CloudSense™

The #1 ad sales and order management solution

To protect and grow your advertising revenue, you need a single hub that streamlines workflows from proposal to billing. That's where we come in.

Bring your data together in one place and streamline workflows between systems with our pre-built connectors to ad servers, exchanges and analytics platforms. We'll take care of building, maintaining, and upgrading your integrations. You can focus on growing your business.

Centralize

360° view. 365 days a year.
Centralize your ad business and bring all your data into one advertising hub. See all customer data, orders, campaign performance and revenue in a single system. Automate all reporting with real-time dashboards to uncover valuable insights that grow your ad revenue and keep customers coming back for more.

One system. Zero blindspots. Full control.
Get full control of your advertising business, from insertion order to invoice, with approval workflows and discount thresholds. Bring sales, ad operations and finance together on a single platform, with a single set of data to make quicker decisions and keep customers well informed.

Innovate

Go to market faster
Launch new advertising solutions in hours and manage all products, pricing, inventory, rate cards and packages for every channel via a single Product Catalog. Give sales reps access to all available products in real-time to ensure what is sold can be easily booked, fulfilled and billed without errors.

Diversify to grow
Turn the page on old media models by creating new products that effectively connect advertisers to their audience. With a single Product Catalog, you can add real value to your brands and agencies by selling media solutions – not just ad space. Maximize yield by packaging inventory, creating new rate cards and controlling discounts across all channels.

Optimize

End-to-end efficiency
Complete your entire advertising process in one place – from proposal to billing. Unify sales, ad ops and finance on one platform to sell, book and fulfill cross-media and digital ads, all without leaving your CRM System. Simplify complex processes with guided user journeys and automated workflows. Eliminate errors from data rekeying and switching between multiple systems by using a single screen for all processes.

Zero-touch ad sales
Drive down costs and increase revenue without increasing your headcount through self-service portals. Empower agencies and advertisers to manage bookings, upload creatives, track their campaigns and even place new orders so your direct sales spend more time focused on higher value orders.

Join the publishers & media companies transforming ad sales on Salesforce

Matthew McKenzie
Senior VP Customer & Commercial Data Technology

" We've implemented a raft of packages and bundles and really moved away from bespoke selling into a more solution based selling approach. "

News Corp

Streamline your tech stack

Create a best-of-breed tech stack to automate quoting, delivery, reporting and billing. Integrate with the systems your teams use every day, including ad servers, DMPs, billing, ERP and fulfillment systems. Connecting to systems like Google Ad Manager (formerly DFP), AppNexus and Ad-Juster gives you a complete picture between booked, delivered and actuals in one place.

Sales, ad ops and campaign managers can check inventory availability, book and push orders to ad servers automatically, then track and optimize campaigns with performance data flowing back into your CRM System in real time – making fulfillment and reporting light work.

" CloudSense Multimedia Ad Sales is a best of breed CPQ solution for the Advertising business supporting multimedia (Traditional + Digital) order & campaigns management. It is a Multimedia Catalog and Proposal/Order Management system for both Digital and Traditional Ad Sales processes. "

accenture>
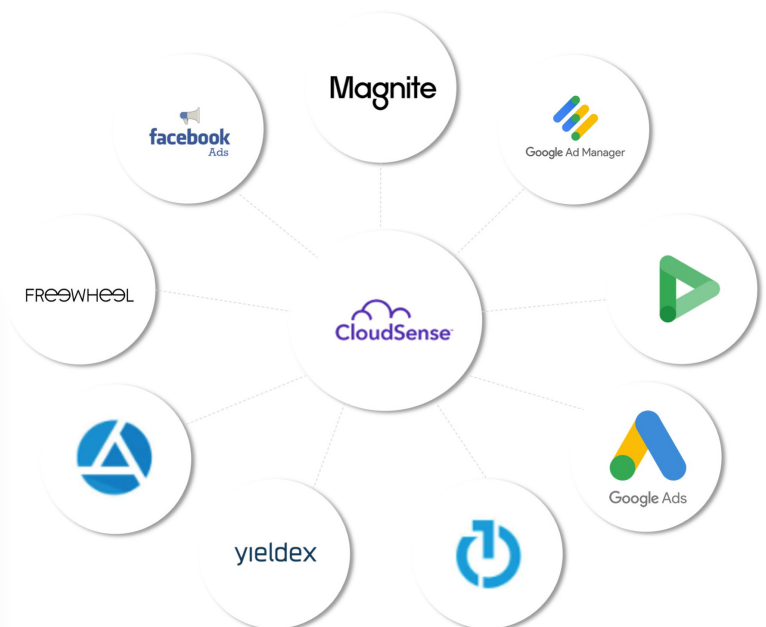
Simplify and automate your end-to-end ad sales lifecycle

Users

| Ad Ops | Sales | Finance | IT Ops | Advertisers & Agencies |

CRM System

CLOUDSENSE AD SALES & OMS

| MEDIA SPECIFIC DATA MODEL | MEDIA SPECIFIC ROLE UIS | BI-DIRECTIONAL AD SERVER INTEGRATION | REAL TIME AVAILABILITY CHECKING & PERFORMANCE GATHERING | CONTENDING LINE ITEM DISPLAY | MULTI-LINE EDITING | BOOKING CALENDAR | CUSTOM TARGETING (GEO, KEY VALUES, AUDIENCE, AD UNIT ETC,) |

| FREQUENCY CAPPING & DAY TIME TARGETING | CAMPAIGN FLIGHTING | RETRACTIONS & IN FLIGHT CHANGES | AUDIT TRAIL & ACTIVITY TRACKING | ORDER & LINE ITEM CLONING | PRODUCT CATALOG & ORDER LIFECYCLE MANAGEMENT | ELECTRONIC CUSTOMER APPROVALS & I/O GENERATION | SALES, FINANCE & AD OPS APPROVAL FLOWS |

| GOOGLE AD MANAGER | APPNEXUS | TRADE DESK | GOOGLE ADS | AD-JUSTER | FACEBOOK ADS | YIELDEX | FREEWHEEL |

Why choose CloudSense for ad sales?

- Eliminate data rekeying & human errors
- Generate a single I/O & one invoice for multiple products
- Simplify & automate ad sales operations
- Package, book & manage cross-media campaigns in one system
- Unify sales, ad ops and finance

- No more under/overbooking inventory
- Streamline workflows from proposal to billing
- Maximize yield and inventory value
- Out-of-the-Box Integrations
- Automate revenue recognition
- Centralize order, performance & revenue reporting

Grow your direct & programmatic ad revenue in one place

Find out how here