

Guideline's Planning provides global web-based planning solutions accessible anytime, anywhere with cloud-based architecture supporting global scale + performance. Our planning framework provides increased efficiency, flexibility + granularity in planning tools with ongoing innovations without lift from your internal support teams.

Experience + Trust. Work with the world's most trusted planning solution software leading the industry for decades to help shape advertising decisions.

Flexibility + Granularity. Build plans that work for your team with increased granularity including expanded, customizable measure + property options.

Efficiency. Innovative, performant platform with new + enhanced features to build + update plans with greater speed while providing scale capabilities + features.

Intelligence. View actuals + reports with ease, exporting data capabilities to include QBRs, feed data lakes and/or BI dashboards with ease.

Major Use Cases

- User driven options
- Multiple plan open capabilities
- Single-screen flighting + vehicle management display
- Edit history + version retrieval in unsaved plans
- Client prospecting
- Additional cost methods to support auto-calculation of plan costs

Vision Roadmap

- Athena Framework: Global Scale + Stability
- Planner + Admin Enhancements
- API + Integration Gateway
- Referential Data Integrations
- 3P Integrations
- Plan Integrations

guideline planning
powered by MEDIATOOLS

