



5 ways technology
can help you increase ad sales

UK advertising spend passed **£20bn in 2015** - a five-year high





The ad sales evolution

The advertising industry is constantly evolving. A decline in print publications combined with the rise of digital formats and social media has meant there are many new ways for brands to promote their products or services.

In addition to understanding the numerous advertising options available to you is the challenge of efficiently managing the way your organisation sells, processes and invoices for advertising space. Get this right and you not only ensure costs are kept to a minimum, but that you never miss an opportunity to sell and increase revenue.

New technology is helping businesses like yours streamline ad sales processes, reduce the time spent on administration and

boost profits. With industry changes continuing and numerous advertising and sponsorship options opening up each day, it's now more important than ever to capitalise on any opportunities to win advertising spend. In both 2016 and 2017, advertising revenue is expected to grow by 5.5% in the UK*. Meanwhile on a global scale, major events such as the Olympics, European football Championships and US Presidential Elections are forecast to push annual ad expenditure over £400 billion.

Global ad revenue is predicted to pass **£400 billion** following Rio Olympics, political events and the Euro 2016 Championships



UK advertising growth of
5.5% is forecast for both
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Taking advantage of ad spend

In the past, advertising was dominated by print media, TV and radio. Now, brands are choosing a multitude of ways to promote their products and services, quickly and effectively. They mix TV with social, magazines with billboards or radio with retail – and they expect an instant, efficient, measurable solution.

In order to ensure your business is making the most of the advertising options available, you need the correct technology in place.

The following information demonstrates the importance of new technology in helping you survive the evolution of advertising and allowing you to compete, grow and thrive.

1. Use Your Data

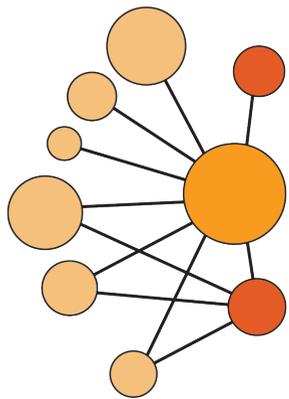
To target the right people at the right place and time you need to use insightful data.

Traditionally, your sales team sold space. This could have been in the format of print advertising or space on your website, for example. But this way of selling is less relevant with the explosion of other advertising channels, which don't come with the same legacy issues. Now, the likes of Google or Facebook are putting information at your fingertips, enabling your business to target the right people in the right place and at the right time.

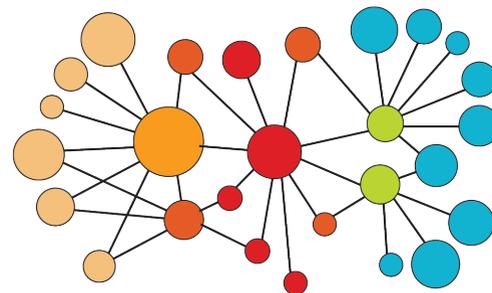
In order to do this effectively, you need to use insightful data. This kind of data can be broken down into several categories.

1st Party Data is the most valuable kind of information for your business. It refers to details about prospects or customers you have collected directly. In the context of display advertising for example, 1st Party Data is usually cookie-based, including information gathered from website analytics, CRM systems and business analysis tools.

1st Party Data



2nd Party Data



3rd Party Data



1st Party Data is often the most valuable data you can collect about your audience. It becomes a powerful resource when tied to display ad campaign design. This is because 1st Party Data provides specifics about your already-existing users and customers. It's the key component of site and CRM retargeting.

Eventually, you are likely to reach an audience that you don't have first-hand information about. This is where 2nd and 3rd Party Data are useful. Whichever form of data is most relevant for your organisation, once it's collected the information can be used to:

- ✔ Identify trends – is there a particular demographic looking at areas of your website, for example?

- ✔ Inform your sales teams – provide useful information that will help them attract new business
- ✔ Empower your marketing department – read more on this below

The more you know about your customers and audience, the better equipped you will be to sell advertising. This is why data provides essential information about behaviour patterns and preferences.

You can use information on demographics to sell advertising more effectively. With definitive statistics and data on age ranges, click rates or people's preferences for example, you can find suitable and potential advertising.

Empowering marketing



When you know your audience, you can match the data to potential advertisers. Marketing communications and activity can be used to target the people or businesses that would benefit from access to your viewers, listeners, readers or audiences. Your marketing activity will then help to generate leads for your sales team.

2. Helping Sales to Sell

New technology can give your sales team the information they need to be more effective.



To be truly effective, data must be held in one central place.

New technology allows you to give your sales team the information and resources they need to do their job quickly and efficiently. There are three main ways your technology can empower salespeople to perform:

- ✔ A single customer view
- ✔ Targeted data-driven leads
- ✔ Ease-of-use / Improved productivity

A single customer view

The single customer view or '360 degree' view means having all your information on customers or potential customers in one place. This can include everything from order history to invoicing. You can also connect your sales and CRM activity, providing a better and more seamless user journey.

Your ad sales technology should do the heavy lifting on behalf of your sales team, supporting all types of bookings. The systems you implement should prevent any barriers to a sale, incorporating many different advertising platforms or packages.

Targeted data-driven leads

Using the data-driven leads you have collected or provided to your sales team, you can now target specific customers. The data you have collected can be used to explain to potential advertisers why they should choose to promote their brand with your business rather than your competitors.

