

Sales, AdOps, and Revenue teams in large media organisations rely on short-term or tactical insights and strategic insights for business growth.

Monetisation in a media organisation tends to look a certain way - it resembles the organisation in oddly interesting ways. The nature of content that is the organisation's fingerprint has a direct result in how audience patterns ebb and flow. The spending pattern of brands in the organisation's vicinity, along with the level of aggression that they put on display in their sales, pricing and solutioning result in a pattern of revenue that also ebbs and flows.

These patterns translate themselves into differences in the way these organisations approach growth, and the insights that lead to it. Sales, Ad Ops, and Revenue teams in large media organisations and OTT players depend on two types of insights to grow their business:

- **Short-term or tactical insights.** These are day to day numbers, closer to on-ground activity: pipeline status, targets, risk, delivery, pacing indicators, inventory availability, performance, and so on. Naturally, short-term insights become ever more valuable with speed, automation, and precision.

Strategic insights require teams to truly tap into the depths of their own data and exploring different cuts of this data.

- **Strategic insights.** Insights that help them make sound decisions for the future that tie in to the patterns of revenue and audiences that define their business. Category coverage, churn analysis, sector-wise pricing patterns, audience segment to brand or sector affinity, sector performance benchmarks, and more. In short, everything that lets an organisation spot outliers and opportunities for growth.

Unlike short-term insights, anything strategic requires teams to truly tap into the depths of their own data, exploring different cuts of this data across time, across audiences, and across advertisers. It's something that **all publishers know they need to do, but often struggle to achieve.**

## Why do publishers find this hard?

It's a reasonable question, but one that a lot of publishers struggle to answer, being too close to the problem.

First, many publishers still work with fully manual operational workflows. Their teams spend a majority of their time running the business and focussing on day-to-day



Manual operational workflows and poorly organised data results in badly stunted growth and low-performing organisations.

activities, and are unable to think about growth.

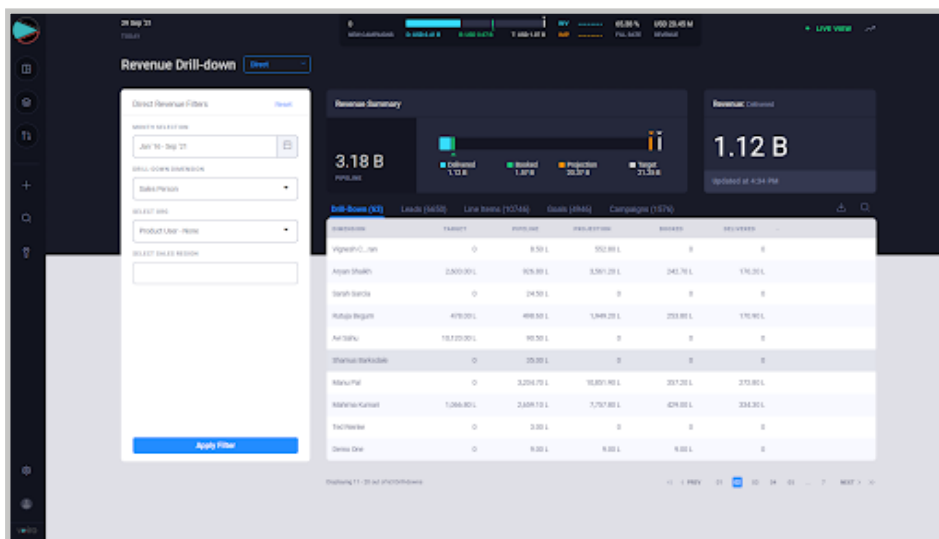
And second, publishers of all sizes work with an incredible diversity of data. However, much of this data is poorly organised. And these companies lack the specialised software that can help them see through this data to provide strategic insights to the right teams at the right time. With strategic insights, timing is everything. And timing is impossible to achieve without automation and a sound data cloud.

The net result? Badly stunted growth and low-performing organisations. Teams end up having to work harder as opposed to smarter. And organisations build heavy dependencies on their heavy-hitting salespeople and superstars instead of creating healthy systems that enable entire teams. **All this puts a major obstacle in the way of sustainable long-term growth.**

## How can Voiron help?

At Voiron, we've been working with most of India's largest publishers in OTT and e-commerce for several years. We help sales, operations, and revenue teams tap into strategic insights around the year, and our automation capabilities enable teams to be nimble and switch strategies with zero impact to their teams.





They use Voiro to help drive revenue growth in the following ways:

**Buyer recommendation:** To help sales teams locate the most likely upcoming opportunities

**Audience intelligence:** To locate audience cohorts that are in extremely high demand or in excess supply. We alert sales and ops teams well in advance with data backed insights, helping them price and sell better

**Category benchmarks:** To spot patterns in audiences and performances across aggregated advertiser sectors, alerting them to sectors that have a propensity to advertise

**Pricing analysis:** To understand and track upfront commitments and consumption patterns, study detailed long-term eCPM trends, and drive pricing and rate card decisions

**Product and Content performance:** To make better-advised investments in product decisions or content renewals using insights around revenue performance

If you're a publisher looking to monetize your digital content more effectively, or finding that your team is too focused on the day-to-day, it's time to step up your game.

Talk to your Voiro sales representative or write to us at [contact@voiro.com](mailto:contact@voiro.com) today.