

NO MORE SPENDING DAYS OR WEEKS TO RECONCILE AD REVENUE

Here's How You Do It

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— Automated Ad Revenue Reconciliation



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One of the most common challenges a publishing house faces is closing billing cycles on time. Whether a large media house or a small-scale enterprise, complex inventory management and time-consuming billing cycles can significantly impact an organisation's revenue growth. Finance teams face challenges while closing books for several reasons:

- Inconsistent data while reporting revenue
- Different revenue models and streams
- Different sales channels, including programmatic, direct and sponsorships
- Overdeliver and overrides
- Campaigns spanning multiple billing cycles

A DoubleVerify report stated that 73% of publishers felt that their companies spent “too much time manually processing inventory performance and revenue data.” 80% of respondents felt that the time spent collecting, managing and processing revenue data “limited (their) ability to optimise inventory performance and revenue.”

Having access to real-time revenue data at all times can simplify the task of revenue reporting and make it error-free. It can also reduce the time and manual effort spent on billing cycles by half, empowering the CFO and the finance team to focus on strategies to optimise their revenue.

Voiro's Automated Ad Revenue Reconciliation

Voiro's Revenue Reconciliation runs in real-time. It works across all ad revenue streams (managed and indirect), bringing your monthly accounting cycles down to minutes instead of days. Automate and configure revenue reports that are compliant with SAP or other ERP systems. All of this is backed by an accuracy guarantee from Voiro.

Billing Cycles at Lightning Speed

Revenue Reconciliation enables a CFO's office and finance teams to keep an eye on revenue in real-time, assured by our technology-backed proprietary algorithms and backed by our accuracy guarantee.

Through Voiro's revenue Reconciliation, teams can manage campaign changes, multiple currencies, upsells, campaign truncations, disputes and a host of other revenue-impacting events effortlessly - giving them a single source of revenue truth.

How You Win With Voiro

Single Source of Revenue Truth

Dashboards, reports, email alerts, notifications and Voiro's mobile app communicate with the reconciliation algorithms in real-time, offering you a single window into all revenue streams.



Configurable Modules

Build custom workflows and fields to reflect revenue the way it makes sense for the contours of your audiences, content and business.

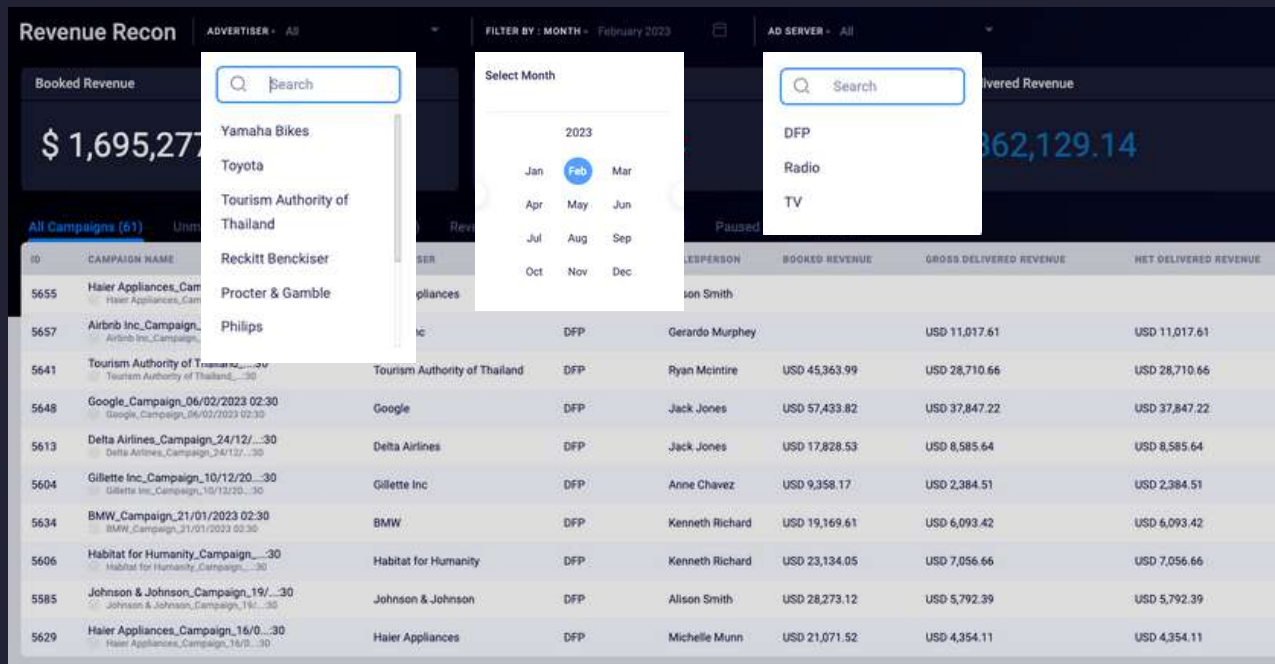
The screenshot shows a data table with the following columns: ID, LEAD NAME, DATE, USD VALUE, CREATED, CAMPAIGN, SALESPERSON, and STATUS. A dropdown menu is open over the SALESPERSON column, showing a list of names: Jack Jones and Gerardo Murphey. The table contains several rows of campaign data.

