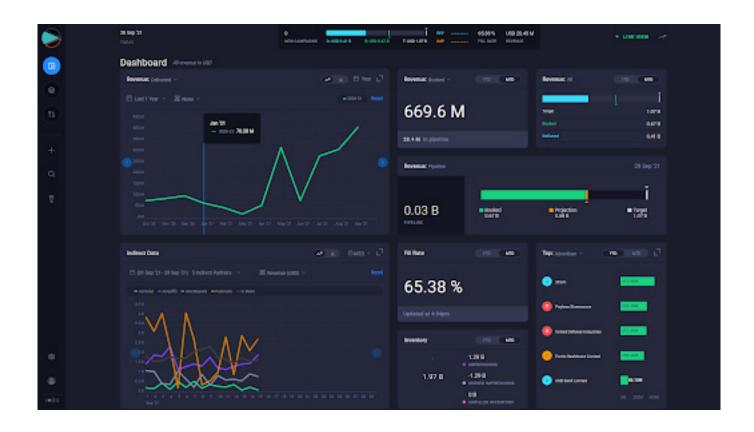AdOps teams managing large ad inventories face several different challenges in their traditional ways of working. They often work with several parallel campaigns on different ad servers. This makes it harder for them to track consumption and delivery metrics, often requiring them to navigate disparate UIs and complex reports.

Worse still, **this way of working leads to quantifiable risks for their businesses**. Revenue risks need to be manually calculated. Managing and tracking inventory distribution is tedious. And it can be nearly impossible to get a top-down picture of delivery; to know what campaigns are on track and which ones need corrective action.

The outcome? Inefficient ad operations. Too much time is wasted on data entry and reporting. Too many excel sheets. No clear answers to tough questions. **Large publishers can't afford to work this way**.

ABOUT
Voiro.com

FOLLOW
/company/voiro

READ
Voiro.com/blog

Order Management With Voiro

Voiro's Order Management System helps publishers and advertisers manage and track their ad campaign pipeline more efficiently. We work with most of India's largest publishers in the OTT and e-commerce spaces, helping their AdOps teams be more data-driven, saving them several person-days of effort each month via automation, and driving greater visibility into their delivery and risk metrics. In short, **we take all the manual effort off their plates and replace it with access to powerful data, metrics and insights, elevating them to their efficient and high-performing best**.

How Do We Achieve This?

Voiro is ad server agnostic, letting publishers push ads to all the different ad servers that they work with, but also making them more operationally efficient with real-time information on delivery, risk and potential revenue losses.

The traditional way of pushing ad campaigns just doesn't work. With multiple levels of data entry on separate ad servers, it's a tedious, manual, error-prone process. With our OMS,

> With Voiro, you can push ads to all the different ad servers that you work with, making you operationally efficient with real-time information on delivery, risk and potential revenue losses.

ABOUT
Voiro.com

FOLLOW
/company/voiro

READ
Voiro.com/blog

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

Do your AdOps teams spend their time on data entry and reporting instead of managing business outcomes?

It's time to step up your game.

Talk to your Voiro sales representative or write to us at contact@voiro.com today.

users enter basic campaign details such as delivery and targeting details just once, choose the ad servers they want to push the campaign to, and leave the rest to Voiro.

We aggregate data from across your ad servers and layer it with organisation, analytics and intelligence. So your teams can spend their time on higher-level work: optimizing their delivery and fill rates, managing their risks, and understanding how they can improve their own business outcomes.