



SITEMANAGERNOW
SIMPLIFYING ONLINE AD SALES



Teamware for Online Media Owners and Ad Networks

Your people are an important asset to your business, as well as being one of your biggest expenses. SiteManagerNow helps them work efficiently - together.

www.sitemanagernow.com

SITEMANAGERNOW - simplifying online ad sales

GIVING YOUR ONLINE ADVERTISING TEAM THE TOOLS THEY NEED TO SUCCEED

SURVIVING IN THE FASTEST GROWING MEDIA MARKET

Internet advertising continues to be the fastest growing media in the world, both in terms of advertising spend and available advertising inventory. For some the attraction of handing off their advertising to automated sales engines like Google is an easy option, if not a road to riches.

However for businesses that are serious about monetising their display advertising inventory a direct sales approach is often more profitable. Those unable to afford their own sales team may find outsourcing to a sales network a viable alternative, but whatever your approach, the key to success is people communicating with people, articulating value propositions, pushing aside the competition, and closing the sale.

That doesn't mean that technology doesn't play a role in the process, just that the tools required should be designed to help sales team succeed rather than automate and remove the emotion from the sales process.



HELPING YOUR BUSINESS SUCCEED

SiteManagerNow is a comprehensive web based booking management solution for online publishers and advertising networks that is fully customisable to match the way the you sell and manage the display advertising sales for your online properties.

SiteManagerNow enables media owners and ad networks to effectively manage their online advertising sales, and grow the portfolio of online properties that they manage and sell, while limiting the growth of sales and administration team headcounts.

greater productivity
more profit

SAVING TIME AND MONEY

SiteManagerNow streamlines repetitive tasks such as Proposal generation, Insertion Order/ Booking Confirmation generation, Trafficking Instructions generation, and Reporting saving your business time and money.

WORKFLOW AUTOMATION

- INVENTORY MANAGEMENT
- PROPOSAL GENERATION
- INSERTION ORDER GENERATION
- CONTACT MANAGEMENT
- TRAFFICKING INSTRUCTIONS
- BILLING MANAGEMENT
- SALES CHANNEL REMUNERATION
- EXECUTIVE INFORMATION
- AUTOMATED ALERTS

ACCESS TO TIMELY INFORMATION

SiteManagerNow comes with a comprehensive set of reports that let you stay on top of your online advertising business.

Sales Teams are able to see what inventory is available to sell as they load their bookings, traffickers have a centralised location where they can see what has been sold, and what has to be delivered, and Finance and Management are able to access a comprehensive range of reports so they know exactly how the business is performing.



KEEPING CONTROL

As well as making it easy for users to access information it is also possible to restrict which functions they are able to access. User Groups can be used to streamline the management of larger numbers of users and restrict which advertising properties they are able to access.

PROVEN COST EFFECTIVE HOSTED SOLUTION

Since its launch in 2005 SiteManagerNow has been used to manage over 60,000 online advertising bookings worth tens of millions of dollars.

It is offered as an internet based hosted solution with low monthly fees based on the number of users and online properties being managed. This means that customers can get up and running quickly and do not need to invest in expensive hardware or network infrastructure to support the system. All that is required is for users to have an internet connected computer.



INTEGRATION

Getting information out of SiteManagerNow is easy. All reports can be exported to Excel, and custom billing and trafficking reports can be configured to match the needs of other enterprise systems.



