

# Digital Transformation of Digital Media Sales Team

## CHALLENGES FACED

- ❖ Discrete ad sales and Ad operations workflow
- ❖ Lack of unified billing for seamless operation
- ❖ Limited dynamic pricing options
- ❖ Gaps in product catalogue offerings
- ❖ Ad pod and spot booking issues
- ❖ Absence of dynamic and targeted/addressable advertising resulting in lower monetization
- ❖ Analysis and Reporting for better decision across linear & digital products
- ❖ Isolated data collection resulting in ineffective insights & segmentations



# Strategic Solution to the Media Sales Team

## CONSULTANCY



- Tata Elxsi approached and shared the limitations with the existing AdTech Platform.
- Prepared business cases with long term roadmap for creating a monetization eco-system.
- Training and Upskilling the manpower with new tools and technologies

## OUTCOME



- Customized Playbook created for media sales with new strategies
- Training Ad tech ecosystem for Media Sales team
- High Value Partnership with innovation & continuous improvement in line with global trends

## EVALUATION

- Existing business, tech process
- Peers in the market
- DMS User Growth Estimates
- Evaluation of the Data sources
- Industry Trends

## ASSESSMENT

- Platforms, Product offerings
- Ad sales, Ops workflow
- Business & tech gaps
- Inventory management
- Campaign management across linear, digital

## AD MONETIZATION PLAYBOOK

- Commercial (Proprietary) or partner provisioned Ad Platform
- Data driven Ad Monetization strategy
- Programmatic ad ecosystem
- Ad-Sales – A Complete workflow definition for DMS

# Our Approach

## Business Analysis

## Study & Adapt Existing Media Sale workflow

## Transformed business requirements to Tech solution

## POC and Program Execution

- Series of interviews with different stakeholders (decision makers, Business Enablement Team, Finance, Delivery Team)
- Frame the Business requirements based on input from interviews
- Prepared business cases


- Third party interfaces
- PO/IO work flow (Linear & Digital)
- Ad operations (Linear & Digital)
- Inventory management (Linear & Digital)
- Data collection and analytics
- Billing reconciliation
- Reporting and dash boards

- Convert the requirements into work flow segments
- Develop the customized technical solutions as per Industry practices
- Designed and deployed E2E Ad tech business architecture


- Identified one small work package from existing to do requirement
- Provided and integrated the solution in the existing workflow
- Designed the UATs & Demonstrate the PoC
- Defined new processes, people and technology for further trainings
- Executed all the projects defined in the strategy roadmap

# Outcome and Results


## Trading Desk- Ad Sales

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- Develop a transparent interface for advertisers and agencies to buy/sell inventory and Ads
  - Implement a single solution to empower digital workflow across Sales, Marketing & Customer Services
  - Web portal development for Media Sales


## BUSINESS IMPACT

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- Enabled to attract small-medium enterprises, not limited to bigger brands ( Targeted 2X growth in Ad Revenue in one year...)
  - Witnessed 1.5X inventory fill rate because of work flow optimization via programmatic buying
  - Better pricing prediction for inventory across linear, digital
  - Ease of onboarding linear, digital advertisers via trading desk
  - Billing & Reconciliation streamlined

## KEY FEATURES

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- Intuitive ad booking process
  - Configure packages & rate cards
  - Interactive dashboards & reports
  - Cross media planning and buying – linear & digital
  - Automated proposal & I/O generation
  - Sales workflow automation
  - E2E digital campaign workflow management
  - Campaign progress & performance tracking
  - Actionable insights & alerts

## TRANSFORMED DSTV DIGITAL MEDIA SALES TEAM

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- Run entire workflow on one single platform with automation
  - Integrate with best-in-class systems along the workflow to maintain a strong stack of individual capabilities
  - Minimize errors and automate processes for Sales, Ops and Finance
  - Trained ,upskilled & transformed Ad sales, Ops team