

WHY MANAGING AD SALES DEMANDS A PURPOSE-BUILT CRM



**Work Less and Do More
with Voiro's SalesX CRM**

voiro

What's Inside

Why Managing Ad Sales Demands a Purpose-built CRM



How Does The Right CRM Solution Make or Break Your Ad Sales?



Manage Omnichannel Sales on The Perfect CRM—Voiro's SalesX



What Makes SalesX Different



Which Publishers Are Driving Their Ads Business on Voiro's SalesX Everyday!



WITH CASE STUDY

See Voiro's SalesX For Yourself



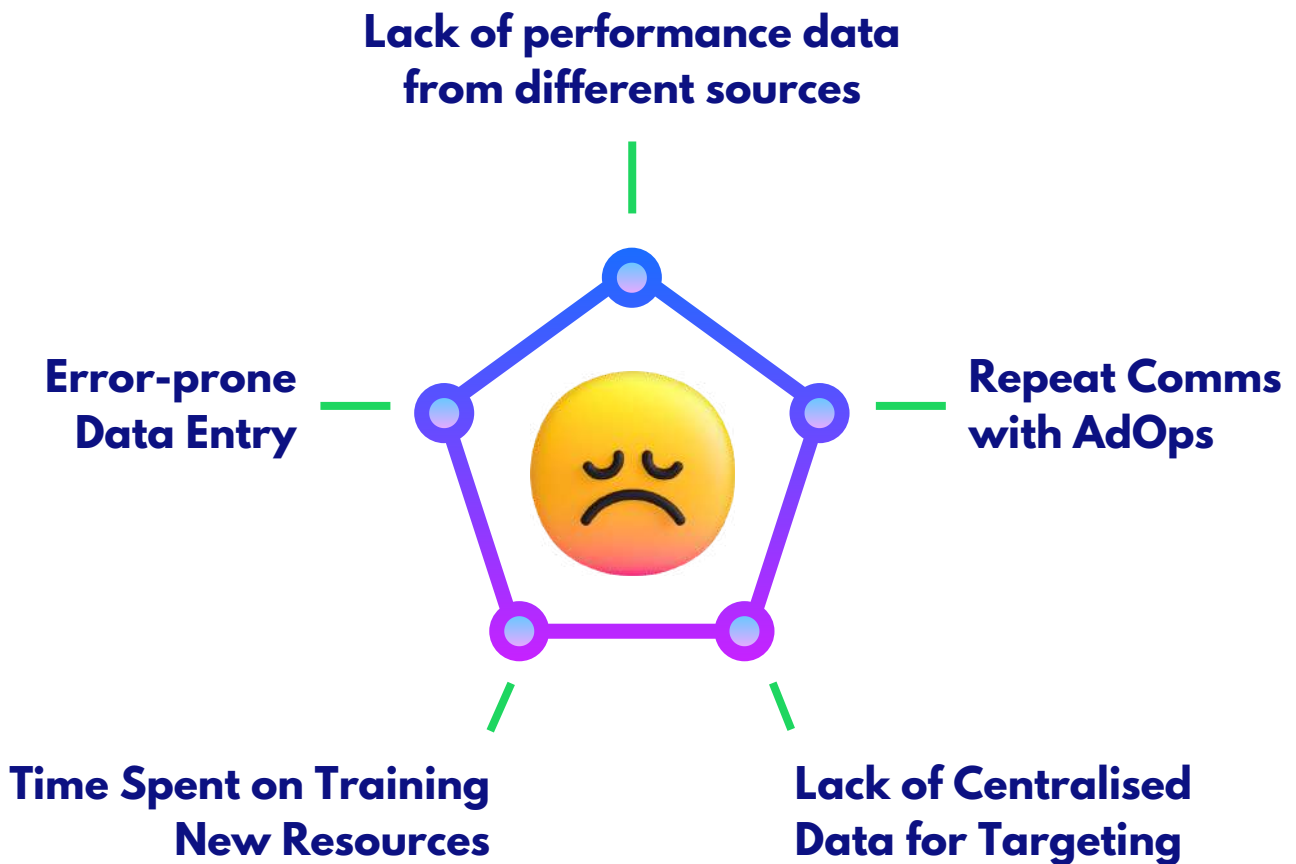
Why Managing Ad Sales Demands a Purpose-built CRM

Managing operations can be a tedious and challenging task when done at scale. Irrespective of the organisation's size, manually doing repetitive and mundane tasks is time-consuming and can lead to errors that could result in revenue loss.

That's where a Customer Relationship Management (CRM) tool comes in – to automate repetitive tasks – so professionals can focus on solving business challenges and focus on revenue growth. But choosing the right CRM tool can make all the difference to your business. As they scale up, publishers need a solution that helps monitor and manage all business processes and gives actionable real-time insights that can keep the sales funnel moving in the right direction.

