

DON'T LEAVE MONEY ON THE TABLE

How SupplySense Maximises Your Ad Revenue Potential

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Imagine This

Imagine this. You are in charge of your ad supply management system and are just short of your monthly revenue goals. You need to know if you can sell remaining inventory to make the targets. And you need to know now.

Only, it will take a few days for your team to get the relevant data to you and for you to decide what to sell and who to sell to. Result: you miss your targets. Missed opportunities can lead to revenue loss for an e-commerce company. So, it is crucial to eliminate blind spots in how an organisation manages and allocates ad inventory.



The Problem with Ad Inventory Management

When your business expands, managing ad inventory manually is like building a tower of cards in a hurricane. It's complicated, error-prone, and wastes inventory. Scaling operations become impossible, and your business fails to reach its optimal revenue potential.

Most e-commerce companies struggle with maximising ad inventory impact. In fact, maximising your ad inventory is like juggling three balls in the air: driving merchandise sales, first-party ads, and third-party ads. It's a tough balancing act that can leave your adops team feeling overwhelmed. Crunching numbers, updating spreadsheets, and generating reports can chew up time and make you bite your nails in frustration.

It is fair to say that real-time tracking is vital for sales teams to make informed decisions on the fly. But managing ad inventory manually is like driving in the dark without headlights. Blind spots and missed opportunities to target and price inventory accurately lead to lost revenue.

The Problem with Ad Inventory Management

Setting the right price for ad inventory can be like trying to hit a moving target blindfolded. To maximise revenue, you must factor in competition, market demand, and acquisition costs. But managing ad inventory manually is like calculating your taxes with a pen and paper. It's time-consuming, complex, and leaves room for errors.

Predicting future demand is tough. Historical data may not always be reliable, especially for seasonal products or new product launches. Forecasting demand inaccurately can lead to pricing and targeting challenges that result in missed revenue opportunities. Managing ad inventory manually is like trying to forecast the weather with a Magic 8-ball. It's unpredictable, inaccurate, and hinders revenue growth.

And as an e-commerce business, you use your own CMS to deliver promotions and ads. You need a layer of supply intelligence over your CMS to help you place ads in the best possible spots for maximum impact, and also to scale your business by maximising your inventory smartly.





The Power of Efficient Ad Supply Management

E-commerce businesses need real-time inventory insights to achieve optimal revenue growth. Like a well-oiled machine, businesses must ensure that they have enough inventory to meet the demand from advertisers without wastage.

The process of managing ad inventory is people-dependent and largely a manual affair. Manual workflow hinders ad sales reps from making data-based decisions in real time and acting fast to match market dynamics and trends.

What ad sales lacks is a co-pilot that understands these variables and automates most tasks based on instruction. And here's another point, ad servers are not privy to market dynamics for direct sold inventory. With ad sales reps swimming against so many tides, it becomes near impossible to achieve hundred percent inventory allocation across preferred verticals.

Effectively managing ad inventory is like conducting an orchestra, ensuring that all players are in sync and hitting the right notes, leading to maximum revenue potential.

Real-time inventory insights help businesses avoid overselling or underselling their inventory, leading to a better pricing strategy. It's like playing darts with precision, hitting the bullseye with accuracy, and optimising profits.

Moreover, real-time insights help e-commerce companies better target their ads to specific users. It's like having a GPS device that directs you to the right destination, using user behaviour and demographics data to show ads to the most relevant users, increasing ad engagement and conversion rates.

Lastly, **yield management** is crucial for e-commerce businesses. Having real-time inventory intelligence insights helps maximise ad placement utilisation, GMV, and pricing. It's like a farmer harvesting crops at the right time to get the best yield, leading to optimal revenue growth.





