

# Enterprise Advertisement Management Platform

Helping brands widen reach, growth and improve sales on TV and OTT services

## BACKGROUND AND CHALLENGE

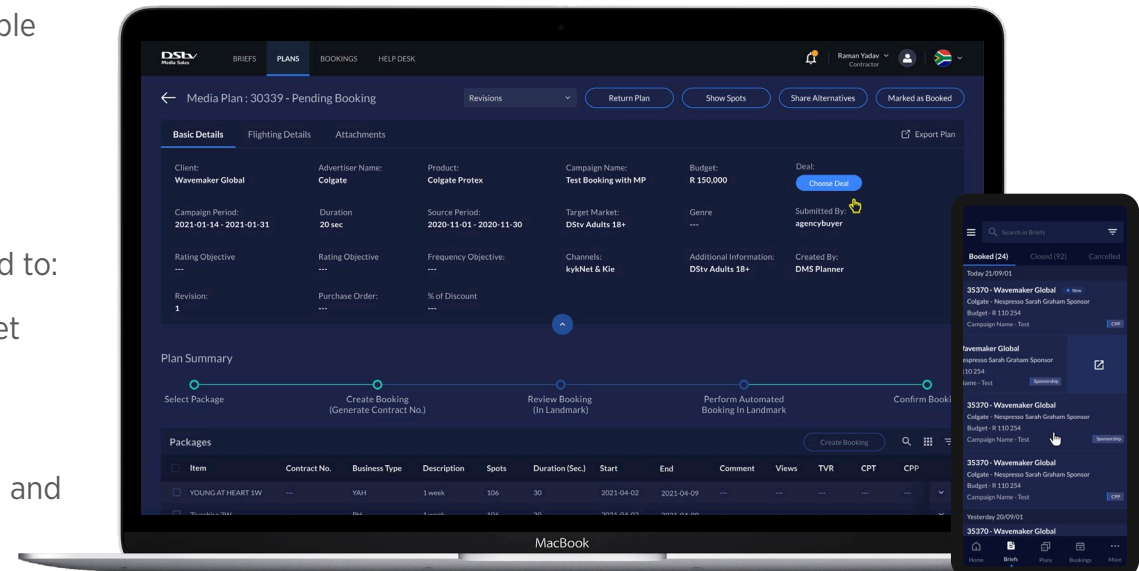
The shifting landscape of the digital entertainment sector is creating an interesting dilemma for advertisers. There is a decline in viewership of satellite television, and brands are no longer able to reach their desired audience.

## SCOPE OF WORK

As a part of the digital transformation initiative; we were tasked to:

- Illustrate the plausible future of the global advertising market (focusing on Satellite and OTT).
- Build a portal that helps brands reach a wider audience; help them grow footprint and improve sales through unique and innovative opportunities provided by the platform.

Leading entertainment company in South Africa

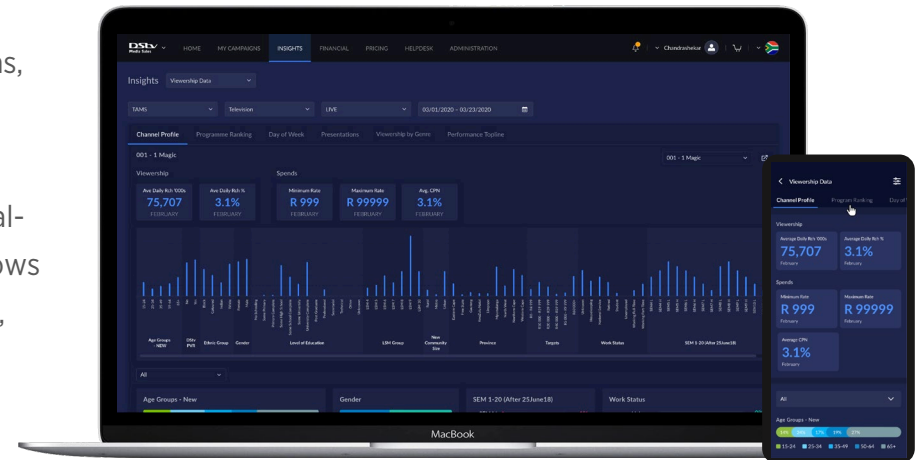


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## SOLUTION

- The platform offers effective advertising insertion, targeted advertising solutions, deeper audience insights, and built-in quality and verification of spots - all in brand-safe environments.
- AI-enabled system that understands the advertiser’s requirements & creates real-time packages based on their unique marketing requirements. The platform allows advertisers to target audiences in various market segments by device, platform, region and genre as well as provide an enhanced online advertising experience.
- Automated AD Placement: AI enabled system understands the buyer’s requirements and creates real-time packages based on marketing objectives



## IMPACT

- Design led digital transformation by having a customer centric focus while solving problems
- Improvement and automation of manual operations / processes for transparency and efficiency
- Ad tech setup aligned with the business optimization goals
- AI enabled platform that is a one-stop shop for all marketing needs
- Improved ad deliveries and monetization for brands by implementing addressable TV.

