



# NETSUITE FOR AD TECH COMPANIES

NetSuite: The Unified Application to Manage  
Your Ad Tech Business

Today, advertising technology companies are the innovators. Whether they are brand-, agency- or publisher-facing or some combination thereof, they are disrupting the broader media and advertising ecosystem by making media and advertising more relevant and engaging to consumers, more measurable and more efficient.

NetSuite's solution for ad tech companies gives these companies the ability to manage all customers and partners—from brands, agencies and publishers to demand and data partners—in a single, flexible application that unifies sales and order management with back-office

## NetSuite Ad Tech Edition offers the industry's first:

- Role-based, customizable dashboards
- Real-time, industry-specific KPIs
- Integrated CRM and ERP
- Customer self-service centers

financial and accounting processes. The NetSuite Ad Tech Edition leverages the experiences and best practices of a host of ad tech clients, with an industry-focused professional service implementation methodology and customization services.

## **One System—Complete Order-to-Invoice Lifecycle Management**

Traditionally, to manage the intricacies of their business, advertising technology firms have had to integrate their platform interfaces with third party technologies and tools designated by their brand, agency, publisher or demand partners. With NetSuite's unified solution, these firms can stop wasting precious resources managing multiple data silos while leveraging real-time visibility for insights into the business.

NetSuite manages end-to-end advertising technology business processes in one system:

- Flexibly manage sales processes:
  - Insertion orders from brands and agency
  - Master service agreements for programmatic buyers/sellers
  - Subscriptions to ad tech platforms
- Receive billing information from internal or third party platforms and generate invoices per customized billing schedules.
- Manage renewals for platform users.
- Integrate with other solutions, such as DoubleClick, OpenAds and other verification servers to drive business.

## **Unmatched Visibility into Revenue Streams from Customers, Partners and Platform Sales**

### **Advertisers Buying Advertising**

With NetSuite for Ad Tech Companies, advertisers have one view of advertisers—whether brands, agencies or programmatic/native platforms. At a glance, they can see the status of advertising sales in real-time. They can manage insertion orders, master service agreements and the related revenue tracking and recognition, and have all the information needed about advertising customers, ad agencies and demand/data partners at their fingertips.

### **Publishers Selling Advertising**

With NetSuite for Ad Tech Companies, publishers have one holistic view of sellers—whether publishers, exchanges or programmatic selling platforms. At a glance, they can see the publisher sales and campaign performance (revenue, eCPM, fill and delivery against goals) in real-time, while managing contracts and related revenue tracking and recognition.

### **Subscribers Accessing Your Ad Tech Platform**

NetSuite's customer relationship management solution provides the ability to track all the information about subscriber customers, their payment histories and more, in one integrated system that delivers a single, real-time view of the customer. With NetSuite CRM, advertising technology companies can use advanced renewal management system to ensure that subscriptions are actively renewed.

## Simplified Management and Billing of Complex Advertisement Orders

With NetSuite, advertising technology companies can improve the efficiency of their advertising sales-to-cash processes, provide real-time business analytics to make better business decisions, increase customer service levels and reduce costs.

NetSuite facilitates order management of ads scheduled for multiple issues or runs. NetSuite workflow accommodates each conversion from insertion sale to order.

NetSuite's dashboards display the status of insertion orders, easily identifying those forecasted and those booked, those awaiting fulfillment and the schedules of ad placements. Management can tell the numbers and the revenue from insertion orders by sales rep or by run sheets, as well as all campaign status and impressions reporting—displayed on your dashboard for easy access.

### Automated Campaign ID Management

With NetSuite, advertising technology companies can simplify complex advertisement order fulfillment by tracking ad server and campaign IDs. They can automatically import the unique ID code from each ad placement into NetSuite by entry into the campaign line of the insertion order or through dynamic web services integration, and monitor and report on the success of impressions for each campaign line in the insertion order. Advanced integration tools allow synchronization of campaign and insertion order numbering for easier, more efficient tracking.

### NetSuite Ad Tech Edition features:\*

#### • Order Management & Billing

- Customizable billing (on a campaign-by-campaign basis per an Insertion Order, or on an ongoing/open basis per a Master Service Agreement)
- Flexible billing and invoicing (per flat pre-negotiated cost per-impression/click rates or on a revenue share basis)
- Campaign ID management
- Fast, detailed and customized reporting that includes historical and comparative data
- Efficient workflow and inventory management with advanced reporting features
- Line item billing for complex insertion orders

#### • Financials/ERP

- General ledger
- Accounts Receivable, Accounts Payable
- Multi-currency
- Standard and customizable reports

#### • Customer Relationship Management

- Sales force automation
- Marketing automation
- Customer acquisition
- Lead capture
- Referral tracking
- Agency sales history
- Affiliate self-service
- Email marketing
- Revenue forecasting

## Tracking and Billing per Engagement

The numbers of unique campaign data types—impressions, clicks, engagements, etc.—are core to media measurement. But while tracking may be based on raw numbers, billing can be based on industry standard cost per engagement—e.g. CPM, CPC, CPx. NetSuite allows you to import the campaign data and invoice your customer by engagement.

## Automate Business Processes in One Industry-Specific Suite

NetSuite is the one intelligent, integrated, customizable application to unify business processes, increase visibility for better decision-making, manage platform customers and better control the profit cycle—from brand/agency clients through ad invoicing to upselling and retaining the advertisers for the future. Only with an integrated suite can you get accurate reporting on the end-to-end processes of your dynamic ad tech business.

Unifying business processes with NetSuite provides a full view across all departments, including sales, marketing, accounting and management. Armed with a 360-degree view of the company, along with crucial business metrics, you can make better, faster decisions.

## Business Intelligence with Real-Time Dashboards

NetSuite's dashboards provide real-time reporting of any data collected in the solution. Client performance metrics, from profitability to collections are at the fingertips of management. Data imported from partner or proprietary systems can be displayed alongside financial KPIs. NetSuite for Ad Tech companies can

### NetSuite Ad Tech Edition features:\*

- **Customer Self-Service**
  - Impression tracking
  - Order history
  - Status of ad fulfillment
  - Online case capture
  - Knowledge base
  - Payment history and status
- **Partner Relationship Management**
  - Affiliate marketing
  - Customer, agency, partner, self-service centers
  - Website analytics
- **Employee Management and Productivity**
  - Role-based dashboards
  - Paperless expense reports
  - Advanced calendaring
  - Activity time management
  - Employee records
  - Purchase requisitions
  - Document management
  - Employee self-service\*

\*Some features sold in add-on modules

automatically display reports by each advertising client publisher partner and highlight anomalies for management. Data and metrics from any aspect of the business can be tracked.

## Integration to Meet Business Requirements

NetSuite's customers and partners can configure their systems without the need for costly IT and developer overhead. A

business information hub, NetSuite has mature APIs with various protocols to ingest data and send data to complementary platforms. NetSuite's advertising technology customers can create integrations independently leveraging the sandbox environments or they can partner with NetSuite's technical services group. For further customization, NetSuite is easily modified and extended with the SuiteCloud development platform.

## Realize the Benefits of Software-as-a-Service

Software-as-a-Service is both a breakthrough in technology delivery and a powerful catalyst for changing the value proposition and economics of managing a business. SaaS provides a lower cost of entry and typically requires less staff to implement because the need for onsite installation and maintenance are nonexistent. SaaS is ideal for advertising technology businesses that are already at the forefront of innovating the media and advertising industry and adopting a utility model through the move from relationship selling (Agency of Record model) to project selling (Campaign-by-Campaign Insertion Orders) to utility selling (Always-On programs).

### NetSuite Customers

