



Ads Management System

version 5.1

internal use only

developed by in-house team (since april 2012)



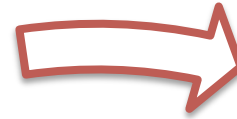
Ads Management System

Online coordination system for direct sales activities, 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) in real time



AMS Workflow

Check
Availability



Book
Ads



Quotation
Order



Approved/
Signed



Ads
Delivery





Dashboard

Kalender

Master

Order

Timeline

Tayang

Report

Akun Saya

Logout

DASHBOARD

April 2014

Orders Summary

Total Order		
No	Jenis	Total
1	Order Paket	76
2	Booking Space	0
3	Paket Deal	9
4	Space ke Paket	0
5	Order Expired	5

Live Ads

Booking Yang Request Tayang				
No	Tanggal Order Tayang	No Paket		
1	20 Desember 2013	P/151/11102013		
2	20 Desember 2013	P/048/04122013		
3	20 Desember 2013	P/267/19112013		
4	20 Desember 2013	P/040/04112013		
5	20 Desember 2013	P/145/13122013		

Occupancy Report

Laporan Occupancy				
No	Kanal	Produk Grup	Posisi	Occupancy
1	Kompas.com	Native Ads	Native Ads	100%
2	Kompas.com	Travel	Right 1 cpm	100%
3	Tekno	Tekno	Top 1	100%
4	Kompas.com	News	Ribbon Banner	97%
5	Bola	Bola	Ribbon	93%

Quotations' Status

Booking Yang Akan Expired						
No	Tanggal Request	No Paket	Agency	Client	Progress	Sisa Hari
1	03 April 2014	P/047/03042014		PPP	0%	0
2	03 April 2014	P/048/03042014		PPP	0%	0
3	03 April 2014	P/049/03042014		PPP	0%	0
4	01 April 2014	P/008/01042014	Corporate Advertising KG	Nasional Demokrat	0%	1
5	03 April 2014	P/038/03042014	Corporate Adve			1

New Quotations

Order Paket Terbaru						
No	Tanggal Request	No Paket	Agency	Client	Status	
1	03 April 2014	P/060/03042014	CGI	PT. Inti	Booking	
2	03 April 2014	P/059/03042014	CGI	PT. Inti	Booking	
3	03 April 2014	P/058/03042014		Jasa Raharja	Booking	
4	03 April 2014	P/057/03042014		Shop & Drive	Booking	
5	03 April 2014	P/056/03042014		Shop & Drive	Booking	

Grafik Total Order Paket



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



CALENDAR

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Selamat datang, Rifki

Dashboard Kalender Master Order Timeline Tayang Report Akun Saya Logout

Kalender

Property: Kompas.com

Channels or Sections: Welcome Pa

Time Period: April - 2014

Lihat Kalender

Occupancy Status

Top 1:

Yellow: Signed/Confirmed Ads

Green: Booked Ads

Right 1:

Center 1:

Center 2:

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			


Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Su	Mo	Tu	We	Th	Fr	Sa

Su	Mo	Tu	We	Th	Fr	Sa

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




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Selamat datang,
Rifki

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 Logout

Kalender

Data

Kanal
 Produk Grup
 Bulan

Posisi

Top 1

Su Mo Tu We Th Fr Sa

6 7 13 14 20 21 22 23 24 25 26 27 28 29 30

Center 1 :
 April 2014
 Su Mo Tu We Th Fr Sa

Data Detail

Kanal : Kompas.com
 Produk Grup : News
 Posisi : Top 1

No Paket	No Paket User	Tanggal Request	AE / Sales	Agency	Client	Keterangan	Progress	Imps Quota/Day	Approve	Periode
P/022/02042014	P/022/02042014-1	03 April 2014	Malikul Jibril	Mindshare	Ford	Ford Ecoboost - Rp38,633,400 LOCK Budget jadi Rp38,520,000	71%	0	Belum	24 April 2014 - 24 April 2014
P/002/01042014	P/002/01042014-1	01 April 2014	Prama	Dentsu Indonesia Inter Admark	Indosat	alt. 1	72%	0	Belum	21 April 2014 - 22 April 2014
P/123/11032014	P/123/11032014-2	19 Maret 2014	Prama	Isobar	Marlboro	campaign for Magnum Blue	80%	0	Ya	15 April 2014 - 17 April 2014
P/342/28022014	P/342/28022014-3	18 Maret 2014	Fany Metia	Narada	Telkomsel	Halo Fit Hybrid	78%	0	Ya	14 April 2014 - 14 April 2014
P/196/17032014	P/196/17032014-9	25 Maret 2014	Yudha Satrya	Microad Indonesia	Yuasa		100%	0	Ya	08 April 2014 - 11 April 2014
P/297/25022014		25 Februari 2014	Eko Bambang S	The Water	Unknown	pemerintahan	0%	0	Belum	07 April 2014 - 13 April 2014
P/342/28022014	P/342/28022014-3	18 Maret 2014	Fany Metia	Narada	Telkomsel	Halo Fit Hybrid	78%	0	Ya	07 April 2014 - 07 April 2014
P/033/04032014	P/033/04032014-4	11 Maret 2014	Malikul Jibril	Media World	Mercedes Benz	Mercedes Benz - sudah closed	99%	0	Ya	01 April 2014 - 04 April 2014

20 21 22 23 24 25 26 27 28 29 30


Center 2 :
 April 2014
 Su Mo Tu We Th Fr Sa

Tutup

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


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Selamat datang, Rifki


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Client
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 Level
 Departemen
 User
 Iklan
 Kanal
 Posisi
 Produk Grup
 Kategori Industri
 Sub Industri
 Conflict Brand
 Brandcomm

Cpm

CLIENT

No	Nama	Tanggal Buat	Tanggal Update	
1	Telkomsel	17 Januari 2012 09:52 WIB	-	 
2	Indosat	17 Januari 2012 09:52 WIB	-	 
3	XL	17 Januari 2012 09:52 WIB	-	 
4	Rexona Aerosol	17 Januari 2012 09:53 WIB	-	 
5	Bina Nusantara	17 Januari 2012 09:53 WIB	17 Januari 2012 09:55 WIB	 


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 Conflict Brand
 Brandcomm

Cpm

AGENCY

No	Nama	Alamat	Kontak	Tanggal Buat	Tanggal Update	
1	Ignite	Gd. Victoria, Lt. 5 Jl. Sultan Hassanudin Kav. 47-51 Jakarta 12160	021 754860	13 Januari 2012 18:05 WIB	-	 
2	Optima Kaswall	4th Floor Oleos 1 Building Jl. Mampang Prapatan Raya No. 139 A Jakarta 12740	021 79192141 - 021 79192154	13 Januari 2012 18:05 WIB	19 Maret 2012 14:54 WIB	 
3	Dentsu Indonesia Inter Admark	Plaza Bapindo Citibank Tower 12th Floor, Jl. Jend. Sudirman Kav. 54-55 Jakarta 12190	021 52880343 - 021 5266125	13 Januari 2012 18:05 WIB	-	 
4	Cursor Media	Plaza Semanggi Lt. 93 002, Kawasan bisnis Granadha, Jl. Jend. Sudirman Kav. 50 Jakarta	021 2553 9471 - 021 25539669	13 Januari 2012 18:05 WIB	-	 
5	Post Click	PO BOX 1664, Strawberry Hills NSW 2012, Australia	02 80061251 - 02 80881129	13 Januari 2012 18:05 WIB	-	 
6	Octappeal Indoseta	Jl. Cideng Barat 41C Jakarta Pusat 10150	021 6327050	13 Januari 2012 18:05 WIB	-	 
7	Zennith	Gd. Samudra Indonesia Lt. 5 Jl. Let. Jend S. Parman kav. 35 Jakarta 11480	021 5309117 - 021 5307890	13 Januari 2012 18:05 WIB	-	 
8	XL Axiata	Gd. Graha XL, Jl. Mega Kuningan Lot. E 4-7 No. 1, Kuningan Timur Setia Budi, Jakarta Selatan DKI Jakarta Raya - 12950	021 - 576 1881	13 Januari 2012 18:05 WIB	-	 
9	Kompas Media Nusantara	gramedia Coorporate AdvertisingUnit II Lt. 2	021 5483008 ext. 7530	13 Januari 2012 18:05 WIB	-	 
10	Oze Mitra Indonesia	Jl. Kemang Timur Raya No. 74 Jakarta Selatan	021 7192903	13 Januari 2012 18:05 WIB	-	 


