No More Spending Days or Weeks to Reconcile Ad Revenue

Here's How You Do It

voiro

What's Inside

Automated Ad Revenue Reconciliation

Billing Cycles at Lightning Speed

How You Win With Voiro

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.

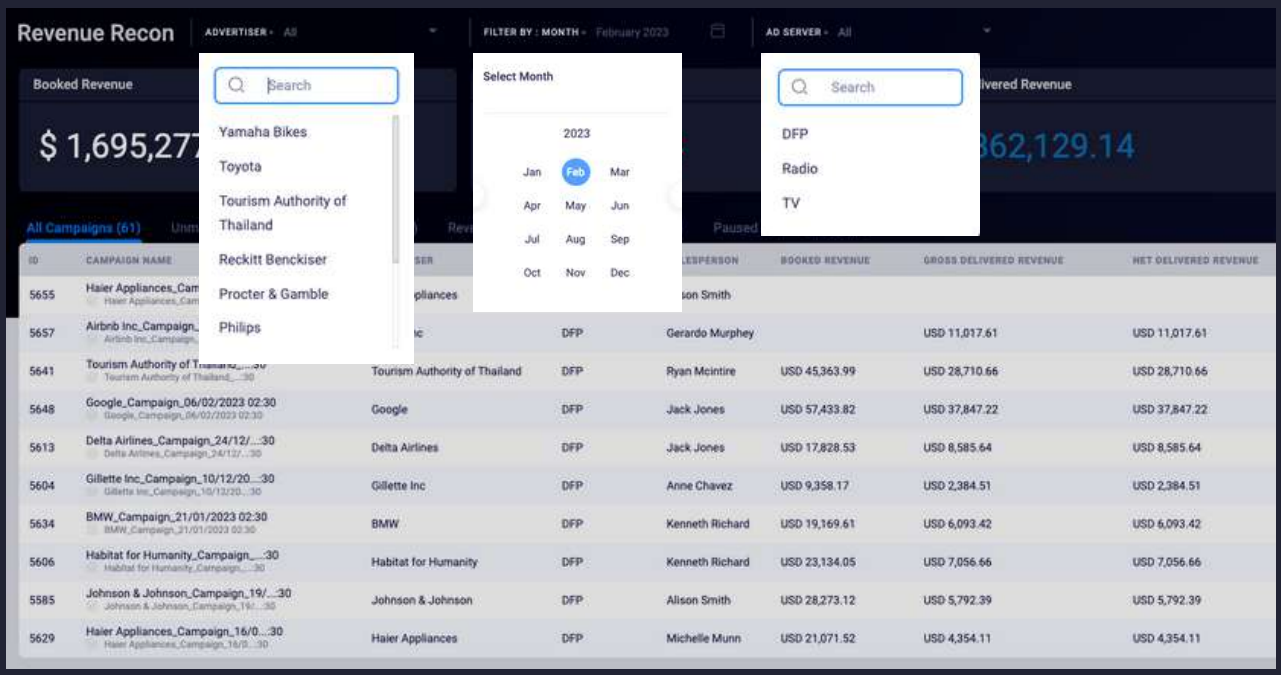
Configurable Modules

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

How You Win With Voiro

Audit Anytime

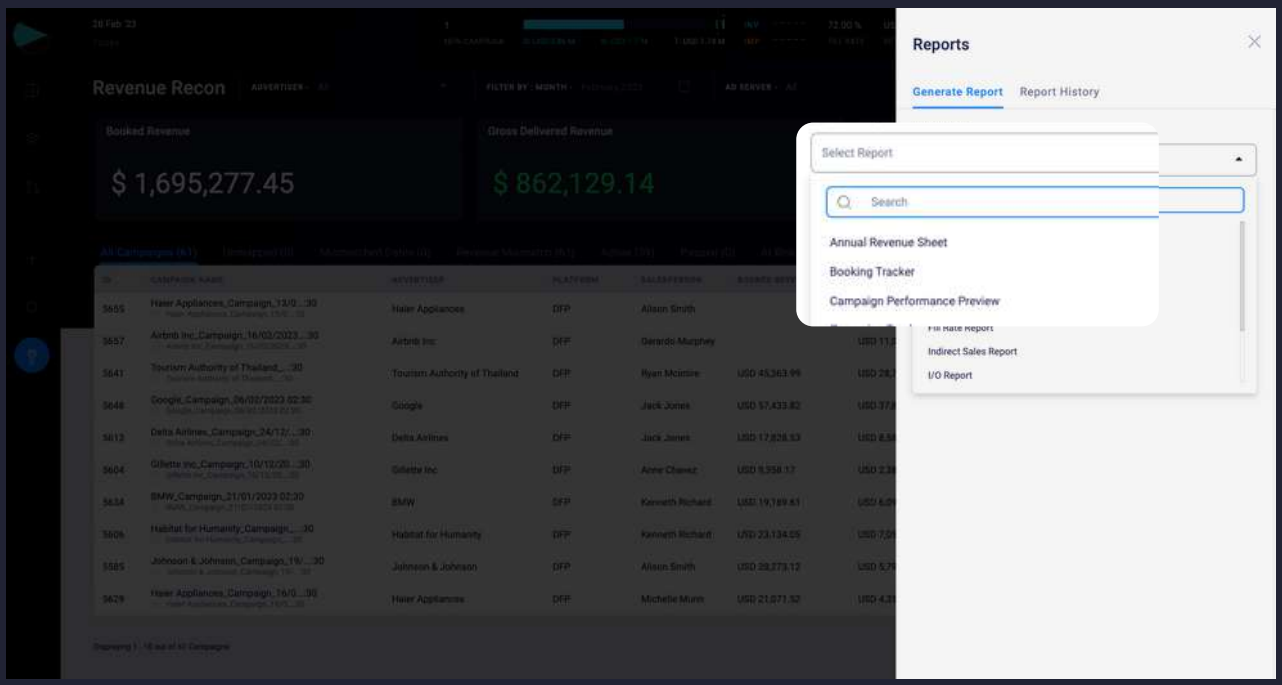
Have real-time, auditable data available at your fingertips for external or internal use, at any time, with zero preparation.



