TAVANT

TAVANT
MSM
(Media Sales Manager)

tavant.com/media

Unified Solution for Media Sales

Streamline Media Sales Process. Maximize Revenues.

Real-Time Multi-Channel Inventory Management

> Real-time inventory visibility

> View, book, execute, and manage digital and TV inventory

Closed Loop Reporting and Analytics

> Single-window campaign reporting (Multi-platform performance metrics aggregator)

> Custom dashboards with rich-data visualization

Automated Proposal Management

> Complete automation and self-service capabilities

> Pre-defined templates to reduce response time

Simplified UI

> Responsive / adaptive

> Personalized

Integrations

> Integrates with disparate systems—CRM, inventory platforms, ad platforms, payment gateways, CDN, and CMS

> Single sign-in

Flexible and Customizable

> Modular design

> Highly customizable

OUT OF THE BOX CONNECTORS

Ad platforms (Google DoubleClick for Publishers (DFP), Freewheel, Ooyala)

CRM (Salesforce), Inventory (YieldEx) and CDN (Akamai), credit card payment solutions

TAVANT MSM

KEY FEATURES

One-click migration from Google DSM

Two-way integration with Google DoubleClick for Publishers (DFP) and Salesforce

Automated proposal workflows

Automated rate card calculations

Centralized booking process

Pre-defined templates

Integration with inventory analytics platform

Integration with finance systems for billing and approvals

Ability to instantly convert orders into campaigns with the click of a button

In-built intelligence to distribute online items across multiple ad platforms

Transparent reporting that aggregates campaign performance metrics

Advanced digital asset management using popular CDNs

Comprehensive dashboards for advertisers, revenue, and sales categories

Automated metadata from CMS

Self-service capabilities and responsive design

SUCCESS STORY

An American newspaper, a pioneer in digital publishing, seamlessly converged its systems into a single tool with Tavant solution and significantly reduced the cycle time for a proposal (from RFP to Order) by over 50%.

TAVANT ADVANTAGE

> Flexible engagement models

> Agile development processes

> Custom product development expertise

> Expertise in building advanced applications

> Faster time-to-market

> Minimal engineering risk

Industry best practices from Media, Gaming, Mobile Development, Content Management, Business Analytics, and Automation Frameworks