ID	LEAD NAME	DATE	USD VALUE	CREATED	CAMPAIGN	SALESPERSON	STATUS
10052	Philips_Campaign_28/02/2023 02:30	28 Feb '23	USD 4...			Jack Jones	Pending Push
10051	Philips_Campaign_27/02/2023 02:30	27 Feb '23	USD 32.33 K		Philips	Gerardo Murphey	Pending Push
10050	Tourism Authority of Thailand_Camp...30	26 Feb '23	USD 47.79 K		Tourism A...and	Gerardo Murphey	2.38 K / 47.79 K
10049	Johnson & Johnson_Campaign_25/02/2023 02:30	25 Feb '23	USD 90.01 K		Johnson & Johnson	Anne Chavez	8.97 K / 90.01 K
10048	Hewlett Packard_Campaign_24/02/2023 02:30	24 Feb '23	USD 30.66 K		Hewlett Packard	Mike Jackson	6.02 K / 30.66 K
10047	Glaxo Smithkline_Campaign_23/02/2023 02:30	23 Feb '23	USD 33.35 K		Glaxo Smithkline	Anne Chavez	7.08 K / 33.35 K
10046	Unilever_Campaign_22/02/2023 02:30	22 Feb '23	USD 22.99 K		Unilever	Ryan McIntire	4.23 K / 22.99 K
10045	Abu Dhabi Tourism_Campaign_21/02/2023 02:30	21 Feb '23	USD 54.31 K		Abu Dhabi Tourism	Mike Jackson	14.31 K / 54.31 K
10044	Air Asia_Campaign_20/02/2023 02:30	20 Feb '23	USD 104.25 K		Air Asia	Jack Jones	16.71 K / 104.25 K
10043	Philips_Campaign_19/02/2023 02:30	19 Feb '23	USD 26.22 K		Philips	Anne Chavez	8.65 K / 26.22 K

How You Win With Voiro

Audit Anytime

Have real-time, auditable data available at your fingertips for external or internal use, at any time, with zero preparation.



The screenshot displays the 'Revenue Recon' dashboard. At the top, there are filters for 'ADVERTISER' (set to 'All'), 'FILTER BY: MONTH' (set to 'February 2023'), and 'AD SERVER' (set to 'All'). The 'Booked Revenue' is shown as \$1,695,277 and 'Delivered Revenue' as \$62,129.14. A search bar is visible above the table. The table lists various campaigns with columns for ID, Campaign Name, Advertiser, Advertiser Person, Booked Revenue, Gross Delivered Revenue, and Net Delivered Revenue.

