

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

- You are under increased pressure to reduce your costs of sales and to increase revenue.
- The more frequently you connect and communicate with the media market, the better the results.
- Media booking information is everywhere, and often nowhere, which means multiple manual data entries prone to errors. This is a poor use of your company's time and resources.
- The more face to face sales time with buyers, the more business you will win.

***ePROFESSIONAL = A comprehensive suite of cross-media transacting and trading tools that helps your business deliver more profitable sales revenue.***

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

- Our central database systematically categorises, securely holds and describes all media types.
- Our community tools enable buyers and sellers to connect with each other to buy/sell media, send and receive briefings or messages to facilitate better business.
- Our transaction service enables press and cross media bookings that are negotiated on the phone, email or on contract to be agreed and processed digitally.
- Our optional trading tools allow buyers and sellers to agree deals in private negotiation rooms, manage briefings and media options, merchandise and market media offers in our marketplace and even run media auctions.
- We provide a range of interactive merchandising tools including media alerts to promote tailored media offers to specific buyers and buyer groups.
- All live activity and trading history is stored in the media manager (a digitalised "day book").



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

- ✓ You will dramatically reduce the time spent on admin across your business, delivering a higher margin service.
- ✓ Smarter networked conversations and better relationships.
- ✓ Real time reporting giving you more control.
- ✓ Your team will be more informed and better organized.
- ✓ More face-to-face sales time.

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

- We have spent the last 4 years delivering fully hosted media trading /transacting technology (SaaS).
- Our service is already being used by the UK's largest publisher, advertiser/media agencies.
- We share your risk by offering a performance based price model.
- Ask us about how our **eENTERPRISE** service can help move your booking information seamlessly across your business, to provide you even more cost savings and greater control.