Jelli

TRADITIONAL RADIO BUYING VS JELLI RADIO BUYING

Jelli powers the science behind the art of radio planning, buying, and reporting, delivering real-time data and analytics, full transparency, and instant accountability.

SpotPlan is the only programmatic platform for radio, delivering agencies and advertisers an automated way to efficiently plan and buy audio advertising. By eliminating the current inefficiencies in the media planning and buying process, advertisers can now bring buys to market faster and more cost effectively.

YESTERDAY: ### TODAY WITH SPOTPLAN:

PLANNING

YESTERDAY:
+ Manual
+ RFP workflow
+ Lack of visibility into available inventory
+ Back-and-forth offline negotiations with Radio Groups and stations
+ Traditional targeting parameters - dayparts and stations
+ No algorithm, spreadsheets, time intensive plan iterations
+ Duration: weeks

TODAY WITH SPOTPLAN:
+ Programmatic
+ Self-service, cloud-based technology - SpotPlan
+ Live avails and pricing
+ Real-time access to premium broadcast supply - 2,300+ stations in one place, 245M+ monthly listeners
+ Audience targeting - psychographic and interest based targeting
+ Algorithm builds the best possible plan with a few clicks

+ Duration: seconds

BUYING

YESTERDAY:
+ Create and send RFP to Radio Group

+ Manual revisions and optimizations
+ Offline back-and-forth
+ Buyer reserves the plan

+ Trafficking new creative takes weeks

TODAY WITH SPOTPLAN:
+ Exclusive access to the industry's largest marketplaces - iHeartMedia and Expressway from Katz
+ Decision against available inventory, "what-if" scenarios
+ Share and reserve plans in real-time
+ Buyer books the plan (guaranteed pricing and inventory reservation)
+ Real-time creative changes and event triggers (weather, sports)

REPORTING

YESTERDAY:
+ Delayed reporting
+ Discrepancy reports 60-90 days post air-date
+ Scheduled make-goods
+ Invoiced 45-60 days post air-date

TODAY WITH SPOTPLAN:
+ Real-time campaign reporting and analytics
+ Real-time ad verification
+ Automated make-goods
+ Accelerated payment process

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 monthly and serving billions of ad impressions per year.

CONTACT JELLI: sales@jelli.com   www.jelli.com   @jellinoise