AdTech SSP & Marketing

CGI's Advanced AdTech solution plugs seamlessly into the existing AdSalesTraffic ecosystem and provides a powerful way to digitally and directly connect broadcasters, agencies and advertisers together for seamless transactions. It facilitates the direct and real-time access of linear ad and OTT Media & Entertainment companies to the ecosystem to help fully maximize their inventory while connecting them with advertisers at all levels, from local businesses to international brands. It enables organizations to digitally manage the scheduling and demographics of the media buying process with CPM & GRP for both local and network markets.

Key features (Buyer)

- Direct & real-time access to broadcaster/publisher Inventory
- Flexible scheduling
- Impression visibility
- Demographic selection and control
- Media Sales for GRP (Gross Rating Point) and CPM (Cost Per Mille)
- Progress on viewership
- Effective local / network ad sales
- Option for linear
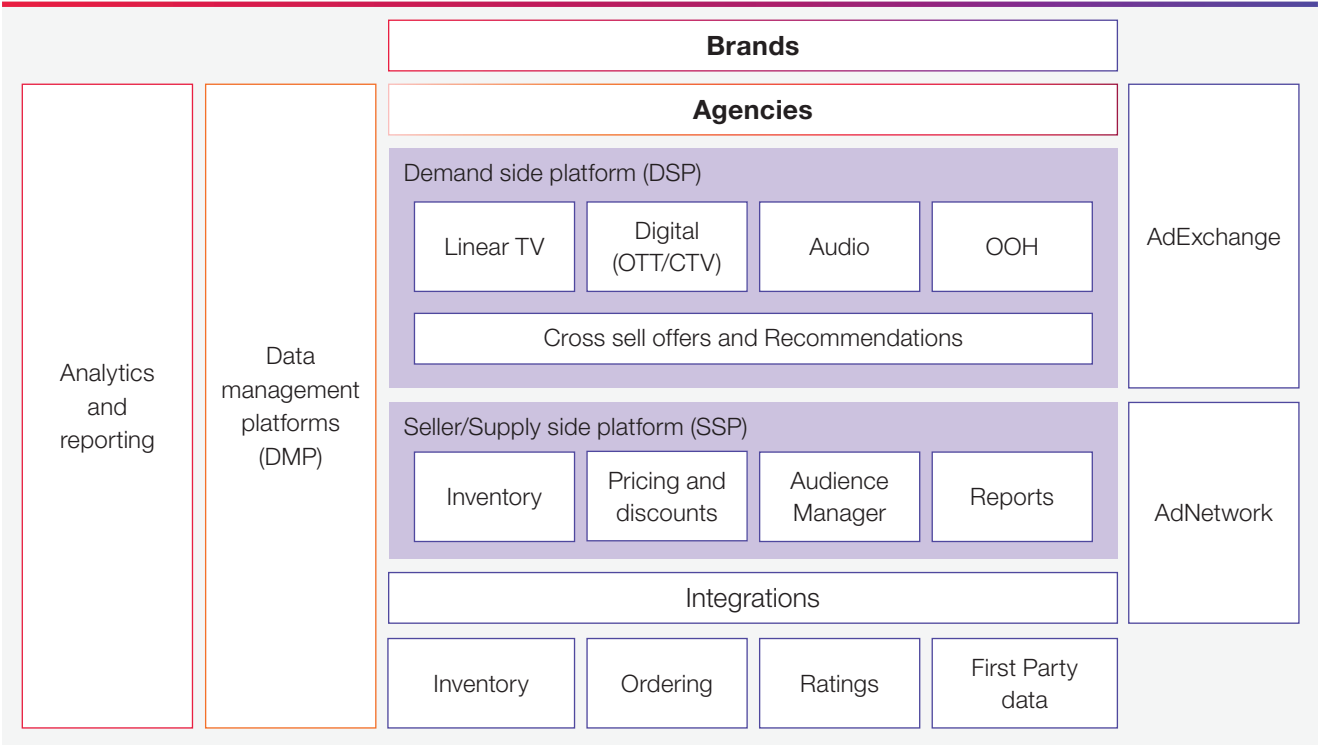- Option for digital (OTT)
- Flexible RTB process