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Reset

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



MASTER DATABASE































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Selamat datang,
Johanes Dhanang C

DashboardKalenderMasterOrderTimelineTayangBackdateReportOffer PositionAkun SayaLogout

ClientAgencyLevelDepartemenUserIklanKanalPosisiProduk GrupKategori IndustriSub IndustriConflict BrandBrandcommCpm

USER

No	Username	Nama	Email	Tanggal Buat	Tanggal Update	
1	adabi	Mazhab adabi	mazhab.adabi@kompas.com	03 Juli 2012 15:22 WIB	-	  
2	adi	Adi		17 Januari 2012 10:21 WIB	27 Maret 2012 10:42 WIB	  
3	admin	Administrator - Ahyadi	ads@kompas.com	13 Januari 2012 18:08 WIB	28 November 2013 17:50 WIB	  
4	agar	agung aribawa	agar@kompas.com	17 Januari 2012 10:21 WIB	27 Januari 2012 21:47 WIB	  
5	Agnes	Agnes	agnes.sa@kompas.com	01 Juni 2012 14:51 WIB	01 Juni 2012 15:10 WIB	  
6	ahyadi	Ahyadi Irawan	ahyadi@kompas.com	17 Januari 2012 10:21 WIB	06 Februari 2013 14:32 WIB	  
7	alia	Alia Dayu	alia.dayu@kompas.co.id	17 Januari 2012 10:21 WIB	-	  
8	andrew	Andrew S Hasintongan	andrew@kompas.com	17 Januari 2012 10:21 WIB	27 Maret 2012 10:42 WIB	  
			anitatusia@kompas.co.id	17 Januari 2012 10:21 WIB	-	  
			aqidah.fabillia@kompas.com	17 Januari 2012 10:21 WIB	-	  

Data

Username :

dhanang

Password :

.....

Nama :

Email :

Departemen :

IT


Level :

Level Administrator

List of users and settings for role/privilege.



ORDER







































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Rifki

DashboardKalenderMaster**Order**TimelineTayangReportAkun SayaLogout

PaketSpaceApproveReceiveBrandcomm

PAKET

No	Tanggal Request	No Paket	No Paket User	Agency	Client	Done	Approve	
1	03 April 2014	P/060/03042014	-	CGI	PT. Inti	Belum	Belum	  
2	03 April 2014	P/059/03042014	-	CGI	PT. Inti	Belum	Belum	  
3	03 April 2014	P/058/03042014	P/058/03042014		Jasa Raharja	Ya	Belum	   
4	03 April 2014	P/057/03042014	P/057/03042014		Shop & Drive	Ya	Belum	   
5	03 April 2014	P/056/03042014	P/056/03042014		Shop & Drive	Ya	Belum	   
6	03 April 2014	P/055/03042014	P/055/03042014	Dentsu Indonesia Inter Admark	UNIQLO	Ya	Belum	   
7	03 April 2014	P/054/03042014	P/054/03042014	Adstar	Bank Mandiri	Ya	Belum	   
8	03 April 2014	P/050/03042014	P/050/03042014-1	Starcom	Samsung	Ya	Belum	   
9	03 April 2014	P/053/03042014	P/053/03042014	Adstar	Bank Mandiri	Ya	Belum	   
10	03 April 2014	P/052/03042014	P/052/03042014		Gemini Mitra Gemilang	Ya	Belum	   

