Capgemini

AD SALES MAXIMIZER DELIVERS ROI IN THE NEW ERA OF ADVERTISING

Transformative framework
propels business growth and efficiency

INTRODUCTION

The media industry is facing a dramatic market evolution, accelerated by a pandemic that threatens the revenue models built over the last decade. With millions of people staying home for months, viewing and entertainment habits have changed and the usual audience information is irrelevant.

From 2019 to 2020, seven new players launched in the US market, including Apple TV, Disney+, Peacock, and HBO Max. As more direct-to-consumer services launch and merge, fragmentation is inevitable.

Building the right ecosystem, technology, and operating model to deliver desirable content at global scale are keys to recapturing audiences as well as sustaining and growing revenues.

THE TRADITIONAL VERSUS DIGITAL WORLD

Broadcasters and media companies are often challenged by multi-platform landscapes with numerous sales and traffic systems, manual processes, and siloed ad-sales workflows. This complexity adds too much churn to campaign management, reduces sales efficiency, and creates challenges in identifying target audiences and a disconnect when managing third parties and agencies for media planning and negotiations. The current situation calls for a holistic transformation of ad sales.

A UNIFIED SOLUTION

Ad Sales Maximizer helps achieve true differentiation and focus on deepening the brand relationship with consumers through a more unified solution that measures and optimizes ad performance across all the potential platforms and achieves a better return on investment.

Improving efficiencies with an integrated linear and digital sales-order management and traffic system

Capgemini's reusable microservices-based integration framework helps rationalize multiple TV and digital systems into an integrated sales and traffic system. It provides a single system to manage, scale, and execute broadcasters' cross-media operations to drive efficiencies, reduce costs, and maximize revenue.

Grow revenue through a centralized AI-driven data analytics platform

360-degree AI-driven data analytics and reporting provides deeper insights into ad sales operations and consumer intelligence and can lead to significant revenue-generating benefits across the enterprise.

Our data-analytics platform uses AI and machine-learning to generate critical data within operational systems and holistic insights on consumer behavior, inventory, and forecast. Media companies can achieve yield management, better inventory pricing, enhanced audience values, and optimized campaigns across all linear and digital properties, platforms, and business models.

Optimizing and simplifying the media planning and buying process

Media companies today are handling more data and different types of inventories. The transformation of linear and OTT media planning and buying processes through end-to-end process automated and transparent procedures can save contract negotiation time and eliminate friction with the agencies.

The Ad Sales Maximizer standardizes communication between buy-side and sell-side platforms and offers transparency to reduce the RFP response time with media plans. This improves the sales process and inventory availability.

