How to **Manage Modern Advertising** Deals More Effectively

Implement a CRM solution built specifically for advertising sales with PwC and Salesforce Media Cloud

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Creating a clear value exchange with consumers

Media consumption habits have shifted dramatically over the past decade. The pandemic has only accelerated these shifts as consumers and audiences have spent more time than ever at home and on their connected devices. In fact, industry leaders estimate the levels of digital adoption realized at the onset of the pandemic would have taken an anticipated three or more years to achieve at a pre-Covid trajectory.[1]

78%

of consumers indicate they consumed more online services during the pandemic. [2]

At the same time, the advertising industry's ability to effectively target audiences with relevant content is becoming increasingly more sophisticated. Modern advertising can be customized, contextually adaptive, geolocation specific, and connected across platforms and devices. These modern capabilities offer both challenges and opportunities for publishers and advertising solutions providers.

From an audience perspective, relevant and hyper targeted advertisements alone are not enough. Consumers now increasingly seek additional value in exchange for their information and patronage. In a sea of choice, consumers are generally willing to part with their data in exchange for a relevant experience and privacy protections.[1] Advertising solutions providers must accommodate this demand in their propositions to brands, advertisers, and agencies.

In addition, publishers and advertising solution providers must rethink how they generate opportunities, manage the deal cycle, and orchestrate and fulfill campaign and solution delivery. From opportunity ideation through campaign execution and measurement, the companies that can most effectively harness data while achieving commercial operations efficiency can win market share. Interactive Advertising Bureau (IAB) and PwC identified the next three years as critical to setting tangible strategies and implementing these operational changes.[1]

This is no small task. This report details how implementing Salesforce Media Cloud, guided by PwC's deep sector insight and expertise, can enable your forward-looking sales model.

What **thriving** looks like in 2021 and beyond

Advertising revenue is a growing topline contributor in today's evolving media landscape, and the ability to monetize and optimize advertising inventory can make a difference of millions of dollars in revenue.

Going forward, two common success themes will define the front office functions at companies that thrive: operational efficiency, and the ability to harness data and advanced capabilities in support of all aspects of selling and solution delivery. On the former, operational efficiency will involve the automation of the manually intensive and repetitive tasks across the deal cycle and solution delivery. With respect to the latter, the technology that undergirds the sales teams of the future will be centered around customer relationship management (CRM) solutions that are purpose-built for the latest use cases and requirements of advertising sales.

68%

of marketers say paid advertising is "very important" or "extremely important" to their overall marketing strategy.[3]

The automation opportunity

Automation can help you monetize your full advertising product catalog, reduce time to close, and improve relationships with advertisers.

> According to PwC experience, workflow automations can improve quote-to-cash cycle times and increase the volume of "no touch" orders by
>
> # 30-50%

Purpose-built technology

Workflow automation is difficult to achieve with a generic CRM. Because the advertising industry is unique and nuanced, using a generic CRM solution would require cost- and time-prohibitive customization.

To keep pace with evolving advertising models and solutions, publishers and solutions providers need a CRM platform designed specifically for media. A purpose-built platform should integrate with the order management, AdTech and other core systems of the business. Ultimately, it enables revenue growth by empowering front office teams in identifying opportunities, harnessing the full value of advertising inventory, effectively managing brand, agency, and partner relationships, and more adeptly up- and cross-selling.

61%

of overperforming leaders use their CRM to automate parts of their sales processes, compared to 46% of underperforming leaders.[4]

Opportunities to standardize and automate processes along the entire evolution of a deal

Prospect ideation
Track RFPs as they come in from agencies.

Relationship management
Access and understand the relationships between agencies, brand advertisers, and partners, and collaborate around these relationships with internal teams.

Media planning
Automate omni-channel campaign sales, configuration, and pricing for routine client requests.

Media plan approval and collaboration
Bring all necessary parties together to simplify, streamline, and automate the review, finalization, and approval of media plans.

Insertion order
Automatically ingest and exchange fields and information between Salesforce and the IO template.

Deal close and execution
Harness real-time data to inform client conversations about in-flight campaign performance, and automate recommendations for bolstering an underperforming campaign or upsell opportunities for a highly performing campaign.

Brand and agency collaboration
Huddle around an elegant and intuitive interface to chatter about campaign requirements, ideas, and advertising solution propositions. Automatic notifications and self-service capabilities support publishers and free up time for the sales team.

Campaign delivery and future sales planning
Bolster BI around campaign reporting and to inform cross- and up-sell opportunities for the next campaign.

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A closer look:

Proposals and media plans

During the prospecting and ideation phase of a deal, publishers and advertising solution providers must connect marketing goals and audience reach objectives provided by the brand with their available solutions and inventory.

A powerful, purpose-built CRM that combines data-driven insights with process automation can provide sales teams with critical information including account and agency relationships, past campaign objectives and outcomes, and the latest brand goals and news.