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Berdasarkan : Semua

FORM INPUT

Data

Paket : Baru

Agency : -

Client : Australian National U

Budget :

Diskon :

Benefit :

Keterangan :

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



ORDER

FORM INPUT

Data

Paket : Baru

Agency : -

Client : Australian National U

Budget :

Diskon :

Benefit :

Keterangan :

Paket

Iklan	Kanal	Produk Grup	Posisi	Imps Quota/Day	Periode	Keterangan
Banner	Kompas.cor	News	Top 1	0	2014-04-15 - 2014-04-24	

Conflict Brand

Conflict Brand : Ya

Industri : Financial

Sub Industri : Banking.Financial Instituti

Additional item for package, such as: cost of offline activity, content management sytem, content marketing, etc...

Production Cost :

Simpan

Reset

Brief from client

Ad placement brief

Iklan	Kanal	Produk Grup	Posisi	Imps Quota/Day	Periode	Keterangan
Banner	Kompas.cor	News	Top 1	0	2014-04-15 - 2014-04-24	

Conflict Brand

Conflict Brand : Ya

Industri : Financial

Sub Industri : Banking.Financial Instituti

Additional item for package, such as: cost of offline activity, content management sytem, content marketing, etc...

Production Cost :


Simpan

Reset

Input form when an order is created by sales team



ORDER











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PaketSpaceApproveReceiveBrandcomm

RECEIVEPaket

No	Tanggal Request	No Paket	No Paket User	Agency	Client	Done	
1	04 April 2014	P/062/04042014	-	CGI	PT. Inti	Belum	
2	04 April 2014	P/008/01042014	P/008/01042014	Corporate Advertising KG	Nasional Demokrat	Belum	
3	04 April 2014	P/060/03042014	P/060/03042014	CGI	PT. Inti	Belum	
4	04 April 2014	P/061/04042014	-		V-Kool	Belum	
5	04 April 2014	P/049/03042014	P/049/03042014		PPP	Belum	
6	04 April 2014	P/047/03042014	P/047/03042014		PPP	Belum	
7	02 April 2014	P/034/02042014	-		Manten House	Belum	
8	02 April 2014	P/027/02042014	-		Schneider	Belum	
9	02 April 2014	P/026/02042014	-		Mediatama Binakreasi	Belum	
10	02 April 2014	P/333/26032014	-	Dwi Sapta	Top 1	Belum	

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Berdasarkan: Belum Done

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Detail Info

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



ORDER

K

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Approve

Receive

Brandcomm

RECEIVED

No

1

2

3

4

5

6

7

8

9

10

Halaman

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Data Detail

No Paket : P/178/14032014

No Paket User : P/178/14032014-4

Agency : Starcom

Client : Samsung

Budget :

Diskon : 35%

Benefit :

Keterangan : Mohon jangan ada yang ambil space ini yaa . Samsung Galaxy S5 Pre Order (paket ini udah approve yaa , cuma lagi revisi tanggal advertorialnya)

AE / Sales : Ilham Nurdiansyah

Done : Belum

Event :

Production Cost : pembuatan 2 artikel

PAKET

Iklan	Kanal	Produk Grup	Posisi	CPM Quota	Periode	Keterangan
Banner	Kompas.com	News	Page Overlay/Floating Ad	0	24 Maret 2014 - 24 Maret 2014	POL
Banner	Kompas.com	News	Right 2	0	28 Maret 2014 - 28 Maret 2014	dibreakdown perbulan yaa
Banner	Kompas.com	Welcome Page	Sponsored Content on Headline	0	26 Maret 2014 - 26 Maret 2014	
Banner	Kompas.com	Welcome Page	Sponsored Content on Headline	0	22 Maret 2014 - 22 Maret 2014	
Banner	Tekno	Tekno	Sponsored Content on Headline	0	21 Maret 2014 - 24 Maret 2014	
Banner	Tweet@kompascom	Tweet Service	Tweet Service	1	25 Maret 2014 - 29 Maret 2014	khusus yg ini lock budget jadi 22.750.000
Banner	Kompas.com	Welcome Page	Page Overlay/Floating Ad	0	04 April 2014 - 05 April 2014	
Banner	Kompas.com	News	Right 2	0	01 April 2014 - 04 April 2014	

