



Our mission

Help the world's largest media publishers monetise their content more effectively and efficiently

Voiro is a Software-as-a-Service (SaaS) company based in Bangalore, India. We build monetisation technology for advertising and subscription-based businesses. Our customers include some of the largest media publishers in India and abroad.

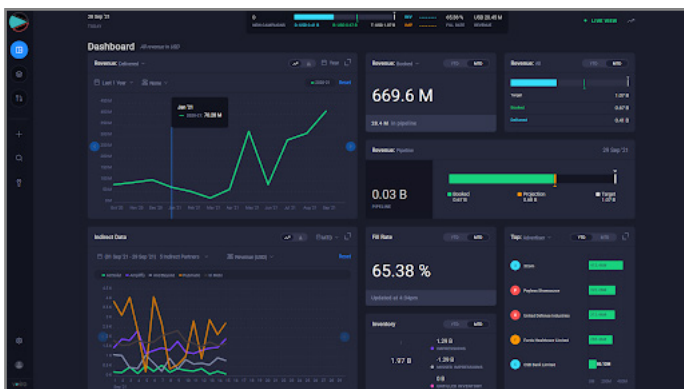
Build A Better Monetisation Engine With Voiro

Voiro works with four types of teams at large publishers: ad operations teams, media sales teams, finance teams, and strategy teams and CXOs. Across these teams, we help our users:

- Sell better
- Price better
- Focus on what matters
- Bill faster

Voiro For Ad Operations Teams

Voiro integrates with your ad-serving and programmatic stack, giving you the ability to fully automate your ops workflows. Automation rulesets, presets, risk alerts, and a comprehensive campaign monitoring suite give users access to immediate and accurate data. With one-click reporting and campaign setup, we save our users several hours a day



Voiro for ad operations teams

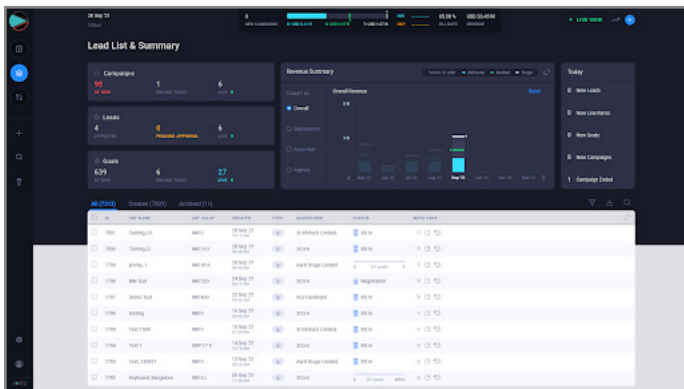
and reduce manual error.

Voiro's reports, drilldowns, and alerts help ops teams focus on revenue. We drastically minimise under or over delivery, greatly protecting your revenue.

Voiro For Media Sales Teams

Voiro makes life simple and powerful for ad sales teams. We give individual sales users and sales managers the ability to:

- Analyse and track targets, pipeline, and revenue
- Manage leads, meetings, contacts, and other workflows with ease
- Spot stories in their data
- Access single-click datasets to help customers



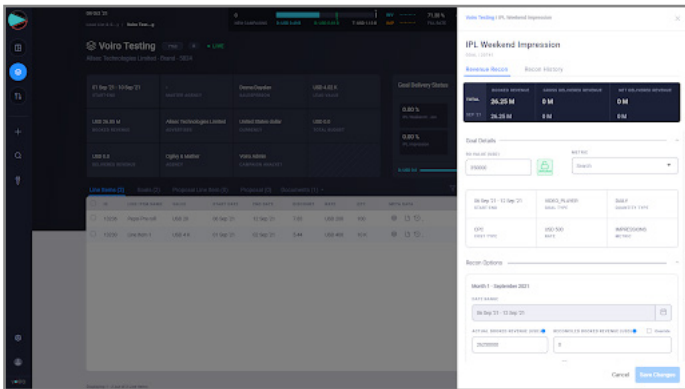
Voiro for media sales teams

...all of this in an interface that is light, visually delightful, packed with insights, and offers an elevated all-round experience.

Voiro For Finance Teams

Voiro is your single source of revenue truth. Your CFO and finance teams will immediately benefit from:

- Lightning fast billing cycles - thanks to Voiro's ERP-ready datasets that

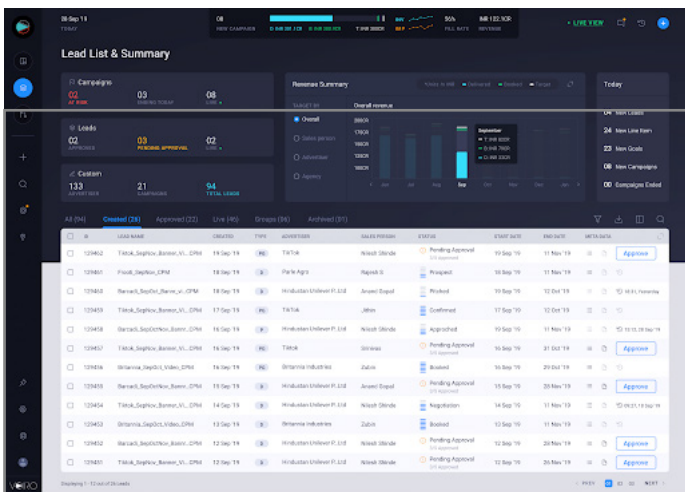


Voiro for finance teams

can automate billing and all associated validations

- Accurate revenue data to analyse as well as support billing
- Faster time to money
- Clean, auditable data as a result of automated workflows

Voiro For Strategy Teams And CXOs



Voiro for strategy teams and CXOs

Voiro creates value for CXOs and strategy teams in two ways. First, we offer a single window of all things revenue, giving CXOs a transparent and accurate view of the entire business. Second, by enabling your teams to focus on growth and shift gears instantly, we give your organisation the freedom to experiment with strategies and be nimble.

India's Largest Publishers Use Voiro To Monetise Better

Our customers are some of the largest owners of online ad inventory in India and abroad, across the OTT and e-commerce verticals.

We help their sales teams sell better.

Voiro identifies upcoming opportunities via



Are you a publisher
looking to monetise
your digital content
more effectively?

Talk to your Voiron sales
representative or write
to us at
contact@voiron.com
today.

our buyer recommendation engine and alerts sales teams to audience cohorts that are in extremely high or low demand, via our audience intelligence module.

We help strategy teams price better.

By delivering insights into sales conversations and negotiations, analysing historical datasets and patterns of price indicators, and giving them complete central control over pricing and rate cards.

We help ad operations teams focus on what matters most.

Voiron automates the majority of campaign setup (even more so where multiple ad servers are involved), alerts ops teams to risks in delivery and revenue, and replaces traditional Excel-based analytics with powerful dashboards, reports, and insights. We raise the standard of operations teams, elevating them from day-to-day work and helping them make a real impact on revenue.

We help finance teams bill incredibly fast.

By delivering a reliable, accurate, real-time view of revenue, we've seen our customers' billing cycles drop from 10 days or more to a matter of hours.



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