Tailor-made Solution to Manage Ad Inventory

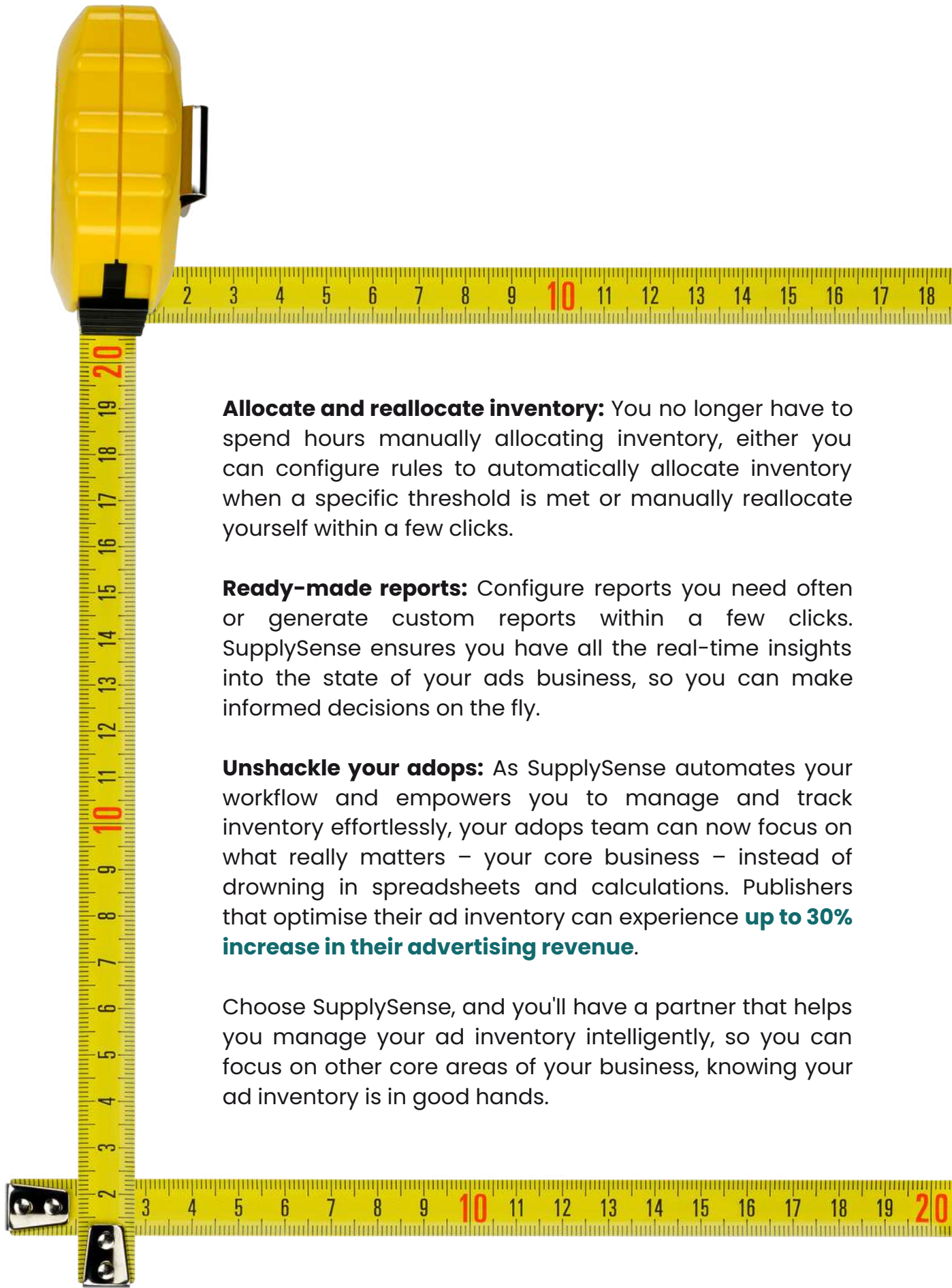
As a business leader, you need a solution that can help you manage your ad inventory efficiently to maximise revenue potential. SupplySense offers just that. With SupplySense you can:

Ensure optimal utilisation of your inventory: You can save time during ad sales cycles with quick ingestion, simple visualisations, and automatic allocations, giving your team more time to focus on other critical tasks and help them achieve **100% inventory utilisation** resulting in a significant increase in ad revenue

Automate workflows: Enable your team to control demand and supply in real-time, making your ad inventory management process more streamlined and efficient that drives **5X more productivity** without increasing workload.

Make decisions on the fly: Real-time insights are crucial when it comes to ad inventory management, and SupplySense provides actionable insights in real-time on what to sell and for how much, enabling faster sales. Besides making data-driven decisions, SupplySense allows you to **reduce wasteful spending by 50%** by eliminating low-performing ad placements.

