Unleash the full potential of your media planning with effortless integration, real-time insights, and seamless collaboration – all in one dynamic platform.

Tech-forward and tech-ready, the upgraded **Guideline Planning** platform is built to power your media business today, and help you grow for tomorrow.

New to the Guideline Planning platform; BETA inquiries welcome

While Guideline Planning will be a behind-the-scenes upgrade, the power is in the new foundation, enabling you to bring in and share critical plan and performance data from **20+ endpoints** with your entire organization – from Marketing to Executive Reporting.

Stuck in Excel?
Factoring in your Planners' time, and the cost of Excel, the efficiency savings of Guideline Planning **outweigh the cost of Excel by 20%**

Visibility, Efficiency & Automation through Integrations & APIs

- Asked and answered - additional opportunities for **data flow in and out** of your unified planning tool

- Look at **Planned, Spent, and Actuals** in one location

- Greater visibility for planners, with context relevant to their day-to-day planning

- Time savings across the team, from **automating manual entry and actualization** of disparate campaign data

- **Save ~4 FTEs** foregoing the engineering, upfront investment, and ongoing maintenance costs of building your own integrations

The Performance Data You Need – Where Decisions & Optimizations Are Made

In an Agency with 100 planners spending 4 hrs */week* on manual actualization, **you can save 10 FTEs automating** this function – and receive insights *daily*

Seamless Integrations

- View your plan, alongside **daily updates on how you're pacing** against it
- Automate **comprehensive reporting**, from every campaign and business unit, without the need for disparate data aggregation
- Maintain **data hierarchies** for easy data stitching
- **20+ Integrations** available at launch – from Amazon to X
- **Fields for mapping** include Acquisitions, Clicks, Frequency, Impressions, Visits, and more

---

$ **Integrations** are available a la carte, with additional savings for every channel added. **APIs** are priced as a flat fee per number of licenses.

COMING SOON: PRISMA INTEGRATIONS

Read-API

- Bring all relevant campaign and **performance data into your data lake** for analysis, modeling, and training

- Direct access the critical data you need to make decisions, at the frequency your business demands

Data export includes plan data such as:

- Costs
- Units
- Impressions
- IDs to connect to referential data points

Referential data endpoints include:

- Audience
- Campaign
- Client
- Creative
- Currencies
- Flight
- Location
- Market
- Media Type
- Plan
- Plan Type
- Product
- Resource Set
- Unit
- Vehicle
- Version

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