A CRM solution tailored for advertising can also facilitate collaboration between sales, the client and the ad operations teams as media plans are developed. Teams can easily navigate available inventory, build and configure solutions, and convert target audiences into specific campaign delivery parameters. Furthermore, automation of the typically manual steps in this process returns time to sales teams that can be invested into growing strategic relationships with their assigned brands and agencies.

Insertion orders

The insertion order (IO), or contract between the publisher and the brand or agency buying the advertising, is another step in the deal cycle ripe for automation for two reasons.

First, it often requires a significant amount of back-and-forth between parties. As media plan components, terms and conditions change, the publisher's advertising operations and legal teams must often review the changing contract, which can be time- and labor-intensive. There are automations built into Advertising Sales Management from Media Cloud that along with PwC's implementation guidance, can direct attention to only the most critical elements (e.g., redlines).

Secondly, the content included in an IO is nuanced. There are specific attributes unique to an advertising campaign and dozens of different potential rate structures. Automation of the ingest, editing, review, and finalization of the IO can save time, and reduce costly errors and misalignment with brands and agencies.

Pipeline management and sales analytics

Outside of the deal lifecycle with any given brand or agency, publishers and advertising solutions providers must manage the broader pipeline of business while continually calibrating sales strategies, models, and tactics. Once again, powerful purpose-built technology can drive competitive differentiation by allowing an organization to capitalize on one of its most precious assets – its data.

Advertising Sales Management from Media Cloud supports the tracking of revenue pacing toward goals in defined sales periods. With insights accessible from the individual campaign to the portfolio levels, sellers and leadership are able to reconcile forecasts to actuals on in-flight delivery, and do so without copious emails and swivel-chair toggling between applications. Furthermore, the platform offers sales teams a more complete picture of any given brand, agency or partner, from past campaigns and audience reach objectives to insights that speak to future goals and motivations.

The results are powerful. Sellers can nimbly manage their sold campaigns and the expectations of their assigned brands and agencies, and effectively pursue future opportunities. Meanwhile, leadership gains holistic and actionable revenue intelligence across regions, accounts and verticals, sales teams and individuals, and partner channels.

Finally, past campaign performance data can be called upon to improve not just future campaign delivery, but the development and deployment of new or enhanced advertising products and solutions. Similarly, historical sales and campaign performance data, and forward-looking projections, can be used to inform future media plans and campaigns.

A purpose-built CRM for advertising

Advertising Sales Management from Media Cloud is a purpose-built application for the media and advertising industries. It has an industry-specific data model to support more effective proposal development and sales. It offers a 360-degree view of the advertising sales cycle and the media consumer, and allows you to manage all aspects of an advertising campaign from one converged platform.

Key features of Advertising Sales Management from Media Cloud include:

The ability to sell a converged advertising portfolio - digital, programmatic, print, out-of-home - from one single view of the truth.

Consistent measurement across channels and a consolidated view of performance and campaign-health data.

Drive cross-channel, multi-format advertising sales by centralizing planning, execution, and measurement.

Surface timely and actionable insights to optimize campaign performance, powered by AI.

Drive operational efficiencies and accelerate sales cycles with industry-specific workflows and built-in automation.

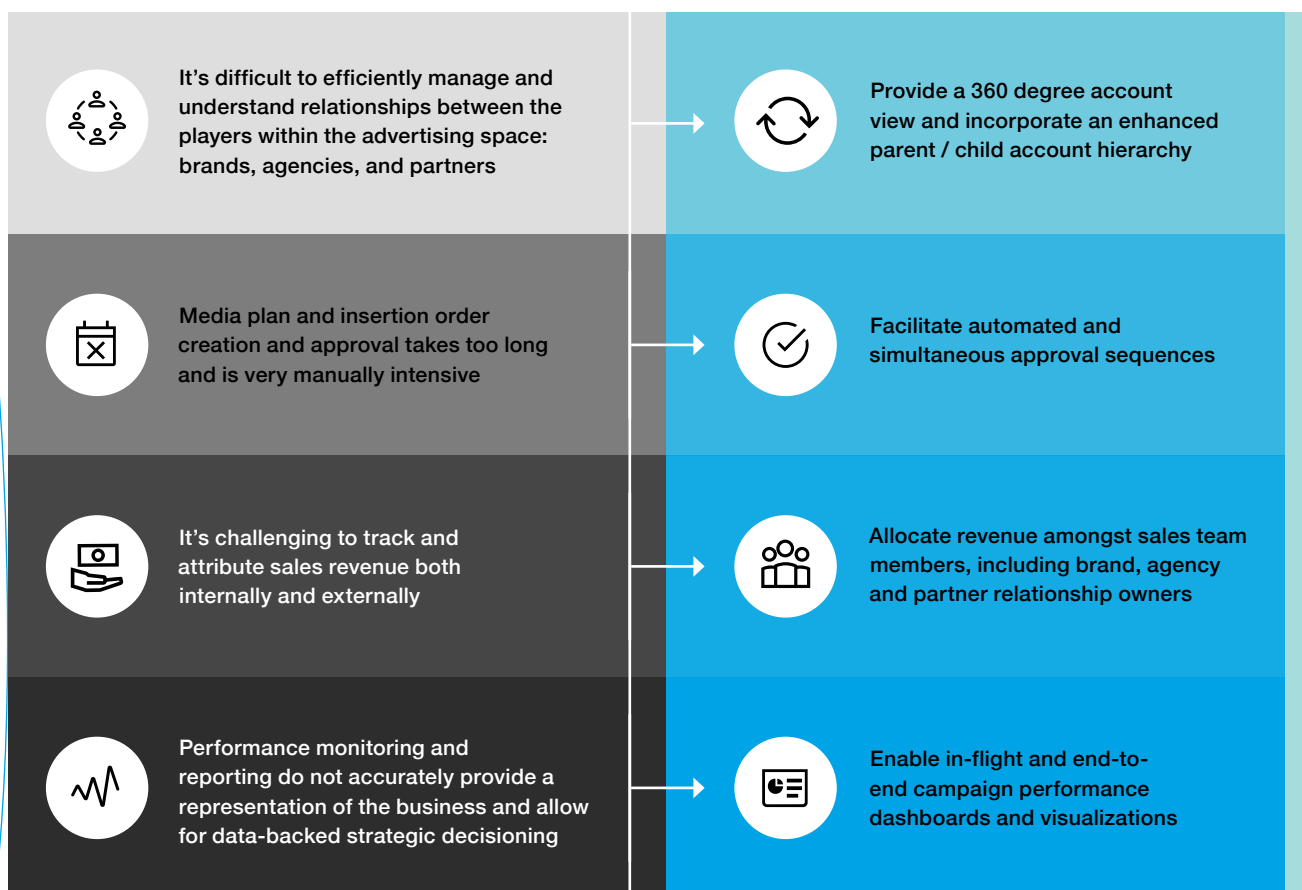Integration with Tableau CRM, an AI-driven engine that helps create more selling opportunities.

