Business Advantages of BIAnalytix™

The next-generation platform

that powers Omnichannel

advertising transformations

Decentrix®

1 Data Governance

The BIAnalytix™ platform delivers AI-powered Omnichannel optimization by consolidating fragmented enterprise data that enable sophisticated media workflows powered by machine intelligence.

According to industry research*, data will take priority in nearly all enterprises in 2023, with nearly 93% of company executives having new data initiatives and projects planned. This research further showed that 75% of executives from these enterprises were focused on improving data quality and 65% investing in data-management technologies.

How does one objectively improve data quality without a clear intended use? Furthermore, if use cases and quality are ambiguous, then how does one meaningfully invest in appropriate data-management technologies?

With decades of practical experience, Decentrix has proven that a robust data governance scheme focused on a flexible data model that supports diverse media requirements is essential. Such governance is not led by technology trends and technical work practices, but rather by business imperatives within the evolving media landscape.

Media companies find themselves in a complex, multi-media world managed by an array of fragmented systems, each with workflows plagued by discrepancies of different business rules, priorities and work practices - all directly impacting revenue.

The BIAnalytix™ platform delivers Omnichannel campaign optimization with yield management, by consolidating, cleansing, organizing, and analyzing fragmented enterprise data. This platform powers sophisticated yet streamlined, media workflows using machine intelligence.

Tamr, Inc. and Propeller Insights – December 2022

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AI4*Media*™

Decentrix was the first to apply Machine Learning to both inventory utilization and sales forecasting for optimizing yield with BIAnalytix™ using powerful in-house technologies and data-models designed specifically for media-diverse enterprises.

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AI4*Media*™

Decentrix was the first to apply Machine Learning to both inventory utilization and sales forecasting for optimizing yield with BIAnalytix™.

We did it years ago – way before all the AI hype.

This is why our Omnichannel Order Management System sets the standard for revenue maximization in media-diverse enterprises.

One day, this will be the norm.

However, until that day, our clients will be enjoying streamlined AdOps across all their properties.

The power of BIAnalytix™ with AI4*Media*™ has already transformed our clients' workflows and advertising revenues way beyond what chatbots have thus far demonstrated.

Consider optimizing five campaigns each spanning four weeks and making use of four spots of inventory? That's 80 possibilities, right? Easy!

Well, in the current way of thinking that number might be in the right ballpark.

You see, the calculation is actually *"how many combinations of 16 can I choose from those 80 possibilities"*.

For this example, you'll find there's 550 quadrillion possibilities! Which are optimal?

Even this trivial example creates challenges well beyond the capabilities of any human mind. Now add several other ad delivery platforms and you'll quickly realize that the future of media optimization without AI is futile.

3 Harm to Others™

BIAnalytix™ helps Sales and AdOps optimize the money a deal makes by surfacing the liability for every other affected campaign, thus enabling better decisions that balance client revenue and service delivery.

Remember those days when it used to be about getting those ad dollars before your competition?

Inventory management was an afterthought. It was simpler, just one advertising delivery platform, one measurement. As more advertising platforms emerged, audiences fragmented, competition grew, measurements increased, campaign complexity increased, prices and ad budgets came under pressure.

As a result, everyone had to get more value from the audience, campaigns had to be optimized across all available audiences, and deals had to make financial sense.

And now you had to evaluate the success of one deal against the harm that it could cause to others.

Harm to Others

The real question is – "*can I take that order?*" *and "can I deliver it effectively across all the ad platforms that my customer wants?*"

BIAnalytix™ surfaces the impact of your deal decisions for all campaigns as it optimizes them across all ad delivery platforms in real-time.

Complexity simplified, delivery assured, operating efficiency enhanced, liabilities dissipated, and revenues opportunities maximized.

Automatically. Coordinated as part of a streamlined workflow.

4 Single Pane of Glass

On a single screen, BIAnalytix™ enables Omnichannel orders to be entered, evaluated, and managed in one place.

