
- Anomaly detection — flags unusual amounts, unknown vendors, pattern breaks
- Learns your team's approval patterns — gets smarter with every interaction

# PayMatch Capabilities



## Auto Email Sync

Continuous email ingestion with deep header parsing — pulls attachments, traces forwarding chains, and queues for processing.



## Intelligent Matching

Multi-factor matching engine weighs vendor identity, amount, contract number, domain history, and past patterns to find the right contract.



## Utilization Tracking

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



## Approval Queue

Documents processed with high confidence auto-approve. Low-confidence items surface for human review — the system learns from every decision.



## Duplicate Prevention

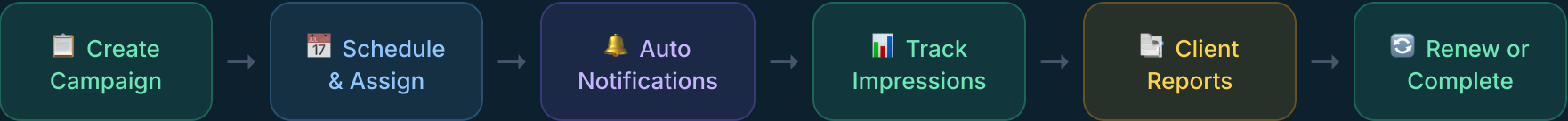
Content fingerprinting and source tracking prevents duplicate processing — even if the same PDF arrives from different email threads.



## Partial Invoicing

Handles partial payments against contracts — tracks remaining balance automatically.

## CAMPAIGN LIFECYCLE



### 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



5 / 7  
File Attachments



Renewals & Extensions

# Your Dedicated Portal

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

INVOICE MANAGEMENT

**invoices.adtimemarketing.com**

+

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

# 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 & machine learning processing costs
- ✓ Feature development & improvements
- ✓ Priority support & maintenance
- ✓ Bug fixes & performance updates
- ✓ Email notification delivery

MONTHLY

**\$1,700**  
/month