

AUTOMATED MAKE GOODS - ANOTHER JELLI FIRST

Identifying and replacing missed radio spots, also known as make goods, has until now been a difficult and time-consuming process and one that left room for human error. With RadioSpot, make goods are now automated, delivering broadcasters, agencies, and advertisers significant time and cost savings, as well as peace of mind.

FOR THE FIRST TIME, AUTOMATED MAKE GOODS EXIST IN THE WORLD OF BROADCAST RADIO!

Processing individual make goods is tedious. Automated make goods replace what has traditionally been a manual process with an automated one, saving time and allowing broadcasters to improve in-flight delivery compliance. Most importantly, it ensures that agencies and advertisers are happy and gain the transparency and accountability desired, which will keep them coming back.

With RadioSpot's automated make goods feature, broadcasters are seeing a 67% decrease in ad under-delivery and advertiser compliance has increased to more than 99%.

NO MORE AD UNDER-DELIVERY WITH MORE THAN 99% COMPLIANCE ACHIEVED!

CASE STUDY

WHAT ARE MAKE GOODS?

When advertising on radio, broadcasters commit to a certain number of ad placements that will run on specific stations, dayparts, etc. However, sometimes ad play is disrupted. Think of a time when a sporting event ran long or a breaking news story aired, interrupting normal programming. Situations like these require replacements for missed spots. This is when a "make good" comes in.

HERE'S HOW IT WORKS:

In RadioSpot, you can elect to automate make goods when creating new plans or when editing an existing plan.

RadioSpot can handle make goods as long as the following conditions are met:

- + Within campaign flight
- + In the same broadcast month
- + On the same station
- + Within the same daypart

About Jelli:

Jelli is the only programmatic platform for buying and selling audio advertising. Our suite of cloud-based demand-side and supply-side solutions are used by some of the largest advertisers and broadcasters in audio, reaching over 245 million listeners per month and serving billions of ad impressions per year.