



Guideline Planning Is a powerful, centralized media planning platform that delivers consistency, efficiency, collaboration, and intelligence for brands and agencies in an easy-to-use interface.

Guideline Planning combines the power of two best-in-class media planning solutions: SQAD MediaTools and Lumina (media planning business owned by Mediaocean).

25 out of 30

of the world's biggest brands rely on Guideline Planning.

6 of the 6

of the world's global ad holding companies trust Guideline to improve their planning processes.

120+ countries

use Guideline Planning to streamline their media planning operations.

Whether you're agency-side or in-house, Guideline Planning helps you achieve:

Consistency

Create universal plan templates, taxonomies, and permissions to establish plans with consistent KPIs that are flexible enough to support local nuances.

Efficiency

Say goodbye to endless calls across regions to discuss disparate efforts. With intuitive Excel-like features, plans and approvals come together with just a few clicks.

Transparency

All internal and external stakeholders can view plans and reports in one place. Team members can see updates and edits instantly, based on pre-assigned permissions.

Intelligence

View actuals and configurable reports directly in the application to make smarter decisions. Easily export data in Excel to incorporate in QBRs, and feed data lakes and/or BI dashboards with ease.

How guideline Helps Media Teams

01. Establish taxonomies and controls

- Configure to meet your unique business requirements and KPIs.
- Customize standardized templates for future reporting.
- Grant access and define role-based permissions inside and outside your organization.
- Ensure consistency and accuracy across teams with easy-to-implement taxonomies.
- Align business rules to your local planning needs.

02. Build impactful plans

- View and export compelling flowchart visualizations.
- Upload and store critical reference documents securely (briefs, RFPs, etc.).
- Develop media plans directly within the platform.
- Share regional plans for team-wide visibility, in just a few clicks.

03. Automate the approval process

- Customize approval workflows to meet specific team requirements.
- Create and track buy authorizations with an audit-ready email trail.
- Accelerate sign-offs by routing approvals electronically.

04. Generate global reports

- Build comprehensive reports to support your global teams.
- Schedule to run on a pre-set cadence.
- Automatically send reports to a pre-approved distribution list.

05. Integrate with client systems and third-party reports

- Easily integrate global media and financial planning data from Guideline into your data warehouse or other proprietary systems.
- Send objectives and release budgets for buyers to order, while buyers can send vendor details for approval and actuals back to planners for comparison against initial plans.
- Directly integrate with various third-party partners.

The company we keep



Guideline's mission is to simplify and bring clarity to media buying and selling. We recently combined the leading media planning and data companies to create the world's most trusted set of solutions to help shape mission-critical advertising decisions.