



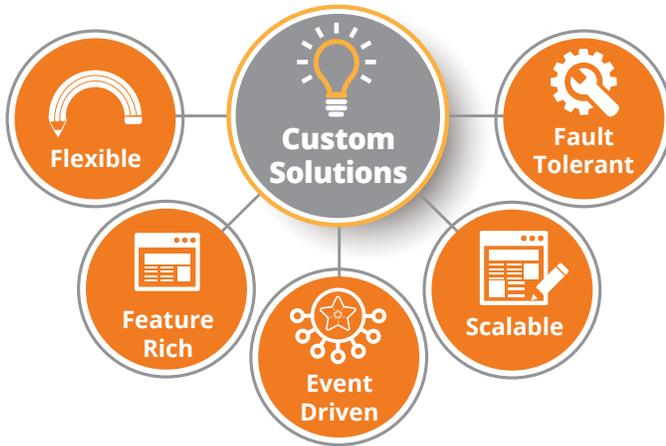
ADTECH

Building Robust Advertising Solutions



Innovative Advertising Solutions Customized to Meet Your Business Needs

Cross Media Sales, Media Planning, Ad Operations, Ad Serving Technology, Ad Analytics, Reporting, Programmatic Advertising, Marketing Automation



- ▶ Multi-Channel Media Sales
- ▶ Ad Operation Automation
- ▶ Cross Channel Audience Measurement
- ▶ Advanced Analytics
- ▶ Integration with leading Programmatic Platforms

- ▶ Real time visibility of inventory across channels
- ▶ Maximize inventory value by optimizing yield
- ▶ Reduction in operational time and cost
- ▶ Real-time metrics on campaign performance
- ▶ Rich Data about viewers and visitors



- ▶ 40-50% cost reduction in Media Planning time
- ▶ Gap between booking and invoicing less than 5%
- ▶ Increased Inventory Value
- ▶ 30% improvement in operation cost

Customized Solutions for



Broadcasters



Publishers



Ad Networks



Agencies

Tavant AdTech Expertise



Cross Media Sales



Advanced Audience Targeting



Ad Delivery Options



Programmatic Advertising and RTB Integration



Multiple Pricing Models



Cross Platform Support



Fraud Detection



Data Analytics



Real-Time Analytics



Batch Reporting



Inventory Forecasting



Ad Operations



Campaign Management



Media Planning



Workflow Automation



Integrations with Third-Party Services



Testing



Test Automation to Validate Ad Workflows



A/B Testing and Multivariate Testing



Performance Testing



Data Quality Validation

DSP Advertising Content DMP Analytics Digital Ad Server Programmatic eMedia Data Science Big Data Insights Data Science RTB Marketing Advertising Programmatic Big Data Data Science Digital RTB DMP Forecasting

ADTECH



Santa Clara | Dallas | New Jersey | London | Bangalore | Hyderabad | Noida | Sydney | Tokyo | Colombia

Tel : 866-9-TAVANT | Email : hello@tavant.com

 tavant.com/media