Single Pane of Glass

Removing operational friction reduces expenses and provides a foundation for ongoing revenue maximization

Advertising clients expect to buy both linear and digital deals with spots and impressions across all your platforms with an integrated deal, achieving optimum value, minimizing sales friction, and in real time, all with an SLA.

However, in today's complex Omnichannel sales world advertising staff spend 15% of a typical work week entering and managing campaigns across an average of nine software systems. This burdens the sales process with friction, as each system functions independently, unaware of their peer systems and workflows. Correspondingly, the enterprise remains fragmented and inefficient, without interlocking operational goals, and counterproductive pricing models. This imposes manual processes, the propagation of traffic-centric business practices, uncontrolled frequency caps, poorly stewarded campaigns, inconsistent reconciliation billing, and poor profitability analysis - all resulting in revenue leakage.

While there is a temptation to double down on the never-ending treadmill of operational efficiency to save money, a far more viable alternative is to consolidate enterprise data for intelligent insights. By effectively integrating data from these fragmented systems, workflows become streamlined, manual efforts are largely eliminated, and operational efficiency is restored.

BIAnalytix™ enables advertising deals to be entered, evaluated, and managed in one place. As expected, it also delivers comprehensive recommendations, analytics, visualizations, and insights on a single pane of glass, at your desktop or on any mobile device.

In the office, or on the road. Up to date, interactive, transparent, and accurate. Your entire business is now at your fingertips.

5 Mobile Operations

BIAnalytix™ enables Omnichannel campaigns to be entered, evaluated and managed in the office or on the road using your mobile device.

Mobile Operations

The pandemic taught us that being connected meant that remote work was a real change in the workplace paradigm. Through this process, the industry learned that many legacy sales and traffic systems were simply not geared to handle modern devices such as laptops, tablets, and mobile phones. In fact, their idea of remote operations was simply to relocate your desk at the office to your home with basic connectivity.

Today, there is a generational expectation of being able to do work from anywhere, at any time, using any device, and getting work done with instant feedback.

BIAnalytix™ was designed from the ground up to enable workflows to align with the goals of corporations and users alike. We focused on enabling Omnichannel campaigns to be entered, evaluated, and managed on mobile devices or desktops, at the office or from anywhere.

Booking Omnichannel advertising campaigns online and in real-time delivers advertisers and sellers frictionless real-time trading. That leads to more accurate campaign delivery, increased client satisfaction, and revenue growth.

6 Auto Stewardship™

BIAnalytix™ automatically stewards Omnichannel campaigns for optimal delivery and revenue opportunity regardless of their complexity or audience fluctuations.

Auto Stewardship™

Today's campaign stewardship processes are powered by manually generated estimates and "best-guess" adjustments. This approach fails to effectively manage over- and under-delivery. Furthermore, it fails to adjust campaign performance across all advertising delivery platforms in a way that respects all active campaigns and their billable revenues.

Campaign under-delivery creates liability by replacing future revenue with no-charge makegoods. Over-delivery steals valuable audiences that should be monetized by other campaigns. The devaluation of audiences and the creation of financial liabilities mean manual stewardship is no longer economically viable.

The complexity of delivering effective stewardship for all campaigns is beyond the capabilities of current sales and traffic systems. They simply focus on placement rules that use inventory but cannot optimize campaigns based on their agreed upon currency.

Effective stewardship generates accurate delivery forecasts for all proposals and campaigns. These forecasts take the guesswork out of the stewardship process and provide immediate feedback to adjust campaign delivery.

Auto Stewardship™ uses artificial intelligence to immediately produce accurate up-to-date forecasts based on the billable currency of each individual campaign. These forecasts are then used to automatically generate specific recommendations directing downstream systems on how to update campaigns for optimum delivery generating maximum business revenue.

7

Optimal Inventory Allocation

BIAnalytix™ optimizes the availability and use of inventory across advertising campaigns to ensure the right audience, for the right price, on the right platform.