Key features (Seller)

- Open market for unsold Upfronts inventory
- Reduction of revenue leakage related scatter market
- Reduce agency dependency
- Applicable to local & network
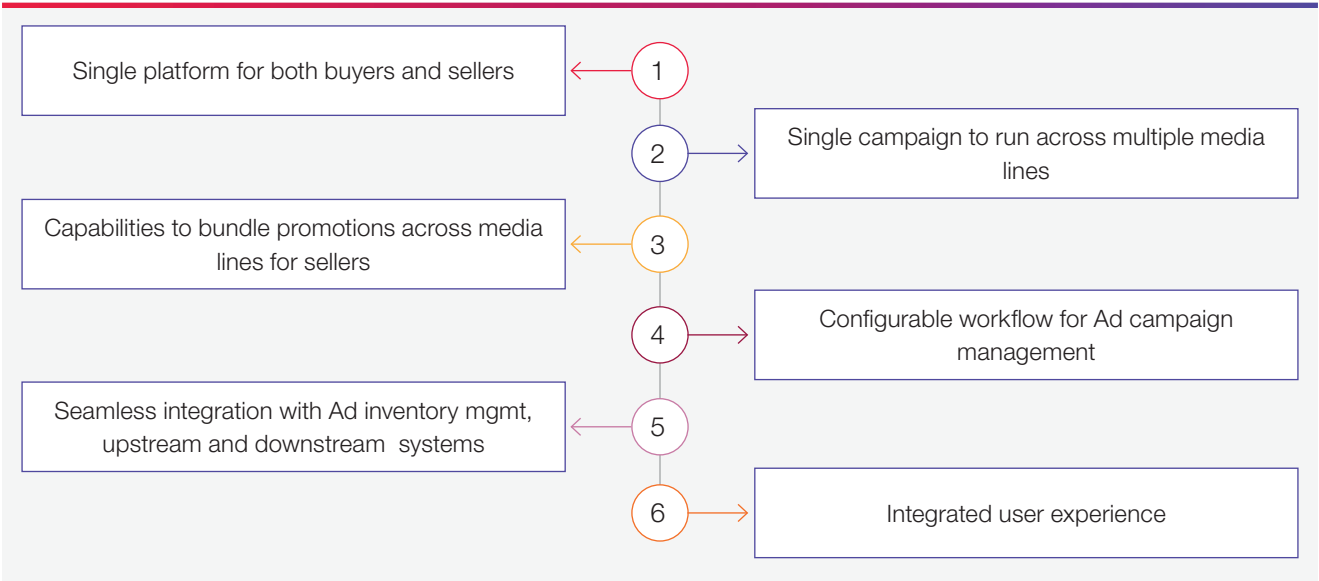- Applicable for Linear, Digital (OTT), OOH, Radio, Studio

Key Features (Technology)

- Lightweight online web / smart app
- Salesforce integration
- AdTech ecosystem integration
- Billing system integration
- Data Analytics
- Security, authorization, and compliance

System Architecture

Brands

Agencies

Demand side platform (DSP)

Linear TV	Digital (OTT/CTV)	Audio	OOH

Cross sell offers and Recommendations

Seller/Supply side platform (SSP)

Inventory	Pricing and discounts	Audience Manager	Reports

Integrations

Inventory	Ordering	Ratings	First Party data

Analytics and reporting

Data management platforms (DMP)

AdExchange

AdNetwork

CGI's Advanced AdTech solution features

1 — Single platform for both buyers and sellers

2 — Single campaign to run across multiple media lines

3 — Capabilities to bundle promotions across media lines for sellers

4 — Configurable workflow for Ad campaign management

5 — Seamless integration with Ad inventory mgmt, upstream and downstream systems

6 — Integrated user experience

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally

For more information Visit: cgi.com/mediasolutions | Email us at: info.de@cgi.com