



SheKnows Puts Operative.One at the Core of a Growing Digital Ad Business



“I believe, because of Operative.One, the company is more accurate and more efficient from **sales to delivery to billing**. At this point, we couldn't live without Operative.One.”

– Michael McFadden, Senior Director of Revenue Operations, SheKnows

SheKnows Media is a top women's lifestyle digital media company, with more than 70 million unique visitors per month and 318 million social media fans and followers. They operate a family of leading media properties that include Sheknows.com, BlogHer.com, STYLECASTER.com, and HelloFlo.com.

With a mission of inspiring women, their end-to-end suite of premium branded content and influencer marketing solutions generate nearly 1 billion ad impressions per month (sources: DFP), allowing brands to distribute authentic content and integrated advertising at scale.

When Mike McFadden came to SheKnows to head their ad operations, the company was in the process of merging several brands including recently acquired company BlogHer. The women's lifestyle media company had access to Operative.One, but hadn't taken full advantage of the platform.

Problem

Without Operative.One, the company had trouble tracking from planning through delivery. The company needed a way to immediately plan out what they were selling and see if it was connecting with clients - from products and prices to quality and brand safety dimensions. What's more, the company needed to integrate ad delivery more closely with sales and CRM and billing. Many teams were still relying on spreadsheets and other manual processes prone to errors which also required a lot of manual data entry across disconnected systems.

That's when they turned to SintecMedia to implement **Operative.One**, an order management system, that allows them to **see all available inventory, enable all demand and supply in one product catalog, and automatically calculate accurate invoices**. The results were impressive.

Solution



Mike had experience working with Operative.One before and felt that it offered the most automated, scalable solution on the market. His first step was to connect Operative.One to processes across teams to create a single workflow and “single source of the truth.” After linking to their CRM system, the company had much for planning, sales and delivery.

- Create accurate proposals
- Adhere to client and company guidelines quickly, such as being able to check a single box to apply certain quality of viewability standards
- Delivery was finally able to analyze and optimize without the use of so many spreadsheets
- Billing could reconcile quickly

Outcome



With Operative.One fully up and running Mike’s team could focus on forecasting and yield optimization. Mike’s ad operations team aggregated information through Operative.One in order to be able to test and learn through YieldX and other systems. For example, Mike’s team can now use Operative.One to understand viewability across an entire media buy and optimize for both the client and the media brands in a single platform.

What’s more, the SheKnows team can much more accurately forecast how much money they can expect to make from various campaigns and configurations and push those insights through to other systems automatically. Forecasting in this way is not only helpful for planning and sales, but for delivery and optimization as well. Mike’s team now has what they need to look ahead, test and analyze in a streamlined process. The team can also easily track what is being sold and identify gaps and opportunities between demand and supply.

To learn more about Operative.One, visit www.sintecmedia.com/operative-one/