Unify all advertising channels, inventory, and order management systems to uncover revenue growth opportunities.

Realize the value of Salesforce Media Cloud more rapidly with PwC

PwC has deep expertise designing and implementing CRM-based solutions for clients in the advertising space. The introduction of Advertising Sales Management from Media Cloud increases the value PwC can provide clients.

As a leader in the media and entertainment industry and global strategic partner for Salesforce Media Cloud, PwC's experience, toolkits and accelerators can help clients rapidly configure and adopt Advertising Sales Management for Media Cloud. The focus of a typical implementation is to leverage a client's specific strengths, mitigate common pain points, improve data analytics throughout the organization, and bring the core systems of the business into harmony.

Mitigating common pain points

Pain point	Solution
It's difficult to efficiently manage and understand relationships between the players within the advertising space: brands, agencies, and partners	Provide a 360 degree account view and incorporate an enhanced parent / child account hierarchy
Media plan and insertion order creation and approval takes too long and is very manually intensive	Facilitate automated and simultaneous approval sequences
It's challenging to track and attribute sales revenue both internally and externally	Allocate revenue amongst sales team members, including brand, agency and partner relationship owners
Performance monitoring and reporting do not accurately provide a representation of the business and allow for data-backed strategic decisioning	Enable in-flight and end-to-end campaign performance dashboards and visualizations

Where do I start?

A mature implementation of Advertising Sales Management from Media Cloud can address challenges and inefficiencies, and allow a publisher to be more strategic throughout the lifecycle of a deal. Ultimately, it helps publishers to better align with modern models of digital advertising and the customer experience.

PwC meets each client where they are today and helps guide clients through an implementation that helps meet short and long-term goals.

I have a full Salesforce in place

I have Salesforce

I need to start slow and layer in some media specific capabilities

I'm ready to maximize my use of Salesforce for the media and entertainment in place

PwC's rapid diagnostic can help provide clear, actionable targets for improvement

I want to be able to expand and scale as we mature

Advertising Sales Management from Media Cloud

Taking the next step

PwC is a leader in the media and entertainment industry, and works with all the major studios, content creators, and distributors. PwC also brings its industry subject matter expertise and Salesforce certified consultants to help connect all users across Salesforce Clouds. PwC's unique approach to project execution and adoption can help clients quickly realize expected ROI.

For more information and a Salesforce Media Cloud demo, please contact:

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PwC and Salesforce can help deliver:

- More efficient deal cycles
- Better client satisfaction scores
- Stronger client and partner relationships
- Faster approval times from inventory, pricing, and legal teams
- Faster media plan approvals
- Faster IO approvals, fewer IO errors, and easier change orders
- More streamlined estimates with a robust CPQ
- Increased revenue from campaign upselling
- Greater utilization of advertising inventory catalog
- Fewer new advertising product requests

References

1 PwC, IAB Outlook: 2021 Digital Ad Ecosystem, March 2021

2 PwC Consumer Intelligence Series, "Adapting a Digital Lifestyle Eases Sheltering in Place," July 2020

3 Hubspot, "Not Another State of Marketing Report," 2020

4 Hubspot, 2021 Sales Enablement Report