Conflict Brand : Y

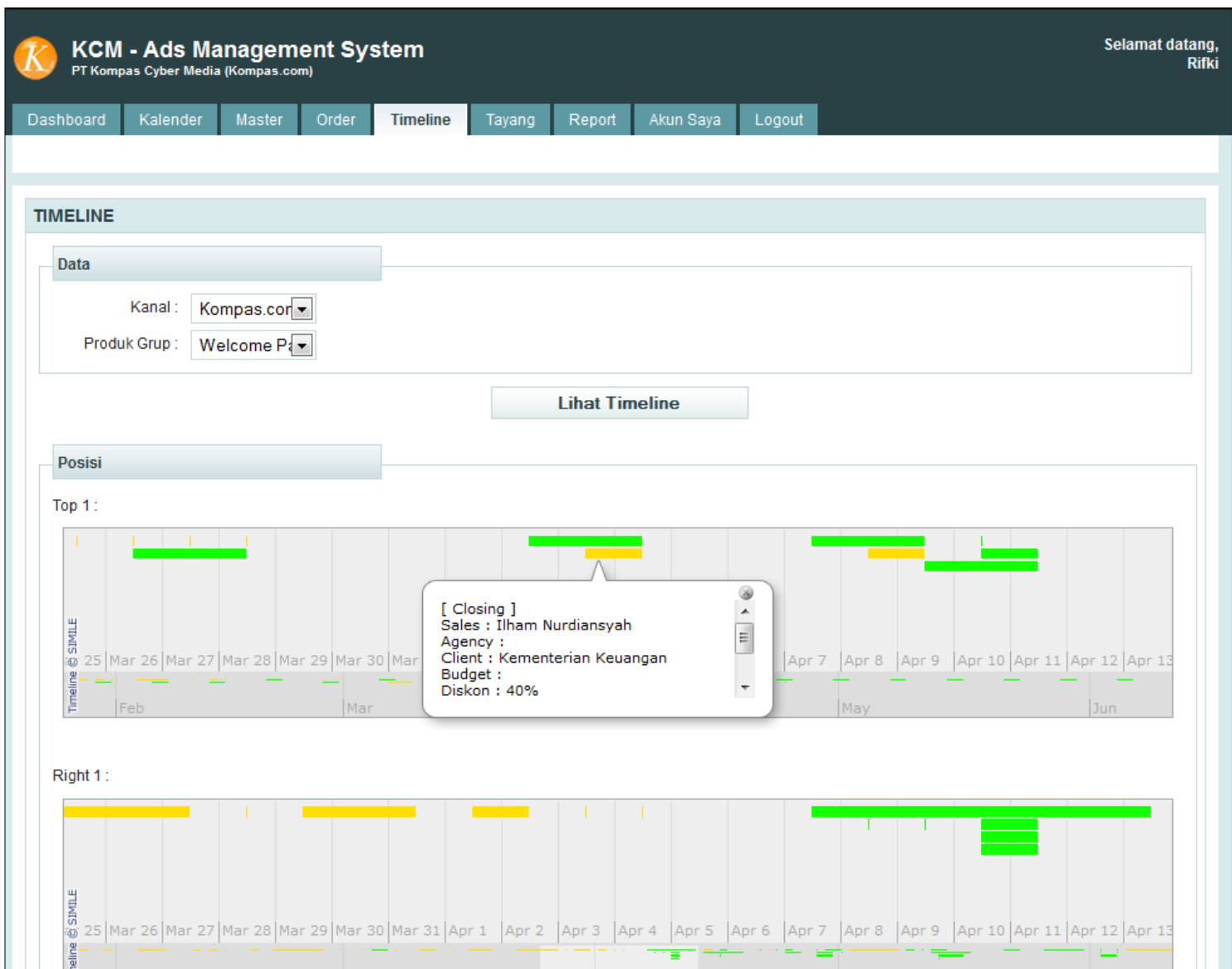
Industri : Office Equipment , Computer & Communications

