

# Optimising SSAI for Publishers with **voiro**



Streaming platforms are facing an unprecedented surge in demand for SSAI (Server-Side Ad Insertion). As OTT platforms increasingly turn to SSAI to enhance ad performance and revenue, managing the entire ad monetisation workflow efficiently becomes a critical challenge. Video streaming platforms find themselves grappling with multiple ad servers, time-consuming data extraction, and manual workflows, leading to missed opportunities for analysing performance data and optimising ad campaigns swiftly.

In this whitepaper, we explore how Vairo's innovative solution streamlines the monetisation workflow for OTT platforms, empowering them to make data-driven decisions and drive significantly higher ad revenue through SSAI. We'll delve into the challenges OTT apps face and how Vairo's integration with SSAI revolutionises ad operations, benefiting streaming companies, their audience and advertisers alike.

## The Challenge: SSAI Ads at Scale

Managing SSAI ads at scale presents several challenges for publishers. Here's a snapshot of the key issues they face:

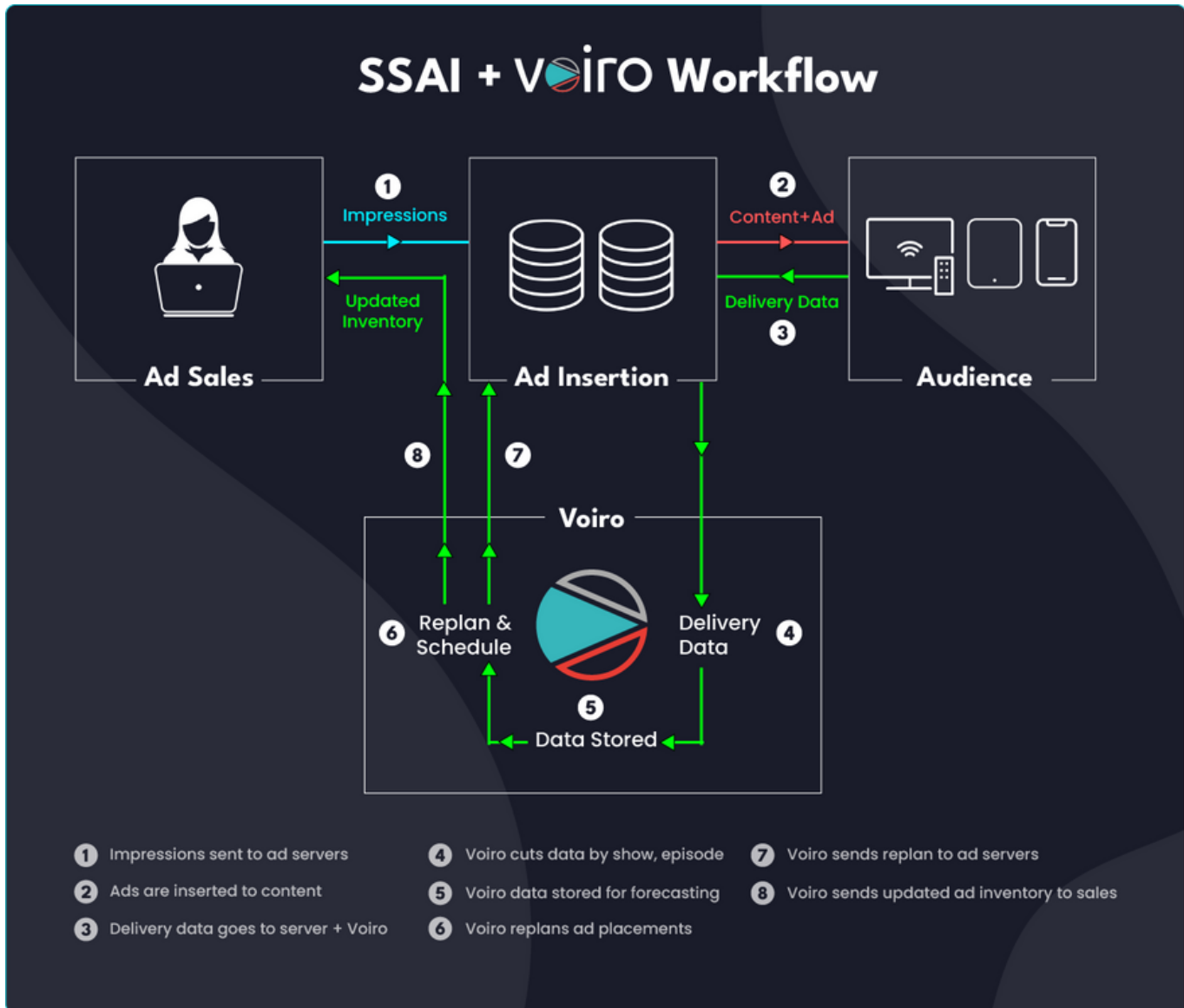
- **Manual Workflow:** Publishers rely on labour-intensive, manual workflows to manage SSAI ad operations, resulting in inefficiencies and delays.
- **Data Extraction:** Extracting performance data from multiple ad servers is time-consuming and typically occurs only once or twice a day.
- **Decision Delays:** The delay in accessing performance data and making ad placement decisions impacts ad performance and revenue generation.

## Vairo's Solution: Streamlining SSAI Ad Operations

Vairo's integration with SSAI addresses these challenges comprehensively, offering a streamlined monetisation workflow that benefits all stakeholders:

- **Ad Sales Integration:** As ad sales teams book impressions for advertisers, SSAI determines impression delivery.
- **Unified Dashboard:** Vairo integrates directly with all ad servers, quickly retrieving ad delivery versus booked data and categorising it by show, episode, day, week, and more.
- **Efficient Data Flow:** This data flows seamlessly into a unified dashboard accessible to ad ops, strategy, and executive teams, enabling rapid optimisation, replanning, and scheduling of upcoming ad slots.

- **Enhanced Forecasting:** Voiro stores historical data, empowering decision-makers to make more accurate forecasts and plans for future ad placements.
- **Real-Time Inventory:** Voiro maintains a real-time ad inventory dashboard updated with the latest delivery data, providing ad sales with a single window to identify available inventory and premium ad supply.



## Benefits of Voiro and SSAI Integration

- **Better Ad Planning for Episodic Content:** Publishers can create targeted ad campaigns with ease, automating setup on the SSAI ad server. Teams can also list episodes or matches for select targeting.
- **Run Multiple Sales Programs Concurrently:** Voiro's capability to host multiple rate cards concurrently streamlines sales teams' ability to review multiple sales deals simultaneously.

- **Efficient Planning and Tracking for Live Matches:** Ad teams can efficiently track delivery against booked impressions, comparing delivery data against episodes, matches, or campaigns. Vairo's solution also automates replanning in the case of live matches.
- **Premium Advertiser Experience:** Publishers can offer advertisers a seamless experience with an analytics portal, ensuring data transparency and high-speed reporting. This approach maintains complete control over the ad delivery process.

## Conclusion: A Win-Win-Win Scenario

In conclusion, Vairo's integration with SSAI not only helps publishers scale video monetisation through automation and intelligence but also enables them to use real-time data for effective optimisation decisions, resulting in significantly higher ad revenue. Optimised ad performance also drives better RoAS (return on ad spend) for advertisers and all of this happens without interrupting the audience's viewing experience. This win-win-win scenario benefits publishers, advertisers, and the streaming app audience, ensuring a brighter future for SSAI ads in the world of streaming.

*To know more about Vairo's complete ad monetisation suite and how we can help optimise your SSAI ads, please write to **[abash@vairo.com](mailto:abash@vairo.com)***

