



OPERATIVE

INFO SHEET



THE OS FOR AD REVENUE. SELL, EXECUTE, BILL THROUGH A SINGLE SYSTEM

Do you struggle with maximizing yield across channels, creating bulletproof inventory and pricing strategies, streamlining tracking and billing? These are the backbone of a successful advertising business. Operative knows this and understands how you operate now, and where you want to be in the future, and has built the Operative Digital Platform for you to succeed today and tomorrow.

We provide the number one operating system for top digital media companies around the world including:

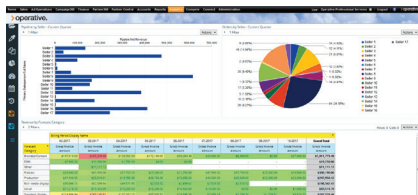


OPERATIVE.ONE BUSINESS MANAGEMENT BENEFITS

- Package inventory and use Pricing and Approval rules to maximize yield
- Robust Campaign Management tools across 1st Party, 3rd Party, Viewability and Social Media sources enable 98%+ fulfillment
- Open API architecture powers integrations across your tech stack, including SFDC, Boostr, DFP, AppNexus, FreeWheel, Yieldex, MOAT, Adjuster, Index Exchange, SpotX, and many more
- Full audit compliance for your digital business
- Manage all channels in your yield curve, from Branded Content, to Programmatic Guaranteed and Open Exchange in a single view.
- Create Premium Marketplaces and streamline Agency Buying via our unique Connect EDI process



STRONG AND PROVABLE ROI



- Grow CPM up to 14x the industry average across direct and indirect revenue channels
- Aggregate your delivery and collect 98% of your booked revenue
- Empower operations to process 130% more work every month
- Bill your clients within 2 business days of period close
- Reliable and scalable implementation ensures you are up and running when you need to be