WEB BASED

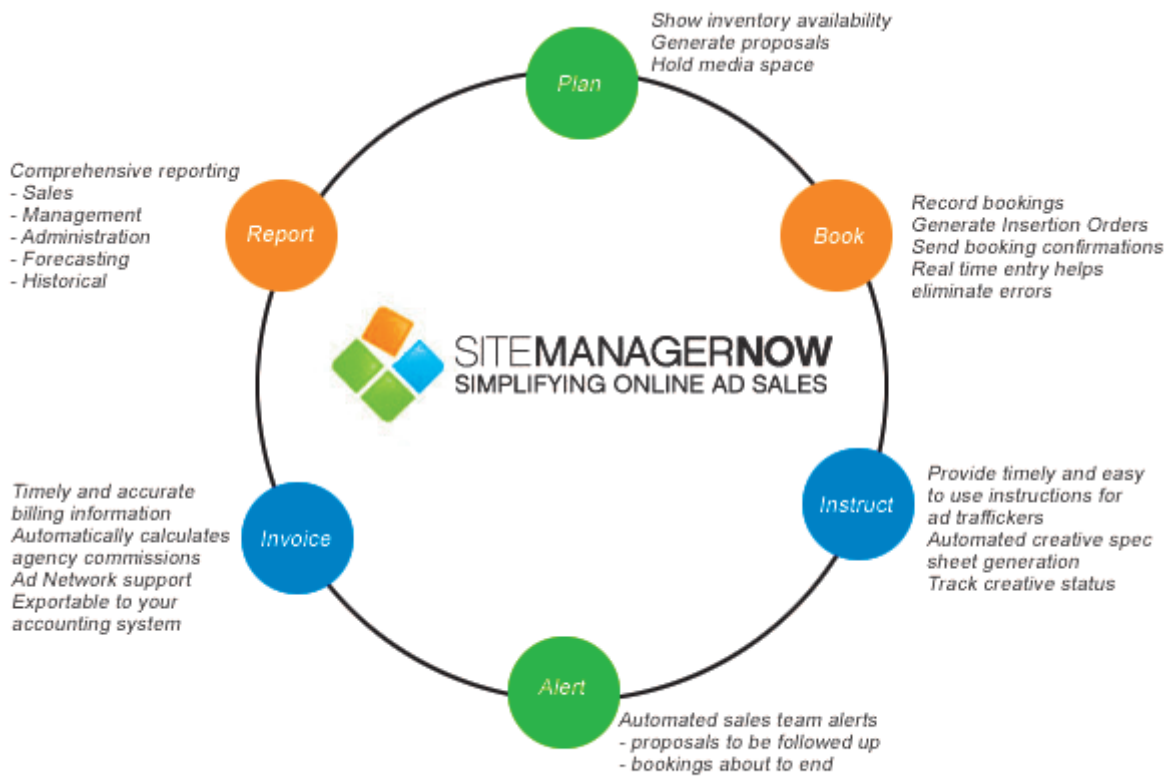
SiteManagerNow is offered as a web based service which means your online advertising team can access it from wherever there is an internet connection. It also saves you making up front capital investment in server hardware and complex installations.



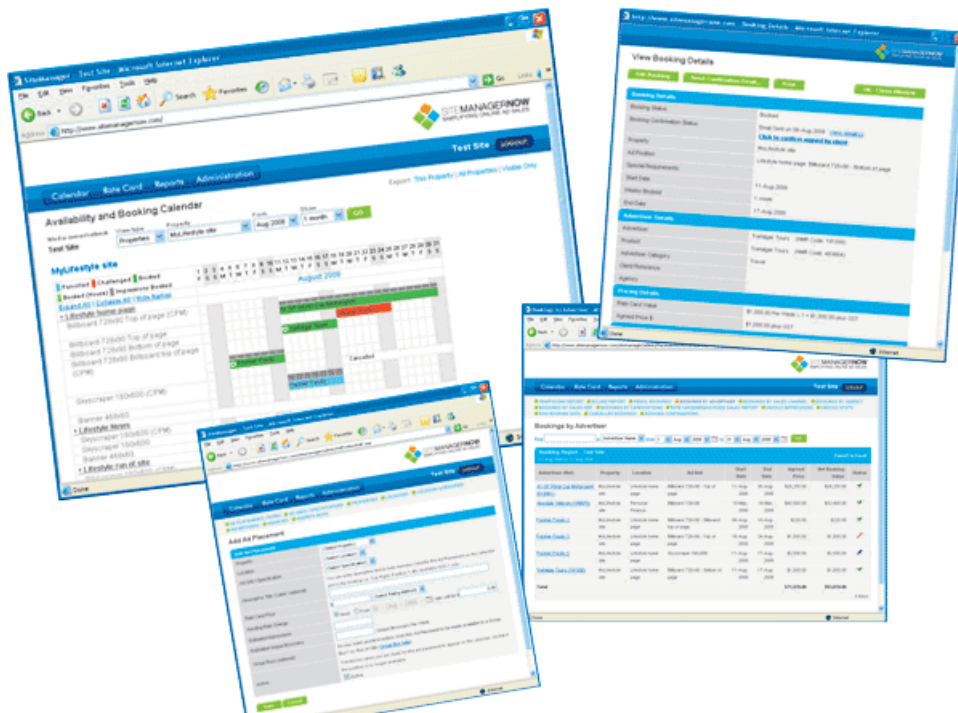
TEAMWARE

SiteManagerNow is a true multi-user environment where sales, administration, and management are able to access and update the system at the same time.

