

Media Use Case Ad Sales Analysis

Our Ad Sales Analysis App enables Ad Sales Executives to analyze sales performance across both Linear and Digital lines of business (LOB). With this app, Sales teams can track critical performance indicators, compare performance vis-à-vis annual targets, drill down to check sales numbers for a specific agency or a show.

Key Performance Indicators

- Sales performance vis-à-vis target
- Sales performance by business division, industry or agency
- Revenue distribution by properties
- Revenue contribution of Linear and Digital LOBs
- Impressions by the time of the day

Users

- Ad Sales Agents
- LOB Managers
- Sales Leadership Teams

Benefits

- The app provides all the sales data at the user's fingertips, so they don't have to go through multiple reports to analyze sales performance
- It enables them to drill down, slice and dice the data to gain insights into performance of a specific ad property or an agency
- It empowers them to strategize better by providing accurate and consolidated view of the business across dimensions
- It improves productivity by eliminating manual work of consolidating data from across sources, taking notes and e-mailing findings
- It helps users identify sales trends and respond better to ever changing business landscape

About InfoCepts

Since 2004, InfoCepts has enabled leading companies like UBS, Nielsen, GE and Bayer to derive value from their data. Recently featured in Gartner's Market Guide for Data Science and Machine Learning Service Providers, our 750-strong pool of consultants has expertise in 60+ Business Analytics and Information Management technologies. Our BA-IM specific development methodologies and the differentiated expertise of our multi-award winning DV team help us deliver solutions that derive maximum value from enterprise data. Every day over 70,000 users across industries use analytics solutions developed by us to make better decisions.

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