KOMPAS.com

Ads Management System
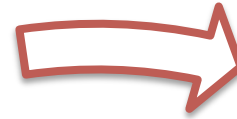
version 5.1

Ads **M**anagement **S**ystem

Online coordination system for <u>direct sales activities</u>, that enable sales & marketing team to check availability, book ads, quotations' order and inventory's optimization at Kompas.com & other digital property at Kompas Gramedia (web, mobile, apps) <u>in real time</u>

AMS Workflow

Check Availability → Book Ads → Quotation Order → Approved/Signed → Ads Delivery

doubleclick for publishers
by Google

DASHBOARD

Dashboard shows the summary of orders, quotation, status, live ads, as well as occupancy report.

CALENDAR

Sales & marketing team will be able to monitor ads' availability in various web properties, product groups, ad units & time period.

CALENDAR

Detail info will appeared when user click on the ad unit button. Sales team will see information of booked & approved/signed orders, including agency & client's name.

MASTER DATABASE

List of clients, agencies, properties, products, conflicted brand, users can be added or modified accordingly.

MASTER DATABASE

List of users and settings for role/privilege.

ORDER

Order from sales team will be followed up by marketing teamm which will create a package, that can be monitored, tracked and modified.

ORDER

Input form when an order is created by sales team

ORDER

Marketing team will receive and monitor all the incoming package's order from sales team

ORDER

Detail info will shows ad unit & placement, channels, time period, as well as order number, agency, client, discount, important notes.
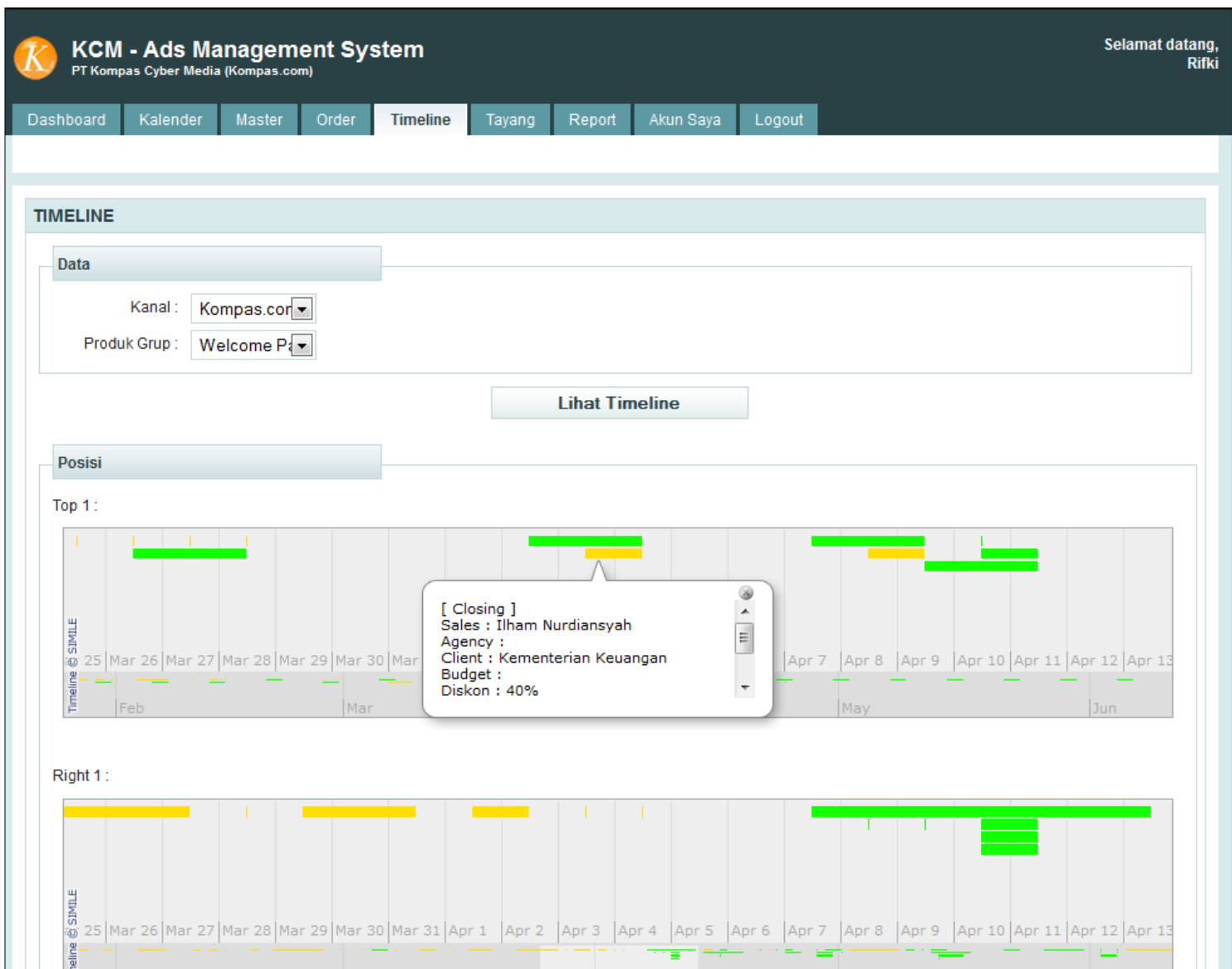
TIMELINE

Sales & marketing team able to monitor the ads' occupancy and book available ads placement on the spot when required.

BROADCAST

After a package/quotation is approved by agency/advertisers, the package will be ready for ad serving via DFP. Sales & marketing team can monitor & coordinate the process of ad delivery with ad serving team via this page.

REPORT

List of report to monitor sales & marketing team performance.
This data is also related to the incentive scheme for sales team.
Note: Ads report

Ads **M**anagement **S**ystem

- Improving the quality of service to clients by providing real time information on inventory's availability.

- Easy access to gather & track detail information regarding ads units, placement, bookings & quotations.

- Accelerate the process of selling ads with multiple sales team.

- Avoid conflicting ads units/placements or conflicting brands.

- Occupancy monitoring to help maximize sales revenue by creating a marketing action (special offer, etc.).

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