Real-time inventory data in one window: SupplySense gives you a bird's-eye view of what inventory is available and where inventory has been allocated.



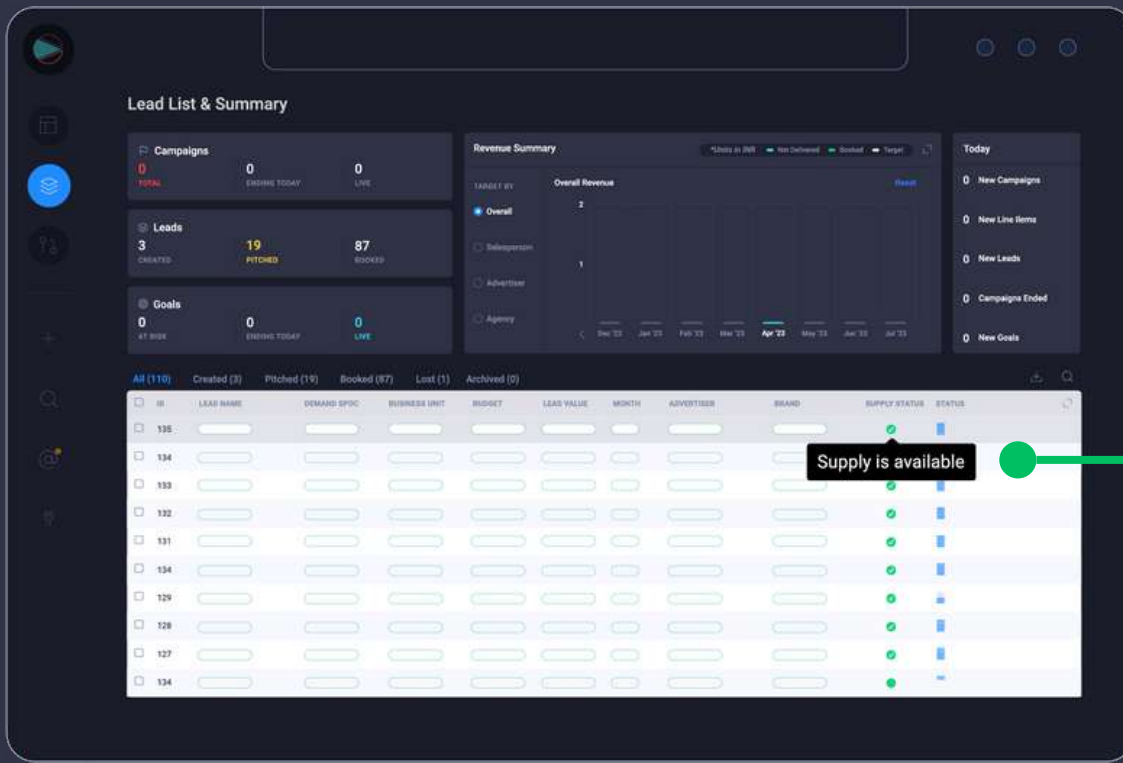
Allocate and reallocate inventory: You no longer have to spend hours manually allocating inventory, either you can configure rules to automatically allocate inventory when a specific threshold is met or manually reallocate yourself within a few clicks.

Ready-made reports: Configure reports you need often or generate custom reports within a few clicks. SupplySense ensures you have all the real-time insights into the state of your ads business, so you can make informed decisions on the fly.

Unshackle your adops: As SupplySense automates your workflow and empowers you to manage and track inventory effortlessly, your adops team can now focus on what really matters – your core business – instead of drowning in spreadsheets and calculations. Publishers that optimise their ad inventory can experience **up to 30% increase in their advertising revenue**.

Choose SupplySense, and you'll have a partner that helps you manage your ad inventory intelligently, so you can focus on other core areas of your business, knowing your ad inventory is in good hands.

