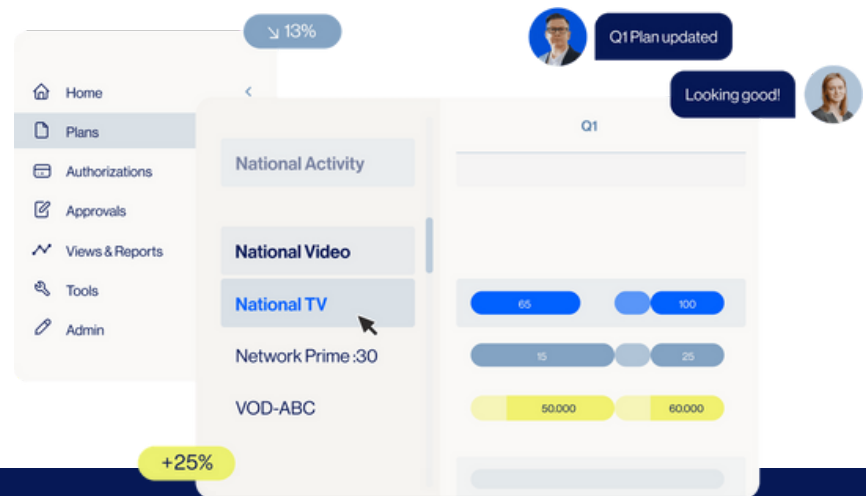


## Guideline Planning | A Single Platform to Simplify Plan Management

**Guideline Planning** optimizes the Planner experience, helping you save time, maintain consistency across teams, and make more informed decisions.

Breeze through plan creation, communicate progress with ease, and elevate your results to new heights.



### 23 of the largest 30 brands in the world use Guideline Planning to deliver:

- Saved time and reduced manual errors
- Measurement consistency and audit compliance across teams
- Improved collaboration and productivity between brands, agencies, and partners
- Accelerated decision-making with actionable insights

## The Guideline Advantage



### Streamlined Workflows

- Effortless Plan Creation: Access pre-built templates. Manually draw, copy, auto-create, or import Flights.
- Streamlined Approvals: Manage custom workflows, automated reminders, and audit trails.
- Seamless Reporting: Actualize and report on plans across campaigns and countries.



### Collaborative Planning

- Simultaneous Editing: Multiple team members can work on plans in real-time.
- Version Control: Maintain a clear audit trail of plan revisions.
- Shared Reporting: Empower your team with your preferred reporting parameters.



### Hassle-free Onboarding

- Dedicated Support: Rely on our global customer success team.
- Comprehensive Training: Access a wealth of resources and tutorials to become Guideline experts.
- Enterprise-Grade Expertise: Leverage our decades of experience in onboarding large-scale clients.