

See across media plans to drive better decision making through a powerful, centralized media planning and analytics platform.

Guideline Planning knocks down the media planning silos for agencies and advertisers creating speed and efficiency. Plan, allocate, visualize, analyze and optimize your media plans in a single, collaborative environment to deliver unprecedented insight to ensure to get most out of your advertising spend.



Addressing Fragmented Planning Operations



Lack of data ownership or clarity



In the dark on media performance



Disconnected systems + workflows



Slow to insight, slower to react

Media Planning Evolved

Guideline Planning empowers brands and agencies to make smarter, faster advertising decisions.

Clarity.

Unlock the power of your data with consistency in plan templates, taxonomies, permissions, workflows and KPIs.

Visibility.

Knock down the silos across media plans, giving you confidence in your media spend, and the ability to act when correction is needed.

Integration.

Unify your media planning in one platform, that connects disparate systems across the planning journey to drive faster optimization.

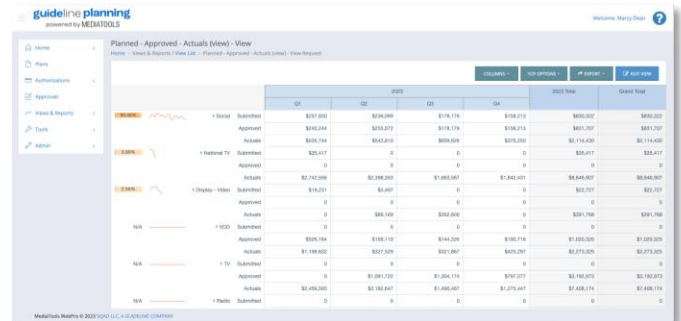
Speed.

Remove tedious, manual processes that currently plague media plan management, and enable near real-time decision making.

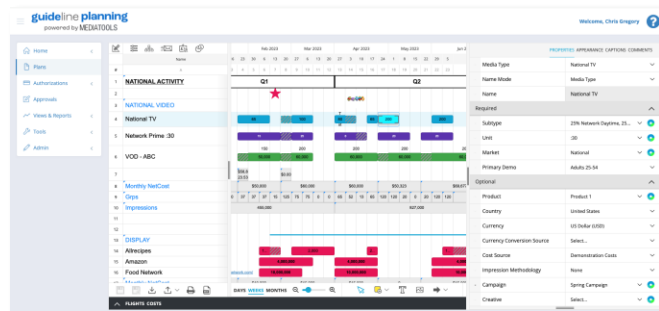
How does Guideline Planning help advertisers and agencies?

Guideline Planning provides a centralized plan management solution for advertisers and all their partners.

- Introduce standard templates, taxonomies, and KPIs to ensure they can capture and report on a consistent set of data
- Roles and Permission settings allow for multiple agencies and partners to work in a single system without exposing their specific plans and strategies to competitors
- Brand is the owner of all data. Changes in partnerships do not result in disruption to data availability or historical context



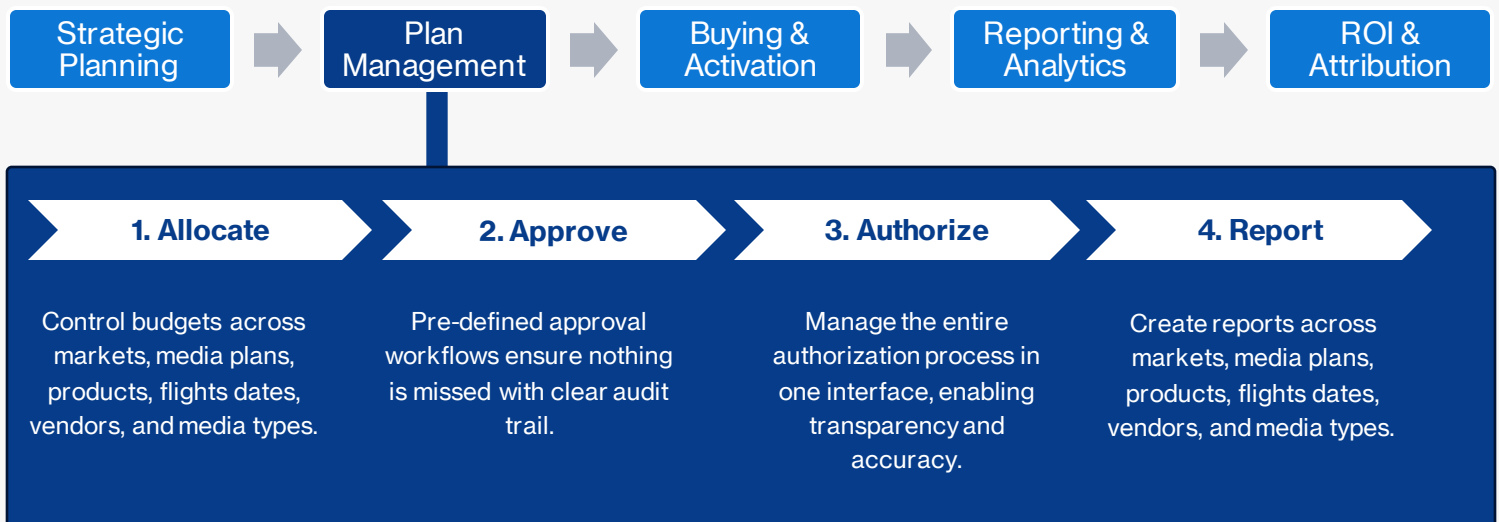
		APPROVED				ACTUALS		TOTAL	
		SP	CP	CPM	CPA	SP	CP	CPM	CPA
1. National TV	Subtotal	\$27,000	\$27,000	\$176.176	\$176.176	\$27,000	\$27,000	\$176.176	\$176.176
	Approved	\$27,000	\$27,000	\$176.176	\$176.176	\$27,000	\$27,000	\$176.176	\$176.176
2. National TV	Subtotal	\$27,000	\$27,000	\$176.176	\$176.176	\$27,000	\$27,000	\$176.176	\$176.176
	Approved	\$27,000	\$27,000	\$176.176	\$176.176	\$27,000	\$27,000	\$176.176	\$176.176
3. Display - Video	Subtotal	\$19,200	\$19,200	\$1,000.000	\$1,000.000	\$19,200	\$19,200	\$1,000.000	\$1,000.000
	Approved	\$19,200	\$19,200	\$1,000.000	\$1,000.000	\$19,200	\$19,200	\$1,000.000	\$1,000.000
4. TV	Subtotal	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000
	Approved	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000
5. TV	Subtotal	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000
	Approved	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000
6. TV	Subtotal	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000
	Approved	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000
7. TV	Subtotal	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000
	Approved	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000
8. TV	Subtotal	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000
	Approved	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000	\$1,100,000	\$1,100,000	\$1,100.000	\$1,100.000



Guideline Planning provides agencies a common tool set and can be configured with standard templates and KPIs to ensure consistency across teams

- Movement of resources across client teams requires little to no ramp time as planners are familiar with both the tooling and the planning approach
- Agency leadership can get consolidated reporting across teams

Guideline Planning is only solution that focuses this critical step in the planning journey.



To learn more about all the ways Guideline empowers advertisers and agencies to compete in this ever-changing and evolving market, go to Guideline.ai