



SAS® Intelligent Advertising for Publishers

A comprehensive solution for managing the entire ad serving process

What does SAS® Intelligent Advertising for Publishers do?

SAS Intelligent Advertising for Publishers is a complete online publishing solution that includes sales order management, simulation-based forecasting, ad serving and business intelligence capabilities to help you make better-informed decisions faster across your entire business.

Why is SAS® Intelligent Advertising for Publishers important?

Only SAS Intelligent Advertising for Publishers gives publishers complete control of the online advertising process by providing a comprehensive solution that supports multiple platforms, including mobile, display and video output devices – not just traditional Web channels.

For whom is SAS® Intelligent Advertising for Publishers designed?

SAS Intelligent Advertising for Publishers was designed for publishing companies that have a vested interest in turning advertising inventory into revenue, regardless of their industry focus or geography.

The digital advertising market is growing by leaps and bounds, making it hard for online publishers to keep pace. Managing all the moving parts – ad placement, targeting, inventory forecasting and analysis, workflow, sales performance, etc. – often involves working with a different system or tool for each activity. Multiple systems are often inconsistent and/or redundant, which can mean inefficient processes and results that can't be trusted.

SAS Intelligent Advertising for Publishers is a single, unified ad delivery platform that enables you to manage the entire ad serving process, start to finish. This includes:

- Pre-ad-serve activities (e.g., sales order management, simulation-based forecasting and audience data aggregation).
- Actual ad-serve activities (e.g., price and inventory optimization).
- Post-ad-serve activities (e.g., data visualization, reporting and yield analysis).

The solution seamlessly gathers and presents data to enable precision forecasting, decision optimization, inventory management and sales performance reporting. With SAS Intelligent Advertising for Publishers, you get:

- An end-to-end workflow – from creating quotes to placing ads.
- A scalable, cloud-based infrastructure.
- True inventory and price optimization.
- Analytically based forecasting.
- Audience profiling for better targeting.
- Web analytics for determining ad performance.

Key Benefits

- **Integrate, view and analyze all your advertising data on a single platform.** Only SAS Intelligent Advertising for Publishers provides a single advertising platform – underpinned by world-class analytics – that lets you:
 - Generate more accurate, granular forecasts based on all relevant data.
 - Improve communication across business units by using a common data dictionary and user interface.
- **Improve the efficiency of your ad server processes.** Because all your advertising processes – bookings, delivery, reporting and forecasting – across multiple media (digital, mobile and video) are managed from a single platform, data flows seamlessly between sales order management and the ad server. As a result, you can:
 - Reduce the time it takes to discover high-value inventory and get those products to market.
 - Quickly respond to RFPs.
- **Gain greater visibility into your business.** Historical and predictive analytics give you insight into how your products and your sales team are performing, both now and in the future. Business intelligence dashboards provide easy access to useful information that you can use to make timely, relevant decisions. In addition, you can:
 - Track campaign and sales performance in real time.
 - Make more informed rate card decisions.
 - Evaluate the impact of shiftable inventory (direct and indirect).



Product Overview

SAS Intelligent Advertising for Publishers is the most comprehensive offering available for ad publishers. The solution includes capabilities for:

- Sales order management.
- Simulation-based forecasting.
- Optimized ad serving.
- Reporting.
- Data visualization.

Sales Order Management

Ad servers and workflow solutions have historically been difficult to integrate and maintain due to their differing taxonomies and data elements. All too often, integration between third-party

providers and common ad delivery engines creates both data leakage and technical management problems.

SAS Intelligent Advertising for Publishers creates a seamless information flow – from RFP to proposal to approvals to insertion order to campaign to flight – which eliminates the need to re-key data. Everything you need to manage sales performance, rate card policies, approvals, RFPs and more is part of a single solution.

In addition to improving the general workflow, having a single user experience for both sales and ad operations streamlines communication between the two teams, so each can do its job better.

Simulation-Based Forecasting

Historically, ad inventory pricing and placement decisions were made based on gut feel. However, accurately forecasting what inventory you will have in the future is essential for allocating impressions appropriately and ensuring that you don't use your optimal inventory in non-optimal locations.

Because the solution's forecasting and fulfillment systems are linked, the decision and delivery systems accurately depict inventory availability, as well as all product packaging and delivery rules. This ensures that you not only know what you have to sell, but also that you can actually sell it.