ID	CAMPAIGN NAME	ADVERTISER	ADVERTISER PERSON	BOOKED REVENUE	GROSS DELIVERED REVENUE	NET DELIVERED REVENUE
5655	Haier Appliances_Campaign_16/02/2023 02:30	Haier Appliances	Haier Appliances			
5657	Airbnb Inc_Campaign_16/02/2023 02:30	Airbnb Inc	Gerardo Murphey		USD 11,017.61	USD 11,017.61
5641	Tourism Authority of Thailand_Campaign_16/02/2023 02:30	Tourism Authority of Thailand	Ryan McIntire	USD 45,363.99	USD 28,710.66	USD 28,710.66
5648	Google_Campaign_06/02/2023 02:30	Google	Jack Jones	USD 57,433.82	USD 37,847.22	USD 37,847.22
5613	Delta Airlines_Campaign_24/12/2022 02:30	Delta Airlines	Jack Jones	USD 17,828.53	USD 8,585.64	USD 8,585.64
5604	Gillette Inc_Campaign_10/12/2022 02:30	Gillette Inc	Anne Chavez	USD 9,358.17	USD 2,384.51	USD 2,384.51
5634	BMW_Campaign_21/01/2023 02:30	BMW	Kenneth Richard	USD 19,169.61	USD 6,093.42	USD 6,093.42
5606	Habitat for Humanity_Campaign_10/12/2022 02:30	Habitat for Humanity	Kenneth Richard	USD 23,134.05	USD 7,056.66	USD 7,056.66
5585	Johnson & Johnson_Campaign_19/12/2022 02:30	Johnson & Johnson	Alison Smith	USD 28,273.12	USD 5,792.39	USD 5,792.39
5629	Haier Appliances_Campaign_16/02/2023 02:30	Haier Appliances	Michelle Munn	USD 21,071.52	USD 4,354.11	USD 4,354.11

Reports to Simplify Billing Cycles

Access and export standard reports for all your needs:

- High-level revenue reports
- In-depth revenue breakdown reports for exploratory analysis
- Content, audience, and demand analysis reports
- Revenue ledgers that can be imported directly into your accounting systems



The screenshot displays a 'Revenue Recon' dashboard. At the top, it shows 'Booked Revenue' as \$1,695,277.45 and 'Gross Delivered Revenue' as \$862,129.14. Below this is a table of campaigns with columns for ID, Campaign Name, Advertiser, Platform, Salesperson, and Amount. A 'Reports' dropdown menu is open on the right, showing options such as 'Annual Revenue Sheet', 'Booking Tracker', and 'Campaign Performance Preview'. The menu also includes a search bar and a 'Select Report' dropdown.