How does SupplySense Benefit your Ads Business

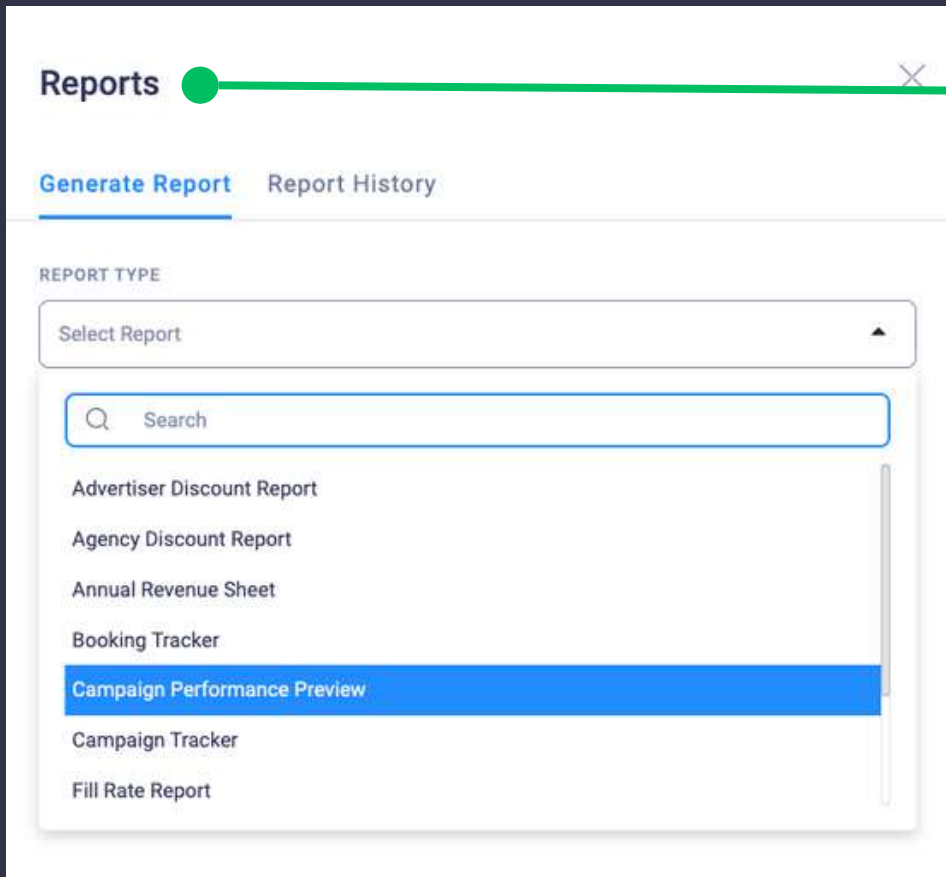


Real-time inventory management: SupplySense helps you keep track of your ad inventory in real-time and get insights into how it's performing.

The 'Release Allocation' form includes the following fields: PROPERTY (HP-GOLD), DATE (01 Mar '23), QUANTITY (4,400), FROM BUSINESS UNIT (Open Allocation), and TO BUSINESS UNIT (Home Furnishing). A 'Reset' button is located at the top right of the form.

Easy reallocation: If a channel isn't performing well, through SupplySense you can easily reallocate your ad inventory to other channels to optimise your results.

How does SupplySense Benefit your Ads Business



Advanced reporting: SupplySense allows you to easily configure reports on ad inventory performance, including impressions, clicks, conversions, and more for instant download.

No Need to Sit on the Fence

We understand that investing in a new solution like SupplySense can be a big decision. Here are some common objections we've heard and why they shouldn't hold you back:

- **"It's too expensive."** SupplySense is priced competitively and can help you increase your ad revenue, making it a smart investment.
- **"It's too complicated."** SupplySense is designed to be user-friendly and intuitive, so you can start using it right away.
- **"We already have a system in place."** If your current system isn't working well, it's time for a change. SupplySense can help you optimise your ad inventory and get better results.

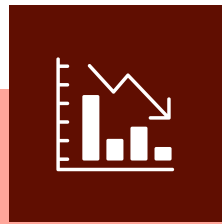
Its very expensive!

Its complicated

What we do, works



The Cost you are Paying



If you continue to manage your ad inventory manually, you're missing out on potential revenue opportunities and risking wasted ad spend. You're also likely spending more time and resources on ad inventory management than necessary, which can be a drain on your business.

Why you Should Act Now



Did you know that companies lose an average of \$9.5 million annually due to poor ad inventory management? Don't let that happen to you. Act now and start optimising your ad revenue with SupplySense.