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



Reports to Simplify Billing Cycles

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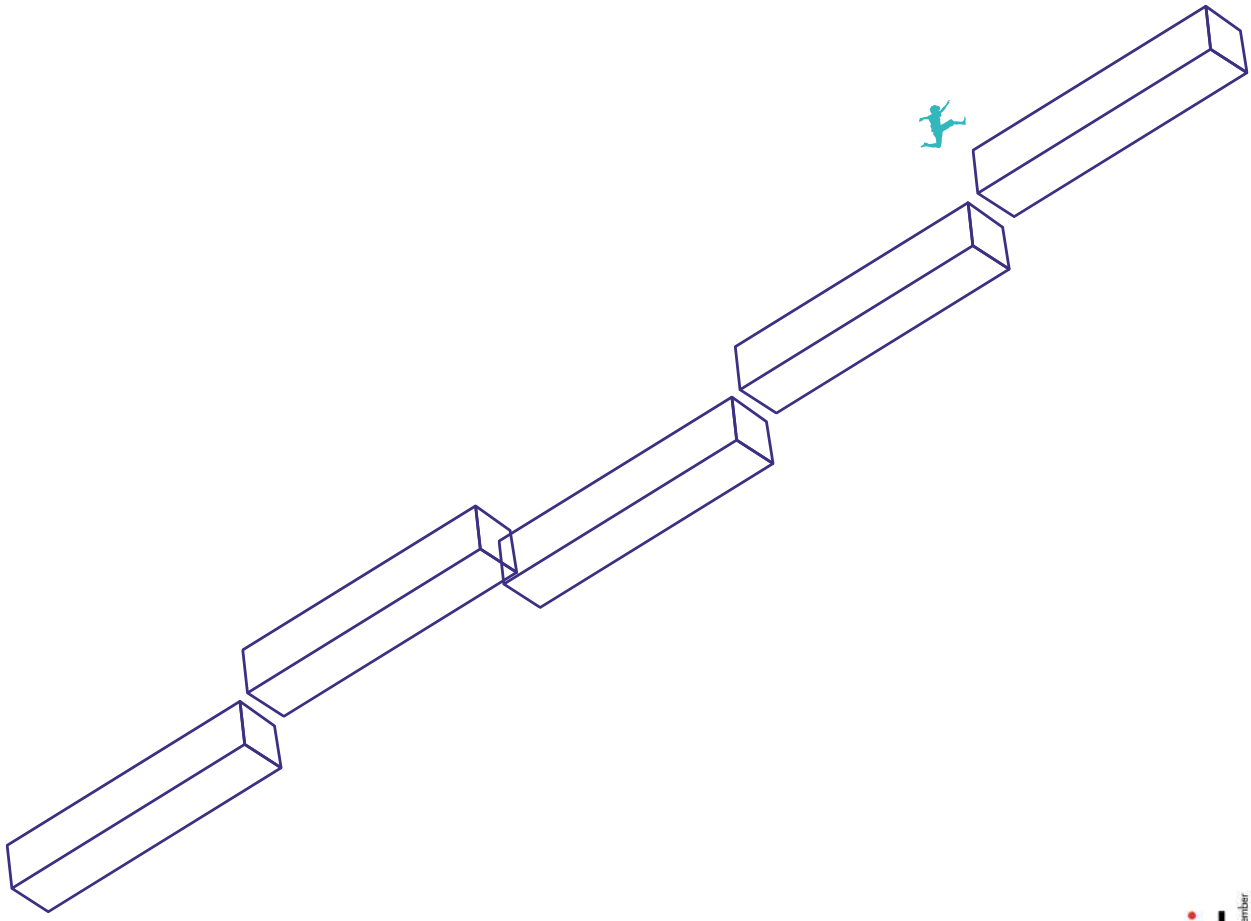
Who Are We

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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