Optimal Inventory Allocation

Media sellers are limited in their response to Omnichannel campaigns because of their reliance on multiple, single media, legacy sales systems. The only way that sellers can respond is by manually cobbling together inventory options from disconnected inventory pools into a single, buyer-facing campaign.

This manual process is error prone, staff intensive and creates confusing scheduling conflicts with multiple invoices, all of which complicates the sales workflow. As a result, advertising inventory is often undervalued, wasted, and incorrectly allocated, leading to lost revenue compounded by buyer dissatisfaction.

The solution is to integrate all sales systems. This normalizes the organization's inventory pools and sales methodologies under a single, actionable set of business rules. This enables dynamic inventory allocations and optimized audiences across diverse advertising delivery platforms.

It streamlines workflows across sales systems by addressing the two fundamental inventory issues challenging each Omnichannel provider. *"How much total inventory is available to sell?"* and, *"What is the best way to monetize that inventory?"*

It optimally rebalances remaining inventory to reduce liabilities resulting from over-and under delivery of campaigns.

BIAnalytix™ optimizes the value of audiences and advertising opportunities by aggregating capacity and impressions across all your delivery platforms to enable optimal inventory allocations for campaign optimization and revenue maximization.

8 Impression Distribution

By intelligently managing both spots and impressions with sophisticated forecasting, BIAnalytix™ optimizes use of audiences and inventory to minimize campaign cannibalization and waste.

Impression distribution to maximize revenue and ensure quality advertising delivery for all orders is complicated by the fact that individual viewers can be targeted by many overlapping campaigns. However, when allocation decisions are being made, it's unlikely that much, if any business, will be on the books for a future period.

Therefore, it's not possible to know the exact future campaigns that will target a particular viewer with specific constraints. What is known are the contractual guarantees that may have already been secured for specific audience placements.

It's not uncommon for media sellers, regardless of platform, to contract with buyers for future impression delivery. Buyers may plan their campaigns and media buys upwards of 6 months in the future.

It is therefore necessary to ensure that accurate forecasting, segmentation, pricing, and inventory position is employed across all platforms in a unified manner to mitigate such risks.

BIAnalytix™ campaign optimization consists of two prime considerations. The first considers how a cross-media campaign's impression goal can be divided across platforms (mobile, digital, CTV, linear etc.) based on availability of target viewers on each platform. The second factors in the best set of delivery instructions for each specific platform to be constructed for delivering those goals within each platform.

9 Audience Targeting

BIAnalytix™ delivers precise creation of audience profiles for Omnichannel campaigns that deliver at the right price, on the right platforms with frictionless workflows.

Audience Targeting

Media enterprises attempt to balance the emergence of new mediums, whose advertising price points and audiences are vastly different in terms of composition, together with more established mediums that drive the bulk of their advertising revenues.

The growth in addressable mediums has led media organizations grappling with advertising opportunities yield across diverse mediums.

Audiences, price points, behaviors and content vary widely across these cross-media portfolios. Furthermore, new mediums enable significant opportunities to more accurately target individual consumers with advertising messages.

Understanding, where conversions or drivers of campaign success have occurred by message, platform, and audience dictate the initial media-mix during the planning phase.

This forms the basis for how campaigns should be constructed.

 BIAnalytix™ can model those campaign requirements to determine the most effective outcomes and structure a recommended overall plan and initial buy.

More importantly, it can determine optimal target audiences by analyzing return paths and deconstructing anonymous viewers with interesting target attributes available through owned or 3rd party data sets to identify commonality.

10 Forecasting

BIAnalytix™ forecasting of demand, capacity and audiences ensures efficient campaign planning and delivery across all advertising platforms.

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Forecasting

Forecasting is an intrinsic capability of BIAnalytix™. It is intimately tied to interdepartmental business goals and the workflow of modern Omnichannel media enterprises.

Forecasting has a direct impact upon service level agreements, advertiser satisfaction resulting in recurrent business, higher eCPMs, reduction of AdOps schedule churn, and optimal use of inventory.