Improved productivity

Traditionally it took a data specialist with a background in technology to mine data for valuable information. Today, business intelligence tools often require little, if any, support from your IT department and technology is putting data at the fingertips of anyone who needs the information. This presents many opportunities for time saving and improved productivity within your business.

Your sales team now has direct access to dashboards that provide an aerial view of the data. They can drill down in detail, finding trends or other information that will help them sell efficiently.

The changes in how data can be found and reviewed means now business executives with no IT or tech background are able to make smart, informed decisions based on quality data.

Remember, sales are only as good as your data

In order to ensure your sales team can be efficient and successful, you need to make sure the following is considered:

- ✔ CRM should be part of your overall strategy
- ✔ Data must be held in one place to save time and avoid duplication
- ✔ Score leads
- ✔ Ensure visibility of your sales team funnels
- ✔ Creating buyer profiles will help you target customers and ensure better lead generation

3. Optimise Inventory Management

An efficient ad sales team will have visibility of a current and accurate inventory.

Inventory management is likely to be a key cornerstone of your business and in the context of advertising sales usually refers to the management of available space. When inventory management goes wrong it can lead to embarrassment, a poor service for advertisers and wasted time for your staff members. An efficient ad sales team will have visibility of a current, accurate inventory, showing them what is available at any given moment.

By managing inventory centrally, you can also reduce your administration time as you no longer have to manually update multiple systems. This will also open up opportunities with third party systems, such as Programmatic trading desks and ad servers, which can be automatically updated to reflect the current inventory.



“Unless you’ve been living on the moon for the last three years, you would have heard of programmatic, which is a macroeconomic shift in how digital media is bought by advertisers”

AMIR MALIK,

PROGRAMMATIC DIRECTOR, TRINITY MIRROR

Your inventory and Programmatic

Knowing your inventory is key when it comes to Programmatic. If you control your inventory you can have a view on what advertising should be made available to SSP and what inventory is then consumed by the DSP. This is one of the main reasons having your data in one place is so important.

With Programmatic advertising

There are a number of trading desks that are suited to various brands and audiences. Carry out research into which best fits your business and portfolio. And make your inventory available to these desks to open up new audiences and opportunities.

4. Develop and Enhance Self Service

Maximise revenue and reduce the resource required to complete transactions and keep customers coming back with easy to use self service.



The option for customers to ‘self serve’ by booking their own advertising space offers many benefits for your business. The ease with which advertisers can locate, select and pay for their advertising can lead to additional revenue for your business. The activity your customers carry out can provide you with vital data. And finally, the ability for them to place their own bookings reduces the amount of resource required within your organisation to complete the transaction, providing you with time and cost savings.

Improving your customer’s experience

Offering ‘self service’ for your advertising sales gives control to your customers and allows them to clearly see the options available to them. You can also learn more about their buying patterns and tailor packages or marketing to their requirements.

Once you’ve built a profile of your customers, any unsold advertising can be ‘pushed’ to those who might be interested in buying it. This offers a convenient solution for advertisers looking to promote their brand, products or services, and also helps you ensure all advertising space is sold.

5. Efficiency - Selling Faster and Smarter

Ensure you have an intuitive interface that guides users through the steps they should be taking.



Are you aware of the issues within your business that prevent your sales team from being effective? Your advertising sales or CRM system should help you remove the barriers that prevent your advertisers from making a purchase. It should also provide accurate and up-to-the-minute reporting, providing useful information that can improve the way you operate or sell space.

There are two important elements to every ad sales CRM that will ensure success:

- ✔ The user interface - is the system intuitive? Does it make life simple for your sales team and allow a seamless transaction for your customers?
- ✔ Does the CRM guide sales people and other employees through the inventory booking or billing process? Does it provide accurate customer data and is it easy to use?

To Summarise

Data is what matters most and keeping it up to date and in one central point will ensure your success as an organisation.



Data is what matters most

For any technology to be effective at helping your organisation sell advertising space, the data you collect and manage must be properly stored and utilised. By keeping it in one place, you avoid the likelihood of duplicating work or making embarrassing mistakes.

Support customers and learn more about them

Technology provides the means to learn about buyer behaviour. This is not just good for your revenue, but helps to provide an efficient service to your customers.

Support your sales team

Technology can help you guide your salespeople through the sales and booking process as well as enabling them to provide excellent customer service.

Continually improve your data

Although the right technology means you can store customer data in one place, it also allows you to continually update, add to, or improve the information you hold.

When it comes to advertising sales, your user interface is like a shop window to your business, website, publication or platform. Customers and advertisers need a stable, streamlined and simple process in order for them to trust your organisation and make a purchase. Using the right technology, you can provide an exceptional user experience that leads to increased revenue, customer loyalty and repeat business.

Technology also plays a role in making sure your organisation is able to adapt to changing times. With the advertising industry still rapidly evolving and with new challenges like ad-blocking entering the market all the time, your business needs to be able to make changes fast.

With the right technology in place, your organisation will be able to withstand developments in the market, provide employees with easy-to-use systems and give customers the experience they deserve.

For information on BrightGen's advertising sales consultation or implementation services, contact us on:

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To find out more about BrightMedia, our own advertising sales solution built on Salesforce, go to:

www.brightgen.com/brightmedia