



A Leading OTT Player Drove \$200 mn Ad Revenue With Voiro

OVERVIEW

This case study analyses the key challenges faced by one of India's leading OTT platforms in monetising live sports streaming and how Voiro helped them manage and scale their monetisation business to become a powerhouse in the Indian media industry.



What's in this case study



Challenges



Goals



Outcomes

CHALLENGES

Insufficient Collaboration

Sales and ops teams always worked in silos which led to inefficient monetisation practice

Gaps in Performance

Inability to understand revenue attribution by client, agency, and region for each salesperson in granular detail, resulting in sub-optimal sales performance

Sales Target Visibility

Lack of sophisticated revenue ops that supported multi-layered targeting, in order to balance and incentivise all parties while making a sale

Forecasting Revenue

Lack of real-time data to forecast revenue across a variety of metrics and generate flexible strategies to drive more ad revenue

Limited Pricing Flexibility

Inability to empower their advertisers with granular planning criteria to achieve ad placements at specific moments within a live sporting event

Demand For Pacing Data

Inability to pace campaigns across large sporting events and optimise revenue realisation



GOALS



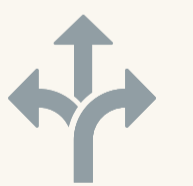
**Automate Workflow
And Reduce Billing
Cycles**



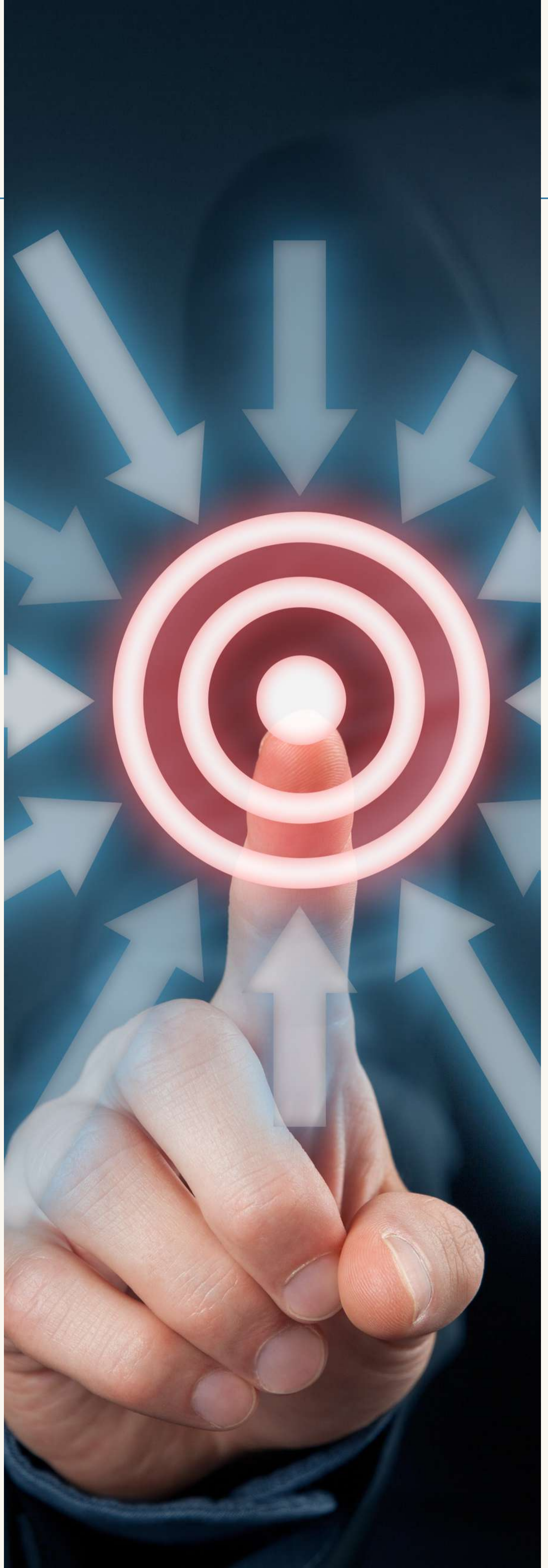
**Increased Revenue
Through Accurate
Revenue Forecasting**



**Recognise Performance
Gaps And Increase Sales
Efficiency**



**Achieve Pricing Flexibility
And Optimise Revenue
Realisation**



OUTCOMES

90% Sales team saves 90% time on CRM entries

95% Campaign reporting effort reduced by 95%

70% End of the month billing cycles are reduced by 70%



Accurate revenue forecasting across standard, campaign-specific and live sport metrics has been achieved



The platform has unlocked new revenue opportunities via Voiro's historical performance insights



Voiro's revenue attribution algorithms drive a higher-performing sales team with monitoring by salesperson, team and region



Ad sales teams can allocate targets across agencies, content categories and other clusters without the risk of double-counting



Ad monetisation now scales effectively, allowing the platform to attract smaller advertisers, including in the gaming sector



Live sales insights enable better sales planning, and driving more revenue