Ad Server Optimization

A flexible, scalable decision engine lets you seamlessly optimize your advertising inventory decisions – on price, channel, size, number of impressions, time of ad delivery, etc. You can prioritize and optimize competing business rules to ensure assigned delivery rules will best match customer needs. In addition, a comprehensive set of advanced delivery options ensures that you can act immediately and intelligently on decisions.

Name	List rate	Additional Pricing
Afternoon Users	20.0	5.0 (floor) 8.0 (goal)
Breaking News	18.0	5.0 (floor) 9.0 (goal)
Dynamic Connection Speed	15.0	
Female New Voters	32.0	18.0 (floor) 25.0 (goal)
Granular_Health	12.0	
Homepage Placements	30.0	

Sales and operations efficiently communicate regarding inventory, proposals and insertion orders.

Status	Flight	Campaign	Tier	Start date	End date	Progress
▼ Paused	A Flight	A Campaign	▼ Direct Sold	▼ 04/02/12	▼ Click to edit	0%
▼ Open	json_test	json_test	▼ Sponsorship	▼ 03/26/12	▼ Click to edit	0%
▼ Paused	Big Media	Testing URL encoding	▼ Direct Sold	11/16/10	▼ 03/27/12	0%
▼ Open	Green Apples	Apple	▼ Indirect Sold	▼ 02/07/12	▼ Click to edit	0%
▼ Open	Pearl White	Smile Please	▼ Brand Partners	▼ 03/16/12	▼ 09/29/12	0%
▼ Open	All The Songs (59p)	All The Songs	▼ Brand Partners	▼ 03/16/12	▼ 06/29/12	0%

Easily analyze flights and delivery information tied to them.

Reporting

SAS Intelligent Advertising for Publishers provides a comprehensive overview of your revenue opportunities. Dashboards let you easily monitor sales performance and rate card adherence. And detailed views enable you to identify revenue trends by product, salesperson and advertiser.

Data Visualization

Data visualization capabilities enable you to quickly analyze large amounts of data to get fast, accurate insights on:

- Campaign delivery.
- Inventory availability or placement.
- Historical performance.
- Products that need to be sold.

By visualizing data, you can see things that may otherwise be missed. As a result, you can focus on what's important and make decisions that will positively affect your bottom line.

Support for Mobile, Display and Video Output Devices

SAS Intelligent Advertising for Publishers supports publishing advertising to mobile, display and video output devices – not just traditional Web channels.

Complete Integration with the SAS® Customer Intelligence Product Suite

Because SAS Intelligent Advertising for Publishers can be fully integrated with the SAS Customer Intelligence suite of products, you can integrate your company's advertising inventory with things like content management (e.g., SAS Marketing Operations Management) and multichannel marketing applications (e.g., SAS Marketing Automation, SAS Real-Time Decision Manager, SAS Digital Marketing, SAS Customer Experience Analytics, etc.).

Key Features

Information Management

- Serves as a single source of advertising data across platforms and functions.
- Eliminates re-keying of data between systems.
- Lets you use audience profile data in workflows.
- Enables you to sell highly targeted ads based on behavioral segmentation.
- Uses a single data dictionary and user interface for better communication across business units.

Simulation-Based Forecasting

- Simulates future scenarios based on user behavior and historical data in order to purchase and place ads more efficiently.

Optimization

- Optimizes current inventory using a flexible decision engine.
- Sets thresholds and guardrails to maintain ad inventory policies and minimums.
- Optimizes remnant partners.
- Lets you determine which placement makes the most sense from a price, place and duration perspective.
- Lets you determine whether to sell direct, guaranteed inventory or place unused inventory on ad exchanges.
- Enables you to know exactly what you have to sell, digest the long-term impacts of third-party versus direct sales, and avoid channel conflicts to increase revenue from both direct and third-party ad sales.

Reporting

- Dashboards let you easily monitor sales performance and rate card adherence.
- Detailed views enable you to identify revenue trends by product, salesperson and advertiser.

Data Visualization

- Data visualization capabilities let you visually explore data to gain insights on campaign delivery; inventory availability or placement; historical performance; products that need to be sold, etc.