These result in increased revenues and organizational efficiency.

BIAnalytix™ provides forecasting of audience probabilities, sales demand, inventory capacity, and ad delivery measurements. As an example, meaningful real-time ad inventory consumption cannot be determined without accurate marketplace awareness.

Inherent in its forecasting services, feedback loops have been embedded to support machine learning pathways – enabling ongoing improved accuracy.

Such capability enables efficient campaign planning and delivery across all advertising platforms. It drives rates into alignment with marketplace demand and ensures minimal sales friction.

By reducing operational disruption across the enterprise, and assuring optimal advertising delivery for clients, BIAnalytix™ enables predictable and measurable advertising, ROIs are readily surfaced.

11 Yield Management

BIAnalytix™ with Yield Management enables media businesses to track sales demand, plan effective campaigns, and set suitable pricing.

In the media industry, yield management leverages dynamic pricing based upon the understanding and anticipation of audience behavior to maximize revenue from precious time-limited advertising inventory. It relies upon strategic control of inventory across all advertising delivery platforms to present the right advertisement to the right audience, at the right time, for the right price.

This means that inventory must not only be tightly managed, but it must be accurately priced, carefully allocated to business model such as linear, CTV, and addressable channels, and not wasted as a result of sales or operational glitches.

Furthermore, the complexity of cross-platform delivery means that campaigns competing for the same audience need to have clear business rules which create equitable outcomes for advertising clients, while creating maximum opportunity for the media enterprise.

BIAnalytix™ delivers yield management capability as an inextricable process intimately tied to the workflow, delivering real-time analysis and AI recommendations to prevent users struggling with outmoded reporting and spreadsheets.

This approach ensures that media businesses track sales demand, plan effective campaigns, and set suitable pricing - resulting in optimally monetized campaigns that are effectively matched with audiences and delivered with predictable financial and marketing outcomes.
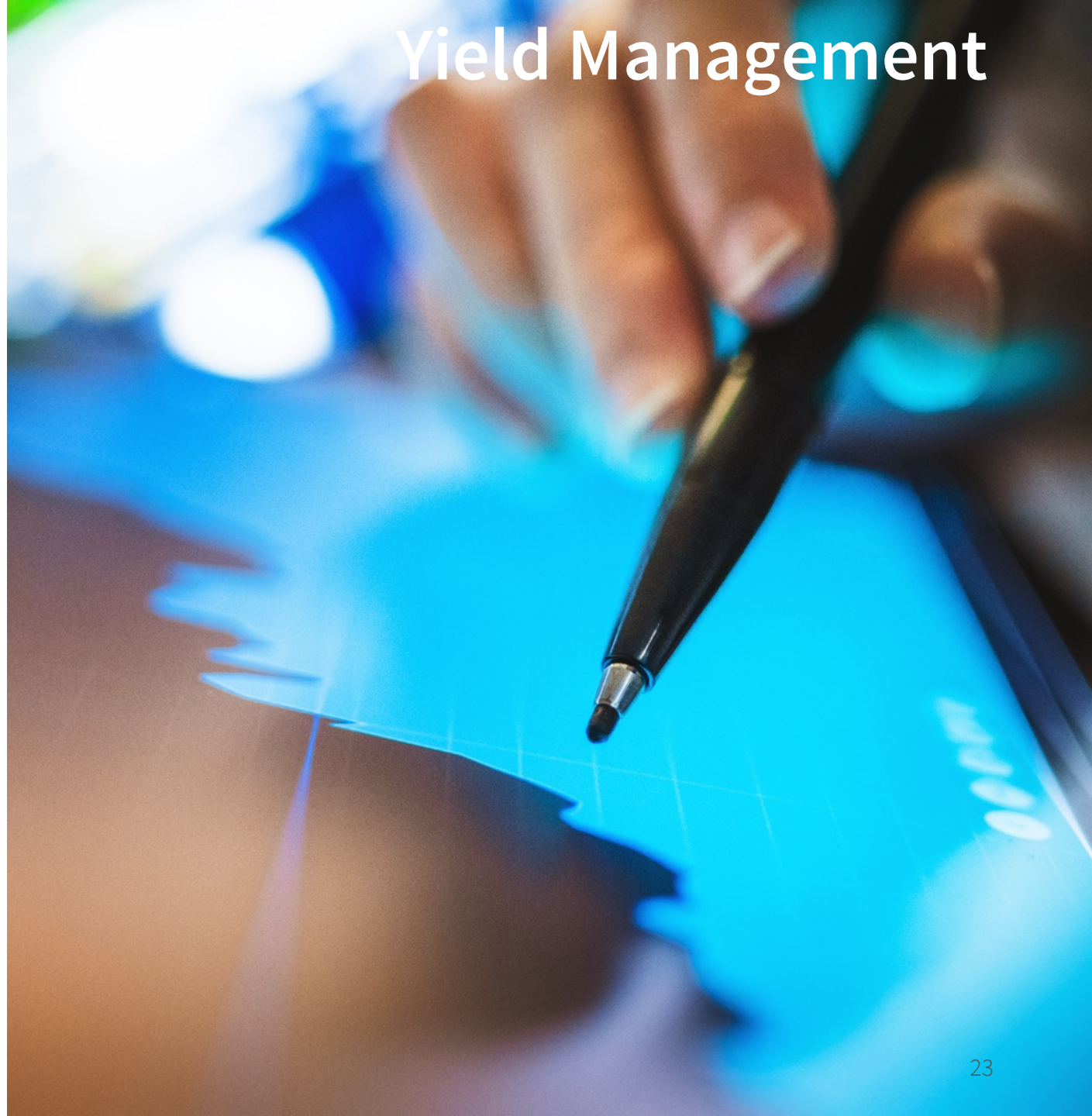
12 Dynamic Pricing