SITEMANAGERNOW AT A GLANCE



Sample screen shots



KEY FEATURES



Inventory Management

- Calendar dashboard view of inventory sold by advertising property
 - Visual indication of oversold state
- Automated inventory availability calculation when loading booking
- Ability to import inventory forecasts from ad servers
- Ability to weight available inventory by day of week
- Support for pooled/group buys – run of section, site, network
 - Ability to calculate available inventory across individual placements and group buys
- Unsold inventory report
 - Sell through rate calculation

Campaign Management

- Bookings grouped by advertiser and campaign
- Proposal Generator
- Outbound email communication archive
- Creative spec sheet generator with flight run dates
- Multi booking status update

Booking Management

- Calendar dashboard
 - View booking status, and availability at a glance
 - Add / edit existing bookings
 - View inventory utilization
 - Colour coded bookings status and CPM/CPC/CPA inventory sold indicators
 - Rate card price, Impressions and Unique Browsers on mouse-over
 - View 1 – 6 months at a time
 - Export to excel
 - Category view – group similar ad locations i.e. sport, finance

Document Automation

- Insertion orders / booking confirmations
- Proposal generation
- Creative spec sheet generation with run dates and material deadlines

Billing Management

- Bill to advertiser, agency, or sales channel – booking/campaign level
- Credits
- International currency support
- International sales tax support
- Agency commission support
- Tax exempt support
- Billing record lock down (option)
- Flag amount as billed (option)

Rate Card Management

- Fully customisable rate card
- Filterable by advertising property
- Comprehensive range of pricing model support
 - CPM, and Fixed Tenure (per day, week, month)
 - CPC and CPA support including per email, video, sales lead and per transaction
- Printable rate card
- Rate Card visible to all internet users (option)

Creative Trafficking

- Standard trafficking report
 - Filterable by trafficker, advertiser, advertising property

For more information, to view an online demonstration or to register for a free trial visit www.sitemanagernow.com

KEY FEATURES - continued



- Custom trafficking report (option) – with up to 2 additional custom fields
- Creative spec sheet generator
 - Ability to flag bookings – creative received, creative trafficked

User Management

- True multi user environment
- User level permissions
- Ability to set Group level permissions
- Ability to restrict access to reports and admin sections
- Password sharing detection / lockdown
- Booking and Campaign change history

Reporting

- Booking Management
 - Bookings by advertiser
 - Creative Trafficking report
 - Pencil Bookings
 - Bookings by Booking Confirmation Status
 - Cancelled Bookings
- Inventory Management reports
 - Unsold Impressions – CPM placements (including run of channel, section, site, network)
 - Unsold Spots - fixed tenure (day, week, month) placements
- Sales and Management Reports
 - Revenue by Advertiser
 - Revenue By Sales Channel
 - Revenue by Media Agency
 - Revenue by Sales Rep
 - Revenue by Advertising Property
 - Revenue Forecast Report – with automatic weighting of proposals
 - Rate Card (NMR)/Accrued Sales Report
 - Bookings By Advertising Category (IAB)
 - Accrued Revenue by Location
- Billing reports
 - Standard Billing Report
 - Custom Billing Report (option) – for integration with Enterprise accounting systems
 - MYOB Billing Export
- Miscellaneous
 - Raw Booking Data – to create your own custom reports
 - Custom report (option)

Automated Alerts

- Pencil booking(s) > 14 days
- Pencil booking(s) starting within 14 days
- Booking ending soon alert (user defined up to 15 days)
- New advertiser added (sent to billing administrator)

Personalisation

- Email communication
- Logo, address, advertising terms and conditions
- Account Manager name and reply address
- Alternative branding for business units (User Group level)
- International time zone and currency support

Technology (www.sitemanagernow.com)

- Hosted software as a service solution
- Microsoft SQL database environment
- Dedicated server hosted by LayeredTech.com (previously known as FastServers.net)
 - Purpose built data centre
 - 24/7 support
 - Automated off site backup

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