Improved profitability through ad personalization

Targeting the right ads to the right personas and at the right time is a balancing act that will maximize engagement and the lifetime value of customers. Reaching target audiences across linear, digital, and OTT with accuracy and precision helps maintain a positive user experience. At the same time, it enables advertisers to reach their marketing goals, increase response rates with the same ad spend and, in turn, fuel investments for additional premium content.
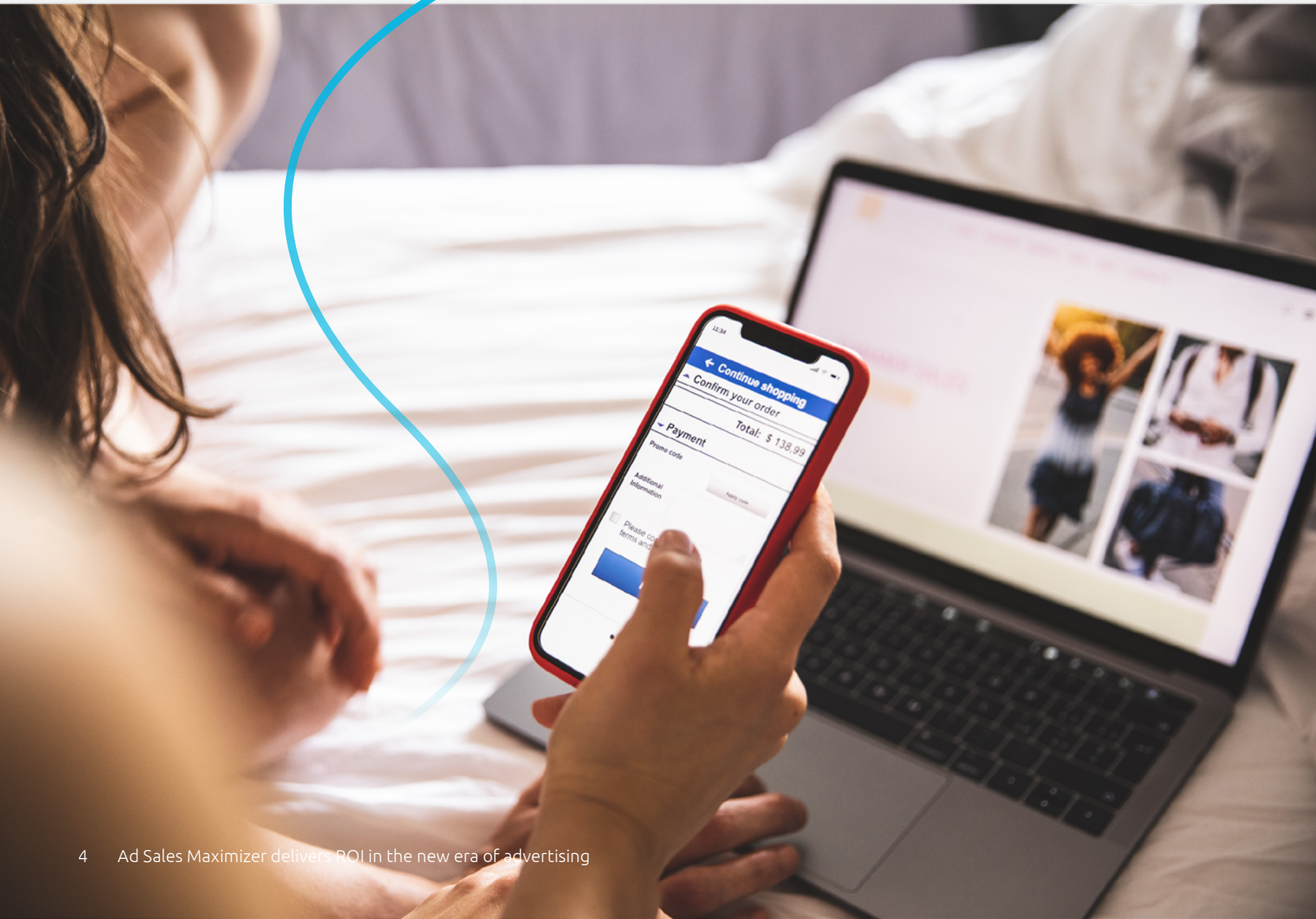
WHY CAPGEMINI

The audience is changing. But there is an opportunity for broadcasters and media companies to seize the moment by holistic transformation of ad sales to increase revenue streams and become more competitive. At the same time, advertisers will get the most out of their budgets with more real-time customer intelligence and transparency to create targeted advertising and campaign management.

The Ad Sales Maximizer delivers on three aspects – content, timing, and spend – to deliver results.

With end-to-end transformation expertise, Capgemini has a deep understanding of the multi-platform landscape of ad sales. This helps companies build a roadmap to maximize advertising revenues and fuel future growth. We provide a consultative approach to assess your business challenges and craft a path towards a simplified system. We replace third-party dependencies and create a unified data layer and an integrated linear and digital experience to get a better return on investment.

Domain expertise: With end-to-end transformation expertise across ad sales and operations, we bring our knowledge and experience to each step of the ad-sales value lifecycle.

Implementation framework: Our plug-and-play linear and digital ad sales implementation framework rationalizes the existing technologies and reduces the dependencies on third-party tools and technologies

AI-driven data and analytics platform: We provide a 360-degree analytics and reporting hub that can handle exponential scale and complexity.

About
Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of $19.3 billion.

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Note: current conversion is €1 to $1.20 (2/17/21)

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