

MAXIMIZING REVENUE WITH AN ADVERTISING SALES TRANSFORMATION

Unified linear and digital ad-sales experience for a leading media client

Business need

- The company needed to rationalize and modernize multiple linear, digital, and over-the-top applications for integrated sales-order management and traffic systems for consolidated ad-sales operations.
- A combination of manual processes and siloed ad-sales workflows and a multiplatform technology landscape for sales and traffic systems made its architecture costly and complex to manage.
- Declining advertising budgets made it necessary to have a deeper understanding of the target audience to generate profitability in the face of a disruption and to set a course for long-term revenue growth.

Solution

- Capgemini supported the client with its ad-sales transformation journey to realize its vision of unified linear and digital sales, and to build upon and maintain its core advertising business applications.
- Integrated linear and digital experience with sales-order management and traffic system rationalization through a consultative approach that assessed the current media landscape and provided a roadmap for success
- Built an analytics and reporting platform tailored with specific use cases for media and advertising that provided critical insights on inventory, demographics, and consumer behavior
- Delivered an ad-sales optimization solution focused on content, timing, and spend for targeted advertising to drive higher viewership and returns

Industry: Media

Location: North America

Technology and services:

- Sales-order management
- Data analytics and reporting
- Advertising personalization



Results

- Capgemini helped the client reinforce its leadership position in the industry while bringing needed transparency to advertisers, agencies, and partners during media planning.
- Ad-sales transformation improved the company's sales and inventory-management processes for both traditional and digital advertising.
- Targeted audience analytics leveraging internal viewership data and ratings helped achieve \$1 billion in targeted ad sales.
- Achieved 99.9 percent revenue forecasting and data accuracy across networks
- Forecasting time related to financial planning reduced by 75 percent

Capgemini is a global leader in digital transformation and is at the forefront of innovation, with a strong heritage of more than 50 years and deep industry expertise across sectors. Capgemini enables organizations to realize their business ambitions and achieve a competitive edge in the evolving world of cloud, digital, and platforms.

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 290,000 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, fueled 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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