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the agility and ability to  
innovate at scale.

Large-scale media organisations often grapple with a double-edged sword. As audiences and content banks grow larger, continuous technological innovation becomes mission critical. Product and tech teams are in a constant search to find the right ad-serving stack, create innovative offerings for audiences, and craft data-backed solutions for advertisers. Every media company seeks to become, and remain, the platform of choice for advertisers to cater to high-quality audiences at scale.

As a media owner, what you need is the agility and ability to innovate at scale. **You need the freedom to innovate and to experiment at lightning speed, ensuring that the backbone of your multiple tech stacks enables this constant experimentation.**

## Automation And Business Collaboration With Voiro

Seamless innovation requires automation and business agility across the entire digital workflow of sales and ad operations.

Voiro provides one view of your inventory



**Voiro aids discovery, simplifies complex workflows and offers an environment that not only allows, but encourages teams to truly tap into the power of data.**

and revenue horizon. We aid discovery, simplify complex workflows and offer an environment that not only allows, but encourages teams to truly tap into the power of data.

Voiro brings together disparate and multiple tech stacks and sources of revenue (direct, indirect/programmatic/subscriptions) to present a consistent, unified view of your business. An added benefit of the Voiro revenue analytics suite is simplification and automation of media workflows to derive insights that enhance revenue growth, by saving time and keeping costs in check.

## Win With Voiro

- Experience the freedom to experiment with ad tech stacks while business teams benefit from automation that supports a variety of buy types, such as CPM/Sponsorships/ Branded Content, and so on.
- Achieve incremental revenue through better insights driven by real-time data.
- Drive intelligent and dynamic pricing and rate cards across flagship events and impact properties.



## Voiron Customer Wins

Global publishers and OTT customers of Voiron have seen incredible benefits working with us.

### Revenue Wins

- Achieved **100% growth in fill rates** in under 3 months by leveraging Voiron's pre-sales intelligence module
- Driven a **20x spike in revenue** during live events by leveraging automation without an increase in team strength.

### Agility Wins

- Switched ad servers **every year for the last 5 years**, without business disruption or loss of historic data
- **Grown revenue 5x** while switching ad servers in the same year without growing their team
- **Transitioned 100% inventory** to an in-house ad-serving stack in under 3 months without having to replicate the former ad server's reporting stack
- Seen revenue/campaign under-delivery drop to **<20% of industry standards** thanks to Voiron's risk alerts