See it for Real!

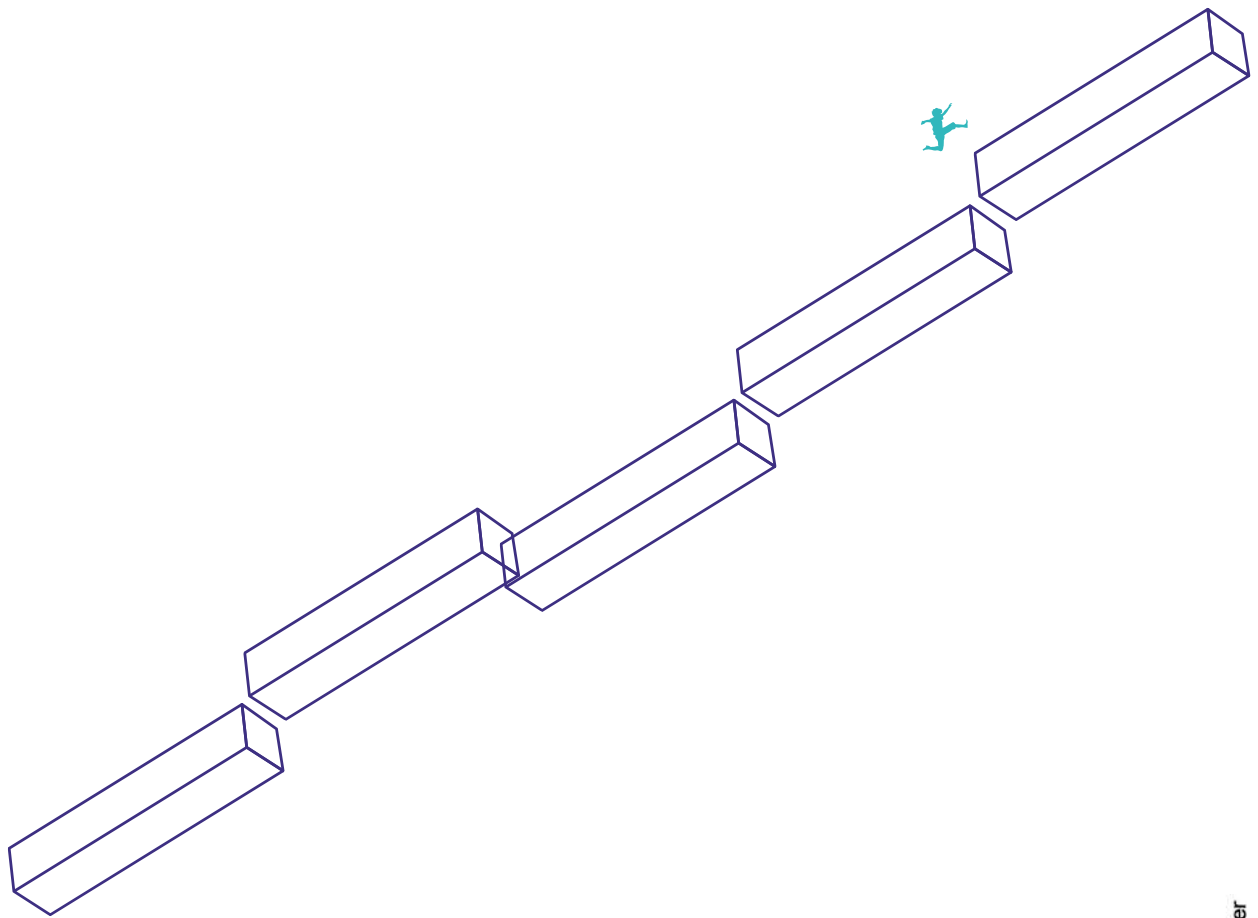


Ready to learn more? Contact us today for a quick demo and find out how India's biggest e-commerce companies manage their ad inventory on SupplySense. Don't wait - start maximising your ad revenue today.




Who Are We

Voiro builds a technology product focused on publisher profitability. Our Order Management System significantly automates ad operations, manages all the data needed to make revenue-generating decisions, and keeps costs low. Interested in building a more profitable ads business? Talk to us today.



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