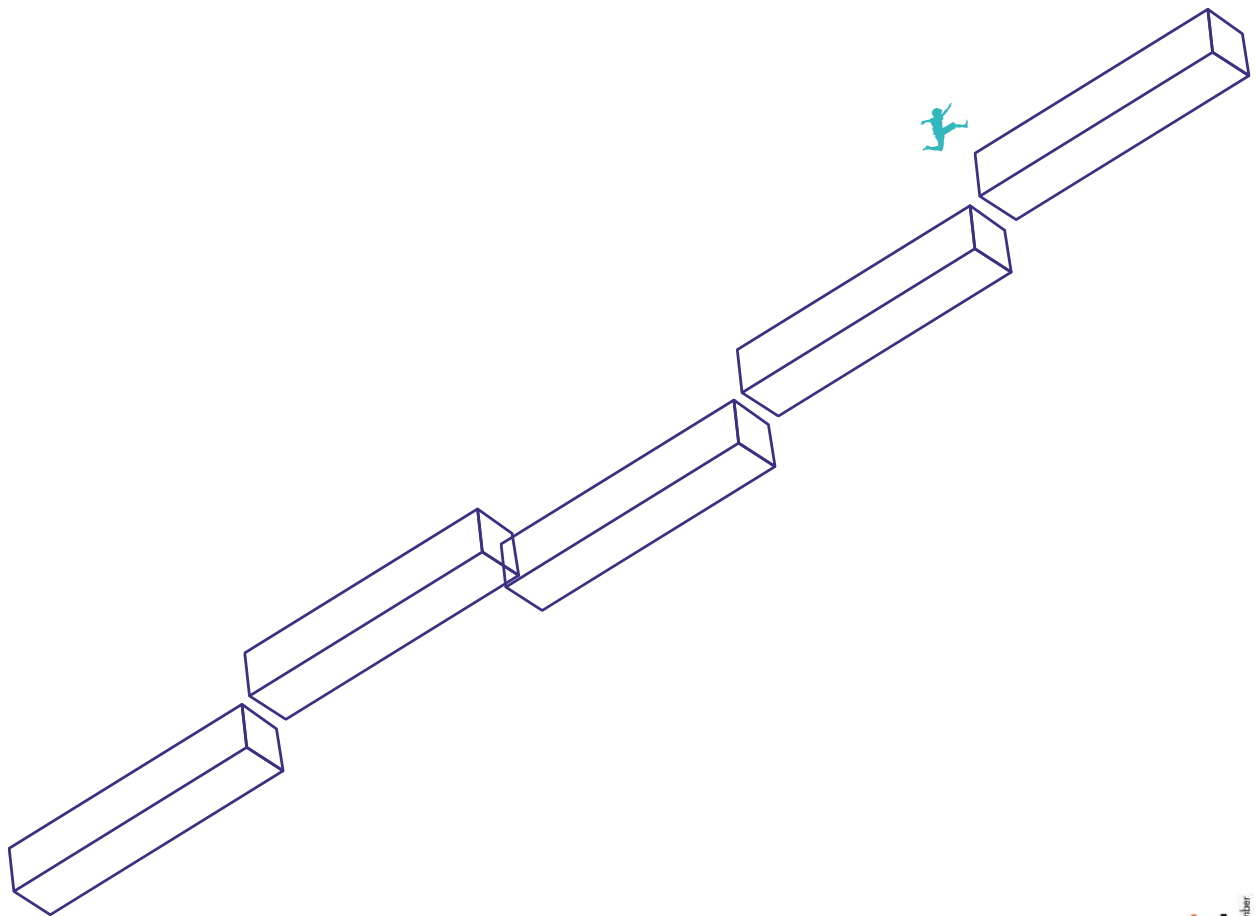
ID	Campaign Name	Advertiser	Platform	Salesperson	Amount
5655	Haier Appliances, Campaign, 12/0...30	Haier Appliances	DFP	Alison Smith	
5657	Airbnb Inc., Campaign, 16/03/2023...30	Airbnb Inc.	DFP	Gerardo Murphy	USD 11.2
5641	Tourism Authority of Thailand...30	Tourism Authority of Thailand	DFP	Ryan Moore	USD 43,363.99
5648	Google, Campaign, 06/07/2023 02:30	Google	DFP	Jack Jones	USD 57,433.82
5613	Delta Airlines, Campaign, 24/12...30	Delta Airlines	DFP	Jack Jones	USD 17,828.53
5604	Gillette Inc., Campaign, 10/10/20...30	Gillette Inc.	DFP	Anne Chavez	USD 9,358.17
5634	BMW, Campaign, 21/01/2023 02:30	BMW	DFP	Kenneth Richard	USD 14,189.81
5606	Habitat for Humanity, Campaign...30	Habitat for Humanity	DFP	Kenneth Richard	USD 23,134.05
5585	Johnson & Johnson, Campaign, 19...30	Johnson & Johnson	DFP	Alison Smith	USD 28,273.12
5629	Haier Appliances, Campaign, 16/0...30	Haier Appliances	DFP	Michelle Munn	USD 21,071.52

Reports to Simplify Billing Cycles



Who Are We


Voiro builds a technology product focused on publisher profitability. Our Order Management System significantly automates ad operations, manages all the data needed to make revenue-generating decisions, and keeps costs low. Interested in building a more profitable ads business? Talk to us today.



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