Enhanced Mobile Advertising

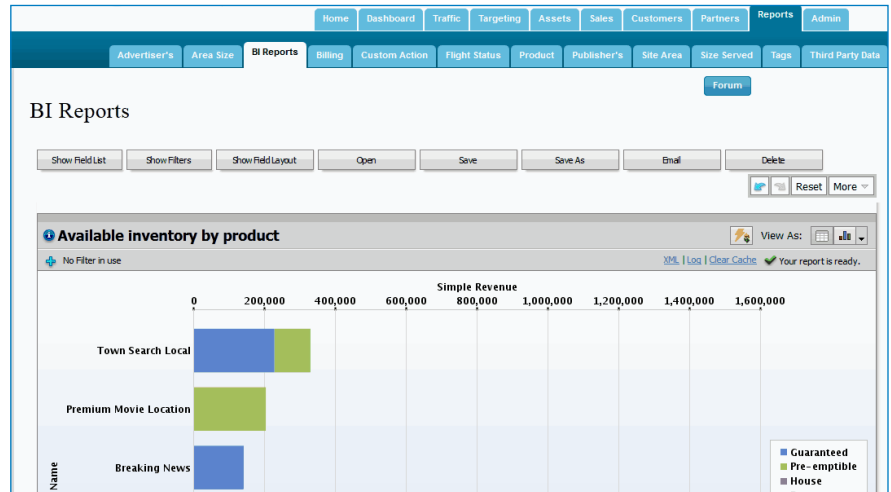
- Enables management of in-app ad delivery using iOS and Android SDK.
- Geofencing lets you target users within a specific radius of a latitude/longitude location.
- Device detection capabilities let you optimize creative on a user's mobile device.
- Mobile network mediation enables server-to-server connections with third-party demand partners to eliminate redirect latency.
- Server-side ID storage manages a user's advertising experience across multiple devices.

Sales Full Name	Impressions Served	Sold Revenue	Goal Revenue	Difference	Sold Percentage of Goal
sales1 sales1	301,304,650	\$928,545	\$3,615,656	\$2,687,111	25.68%
Justin Sales Manager	172,891,787	\$369,399	\$3,457,836	\$3,088,437	10.68%
Jen Sales Person	31,142,818	\$177,694	\$778,570	\$600,877	22.82%
Doug Sales	129,164,174	\$1,782,862	\$3,358,269	\$1,575,406	53.09%
Chris Sales	3,645,359,483	\$65,060,352	\$102,070,066	\$37,009,714	63.74%

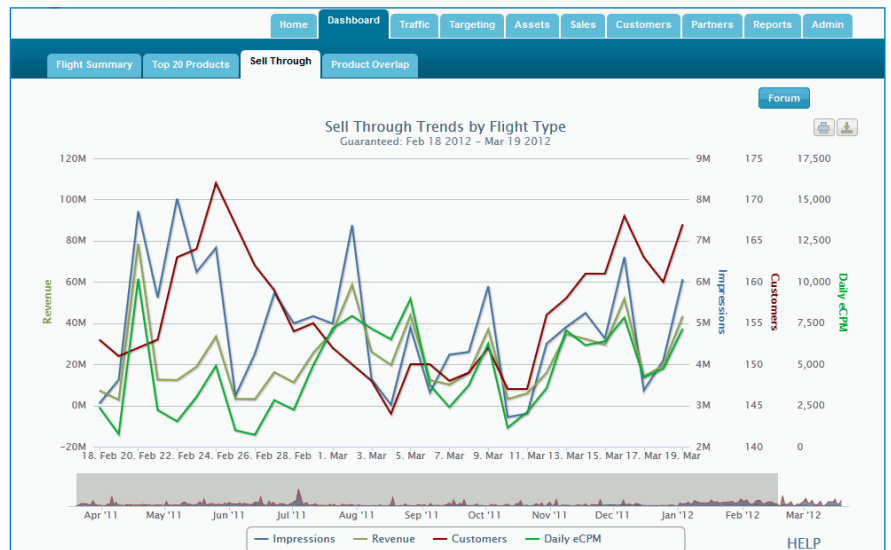
Empower teams both inside and outside the organization with actionable analytics via business intelligence reporting.

For More About SAS® Intelligent Advertising for Publishers

To learn more about SAS Intelligent Advertising for Publishers download white papers, view screenshots and see other related material, please visit sas.com/advertising.



Forecast capacity and availability in order to understand inventory overlap and competing segments.



Visualize revenue by flight type to gain a better understanding of optimal advertising placements.



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