

## Your Direct Media Sales Channel



### *Do you recognise any of this?*

- You are under increased pressure to reduce your costs of sales and to increase revenue.
- New customers are expensive to find and service.
- You are looking for more liquidity in the market to grow ad revenue.

***eDIRECT = Your own branded online electronic media sales channel, enabling you to reach more and better service direct advertisers, to deliver your business incremental sales revenue.***

### *You probably wonder how we do this...*

- Our web service enables a long tail of advertisers to buy from you directly, 24/7.
- Our SaaS trading solution is branded and marketed by you, on your existing websites.
- You can sell on a fixed price basis, accept negotiated deals or even run media auctions.
- You can sell individual media, packages or let the buyer create their own packages.
- We provide a secure online credit card payment model and a range of merchandising tools to promote your special media offers. We can also provide copy management tools.
- Our platform categorises and securely stores your media inventory. Media bookings are sent to you digitally straight into your inventory management and booking systems.



### *...and what are the benefits to your company?*

- ✓ You can reach a new group of direct advertisers in a cost effective way.
- ✓ You can sell online to any market 24/7.
- ✓ These incremental sales are delivered digitally with much reduced administration.
- ✓ Our service compliments your sales team and call centre.
- ✓ Scalable across all media brands, sectors and sales territories.

### *So why us and why now?*

- We specialise in delivering fully hosted media trading and transacting technology (SaaS).
- We have spent the last 4 years delivering media trading and transacting technologies.
- Speed to market - delivery within 3 months of contract.
- We share your risk. Our pricing is performance based, so this is a very cost effective new route to market for your business, with no requirement for any CAPEX sign off.
- Our wider range service enhances your existing trading relationships by smarter communication and less administration.