



# Automated Media Buying

## Optimizing spot placement and media campaigns

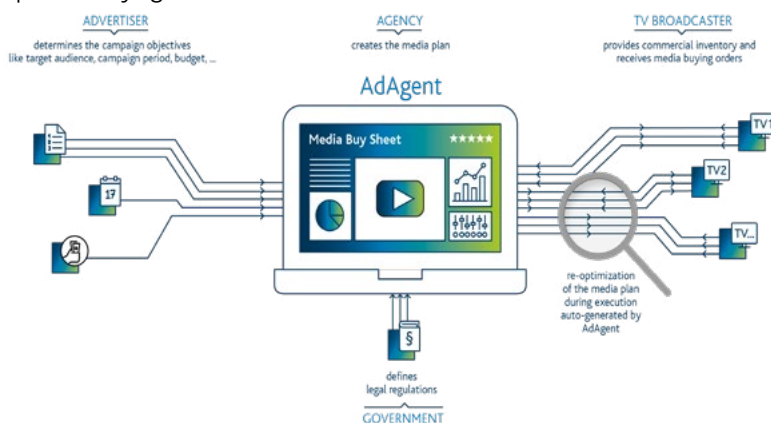
Auto-generate media buy sheets and optimize spot placements and media campaigns. Manage complex requirements from both the advertiser and TV broadcaster. Fast. Automated. Smart.

### What it does?

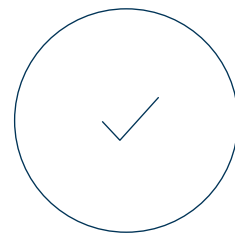
At the heart of the Vidispine solution for automated media planning is AdAgent, our media buying automation and optimization engine. If campaign objectives from your clients contain **qualitative information** such as budget, target demographics, target ratings, flight periods, station / time band mix, placement preferences, AdAgent will ensure your clients get the most value from campaigns by providing a continuously **optimized spot booking schedule**, and maximize your return by increasing efficiency and profitability and **eliminating resource-intensive repetitive manual tasks**.

### How it works

AdAgent simulates and evaluates different buying scenarios, based on all available parameters, and provides you with the results such that you can quickly choose the optimum buying scenario.

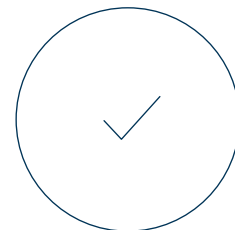


### Key Benefits



- Increase profitability by at least 2%
- Speed up time to market
- Improve customer satisfaction

### Key Facts



- Automatically generates media buy sheets out of your media plan
- Highly configurable rules engine
- Continuous improvement during delivery based on your campaign objectives
- Available in the Cloud and On Prem



- AdAgent receives the main parameters:
  - campaign objectives of the advertiser
  - inventory of the TV broadcaster
  - placement preferences
  - legal and corporate constraints and compliance guidelines
- AdAgent performs a fully automated simulation of buying scenarios, optimized against your KPIs.
- AdAgent delivers the results of the simulations including all spot placements together with analytics so users can clearly evaluate the projected results of different scenarios.
- AdAgent continuously optimizes campaigns via APIs as any parameters are added or changed.

## Staying in Control

With a powerful rules engine, **over 100 predefined rules** can be customized to your values, both as hard constraint and best effort, to ensure spot placement scenarios fit your requirements. In combination with those rules you can also configure your own **targets**, whether increased efficiency or campaign fulfillment, the focus is on your goals. AdAgent ensures you **optimize your profitability** by increasing target efficiency or reducing cost per GRP and evaluate the result in KPI dashboards.

## Continous Optimization

With the implementation of **Artificial Intelligence** the need to manually track your estimates is eliminated and ratings are forecasted instantly. Post ratings flow back into the system developing an environment of ongoing spot placement optimization regarding your campaign goals. With these insights spots are deleted, added or shifted automatically and an optimized media buy sheet is generated based on the latest available data.



**AdAgent** as a fully integrated solution can push boundaries for accelerating your business and exploring new business models.

You have questions, need information or a contact?  
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**AdAgent**  
Media Buying Automation  
& Optimization