**Media Management**

Automate, optimize and manage media campaigns seamlessly with smarter workflows, financial control and real-time insights.

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**Automated Campaign Management**

* • **Create**, **modify** and **optimize** ad campaigns.
* • From **naming conventions** to **pricing considerations**, Nexelus has it all.
* • **Source inventory** through a sophisticated RFP process or rely on internal expertise to allocate media spend across multiple media channels.
* • Rules based hierarchical approvals along with electronic signatures on**customizable media authorization** documents from clients brings audit control and efficiency.
* • Seamlessly **create campaigns and orders** in all major platforms
* • **Manage multiple campaigns** simultaneously.

**Budget Allocation and  
Optimization**

* •Set and adjust budgets dynamically.
* • Optimize spending to maximize ROI.
* •Use rules driven interface to optimize spend but complete all necessary tasks in the Nexelus platform while updating integrated platforms in one process.

**Modular Solutions Tailored  
to Your Needs**

* •Connect with various ad-tech platforms.
* •Synchronize data and campaigns across platforms.
* •Automated delivery pull and related approval automates optimization, AP reconciliation/routing, billing and revenue recognition

**Financial Management**

* • Improve and strengthen media financial governance
* Generate client billing schedules for various contract terms.
* • Generate client invoices by campaign, across multiple campaigns or clients with a click of a button.
* Multicurrency processing, plan in one currency with vendors transacting in multiple currencies
* • Media Plan based billing model, hence, no unwanted impact on billing and accounting due to changes in Insertion Orders
* • AI based AP workflow significantly reduces time and errors, and provides audit control
* • Automated revenue recognition and sequential media liability management
* • Cash flow projection and cash management analysis based on campaign/media plan data integrated with ERP/Financial systems (AR, AP).
* •Reconciliation of vendor invoices against client prebilled amounts periodically or at the end of campaigns, including ad-tech/ad-serving charges
* • Customizable reports for deeper insights.

**Analytics and  
Reporting**

* •Detailed analytics for campaigns, budgets, pacing, finances, etc.
* •API access available
* •Customizable reports

**Scalability**

* •Support for large volumes of data and multiple campaigns.
* •Native support for global deployments

**Benefits**

**Efficiency**

Automates campaign adjustments and budget allocation, reducing manual workload.

**Integration**

Ensures cohesive functioning with major ad-tech platforms like Google Ads, Meta, LinkedIn, X, The Trade Desk, Microsoft

**Real-Time Data**

Provides up-to-date insights and analytics for informed decision-making

**Flexibility & Agility**

Adapts to changing market conditions and campaign performance instantly.

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