BIAnalytix™ employs sophisticated Dynamic Pricing learning algorithms, ensuring that demand is matched with the availability of your precious inventory, to achieve the best possible price.

Dynamic Pricing

Each advertising delivery system has its own rate card. These are typically managed with spreadsheets using historic rates as a baseline. This approach minimizes revenue opportunities and creates financial risks due to manual processes, non-alignment with market demand, non-compliance, sales force inaccessibility, and simple errors. These risks are significantly compounded in an Omnichannel world.

Because these processes are disconnected from inventory, demand, and audiences, no amount of experience can determine the optimum rate with any consistency. Without optimum rates, revenue cannot be maximized, realistic budgets cannot be set, and the business cannot reach its marketplace potential.

A dynamic rate card tracks the inventory positions across advertising delivery streams, measures the sales pressure factoring in seasonality, and automatically generates optimal rates in real time. These standardized rates guarantee that both budgets and forecasts are aligned to sales, based on a single set of business rules.

Dynamic Pricing drives the organization's Omnichannel revenue opportunities by dynamically creating and managing advertising rates across all available inventory pools.

BIAnalytix™ maximizes your organization's Omnichannel revenue opportunities dynamically. Using a dedicated machine learning engine, it automatically generates cross-media rate cards based on sales demand pressure, seasonality, and availability while supporting custom demos and Omnichannel sales processes.

![Decentrix logo]

13 Cross-media Optimization™

BIAnalytix ™ featuring Cross-media Optimization ensures AdOps optimize inventory use across all platforms while minimizing cannibalization.

Cross-Media Optimization™

Media planning for a brand should be done holistically, looking at all levels of the traditional sales funnel with a goal of constructing advertising campaigns that drive consumers towards an end goal. Knowing this, a buyer should be able to construct a single campaign for a brand that focuses on the target audience(s), platforms, and time periods that capture and retain consumers.

Media planning in this context embodies the research process that fuels media planning decisions. BIAnalytix™ aids in these campaign optimization processes by giving buyer's predictable delivery forecasts that are used to optimize the media mix, media buy, and stewardship of the campaign.