Sub Industri : Telecommunication

Tutup


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





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
























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Selamat datang, Rifki

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Request Receive

REQUEST

No	Tanggal Request	No Request	No Paket	No Paket User	AE / Sales	Jenis Order	Status	
1	20 Desember 2013	R/287/20122013	P/151/11102013	P/151/11102013-9	Eko Bambang S	Tayang Banner	Belum Diproses	 
2	20 Desember 2013	R/285/20122013	P/267/19112013	P/267/19112013-1	Malikul Jibril	Tayang Banner	Belum Diproses	 
3	20 Desember 2013	R/284/20122013	P/040/04112013	P/040/04112013-2	Malikul Jibril	Tayang Banner	Belum Diproses	 
4	20 Desember 2013	R/283/20122013	P/145/13122013	P/145/13122013-3	Fany Metia	Tayang Banner	Belum Diproses	 
5	20 Desember 2013	R/282/20122013	P/145/13122013	P/145/13122013-3	Fany Metia	Tayang Banner	Belum Diproses	 
6	19 Desember 2013	R/281/19122013	P/352/25112013	P/352/25112013-1	Malikul Jibril	Tayang Banner	Belum Diproses	 
7	19 Desember 2013	R/279/19122013	P/350/25102013	P/350/25102013-4	Wira Foinoto	Tayang Banner	Belum Diproses	 
8	19 Desember 2013	R/278/19122013	P/122/12122013	P/122/12122013	Santi Sagita Putri	Tayang Banner	Belum Diproses	 
9	19 Desember 2013	R/277/19122013	P/122/12122013	P/122/12122013	Santi Sagita Putri	Tayang Banner	Belum Diproses	 
10	19 Desember 2013	R/276/19122013	P/228/14112013	P/228/14112013-3	Oen Johan	Tayang Banner	Belum Diproses	 

Halaman: dari 7 halaman

Berdasarkan:

FORM INPUT

Data

No Paket : ☒ Autocomplete ☐ Cari

No Paket User :

Agency :

Budget :

Benefit :


Diskon :

Keterangan :

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

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Selamat datang,
Rifki

DashboardKalenderMasterOrderTimelineTayangReportAkun SayaLogout

OccupancyOrderClosingExpiredUnapprove

Report Closing per AE

AE / Sales: Periode: - * Periode adalah periode pembuatan paket oleh AE

No	Tanggal Request	No Paket	No Paket User	Marketing	Agency	Client	Total Paket	
1	28 Maret 2014	P/363/28032014	P/363/28032014-2	Pristi Wulandari	Fastcomm	PDI Perjuangan	3	
2	26 Maret 2014	P/306/25032014	P/306/25032014-1	Maya Hadisaputro	Media X Asia	LA Lights	2	
3	24 Maret 2014	P/277/24032014	P/277/24032014	Pristi Wulandari	MPG	Mizone	1	
4	18 Maret 2014	P/194/17032014	P/194/17032014-2	Maya Hadisaputro	Media X Asia	Djarum Coklat	3	
5	12 Maret 2014	P/135/12032014	P/135/12032014-1	Pristi Wulandari	Media X Asia	LA Lights	2	
6	11 Maret 2014	P/093/10032014	P/093/10032014-3	Pristi Wulandari	Media X Asia	Djarum	4	
7	11 Maret 2014	P/115/11032014	P/115/11032014	Maya Hadisaputro	Activate Media Nusantara	Danamon	1	
8	11 Maret 2014	P/089/10032014	P/089/10032014-1	Pristi Wulandari	Media X Asia	Djarum Foundation	2	
9	07 Maret 2014	P/079/07032014	P/079/07032014	Maya Hadisaputro	Media X Asia	Djarum Foundation	1	
10	04 Maret 2014	P/344/28022014	P/344/28022014-2	Maya Hadisaputro	Media X Asia	Djarum	3	

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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 Management System

- 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.).