Cross-media optimization enables the use of the seller's available inventory across all advertising delivery platforms, among all campaigns, in a way that maximizes revenue. Because a seller's inventory is limited, and many separate campaigns can compete to use the same inventory, the tradeoffs of committing inventory to one campaign in lieu of another campaign must be evaluated.

The complex interrelation of competition and cannibalization among campaigns beyond simply inventory pricing, requires deep analysis of all potential planning and stewardship scenarios. The BIAnalytix™ cross-media optimization service uses proprietary artificial intelligence technology to recommend optimal scenarios that result in minimal liability and maximum revenue.

14

Integrated Billing

BIAnalytix™ accurately produces consolidated verifiable rules-based invoices, substantiating all campaigns from all platforms along with their client delivery and automatic posting to corporate finance.

Integrated Billing

Today's sales systems force media sellers to manually split Omnichannel campaigns between their advertising platforms. Their different workflows impose disparate billing rules, create reconciliation inconsistencies, and generate multiple invoices. This complicates the entire financial workflow for both buyers and sellers.

Every advertising platform requires its own workflow to carry out the billing process with its own unique invoicing standards. These differences disrupt the advertiser's payment processes, impose additional staff costs, and cause financial delays.

Omnichannel enterprises need a centralized billing process that supports multiple sales systems. Clients increasingly demand a single invoice matching their original campaign without requiring massive manual reconciliation. Ideally, they want to be able to access their invoice securely on-line without complicating their workflows.

Integrated billing ensures that the financial transactions are consolidated from all ad delivery platforms and reliably integrated with your enterprise financial systems. It ensures accurate and fast execution of Omnichannel centralized billing, delivering a single consolidated invoice with secure on-line access.

Integrated Billing generates a single invoice for Omnichannel campaigns and enforces consistent billing policies and rules across the enterprise. It presents a single unified view of client invoices and delivers AI-powered automatic reconciliation across all delivery platforms and streamlines financial adjustment processes by providing clients with a secure self-service on-line portal.

15 Frictionless Trading™

BIAnalytix™ with ***Frictionless Trading™*** enables advertising buyers and sellers to plan, buy, execute, and monitor Omnichannel campaigns on-line with transparency and security.

Today's media sales processes dilute 28%-40% of each dollar an advertiser spends on a digital programmatic campaign - all going to executing the buy. This means that Advertisers, Ad Buyers, and Ad Inventory owners all lose advertising purchasing power to the current economically corrosive programmatic supply chain.

As an industry, we have lost revenue to a string of unregulated technology players who have imposed an 'advertising tax' on our trading workflows.

Consider a trading process that links advertisers and sellers without middlemen. One which would enable advertisers and agencies to plan and buy all their Omnichannel campaigns directly with inventory owners. Such a trading process would redefine the programmatic process with a safe solution that operates over an owner's select inventory, powering a self-service advertising model and delivering maximum economic outcome for both trading parties.

Frictionless Trading™ enables agencies and advertisers to plan and buy their Omnichannel campaigns directly from enterprise advertising platforms, leveraging digital efficiency, realizing a guaranteed performance SLA with optimal pricing. This approach has shown potential increases of 30% to 230% in advertising monies, offering plenty to share between buyers and sellers in the advertising supply chain.

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Decentrix is a globally focused data technology company with AI-powered solutions that maximize advertising and content revenues across all media distribution platforms for Brand Advertisers, Telecommunications, and Media and Entertainment companies.

BIAnalytix™ is by any measure the most comprehensive media enterprise platform today working at the intersection between modern Omnichannel workflows and yield management. With a sophisticated Omnichannel OMS, it intelligently enables cross-media planning, inventory optimization, dynamic rate cards, *Frictionless Trading*™, analytics, and consolidated billing.

This uniquely focused technology results in substantially enhanced revenue outcomes across entire portfolios of our client's businesses including traditional linear, digital, addressable, and mobile media, with a rapid deployment model delivering results in weeks, not years.