How Does The Right CRM Solution Make or Break Your Ad Sales?

The sales team is the backbone of any media company. A sales team with clarity on the organisation's business goals, real-time insights on consumer behaviour and market trends, and an in-depth knowledge of the business operations and performance is better equipped to convert leads to great deals. Some of the common challenges faced by media sales professionals are:



Compiling and Analysing Performance Data From Various Touchpoints



A purpose-built sales CRM tool tracks and analyses data across channels and revenue streams and provides insights in real-time so the sales team or the manager does not have to go through multiple excel sheets to analyse the data and compile reports. It also helps fast-track the review and approval process.

Back-and-forth Collaboration With AdOps



An ideal CRM helps identify bottlenecks by making the entire sales cycle transparent, so team members can see which approval is pending or what data set is missing in the entire cycle– from lead creation to invoice generation.

Lack of Centralised Data for Better Targeting



The right sales CRM helps teams to identify opportunities and understand trends by giving them access to centralised data and criteria-based selection. This allows the sales team to save a lot of time they would have otherwise spent tracking various reports, emails, and data sets, looking for specific intel on a particular sale or brand.



Time Spent on Training New Resources

One of the biggest hurdles any sales team faces without a purpose-built CRM tool is training new sales personnel on the sales processes, benchmarks, pricing rules, etc., and sharing various reports on the same. Recruits can access all the data through a single window to understand pricing and customer journeys through a few clicks.



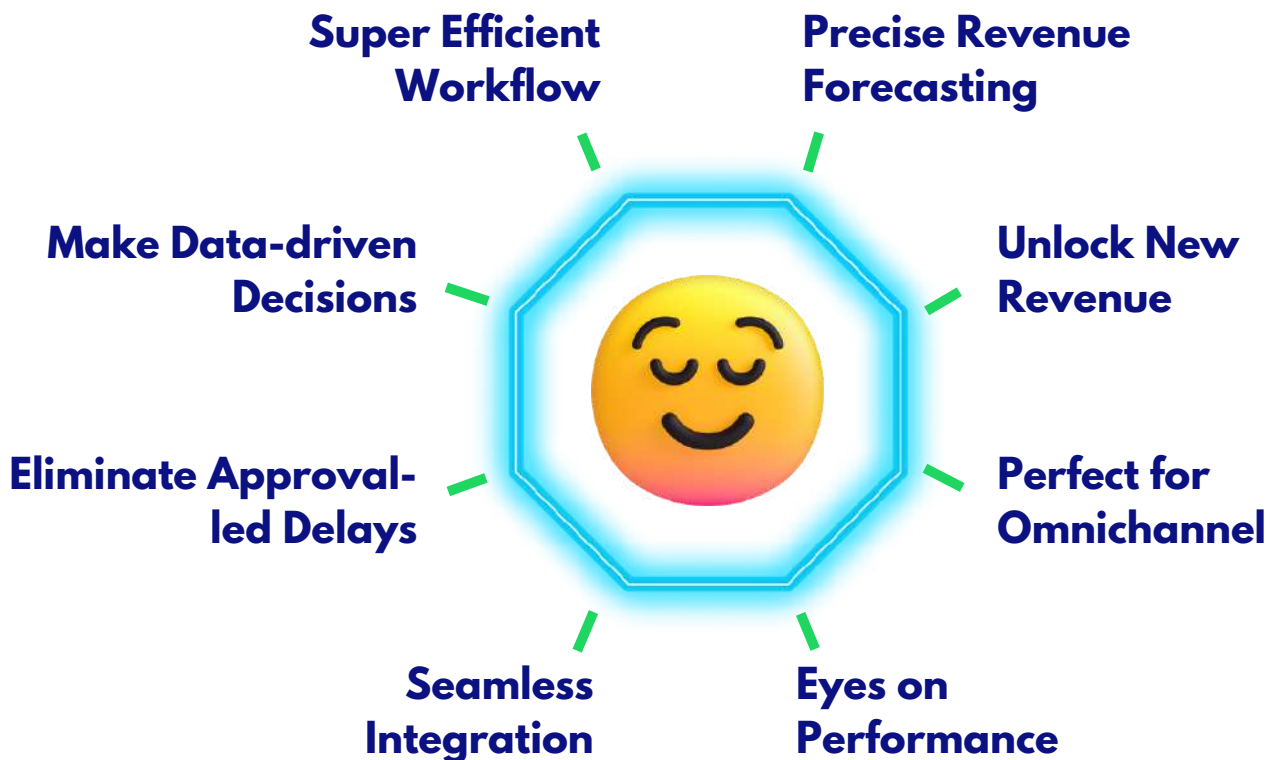
Cumbersome and Error-prone Data Entry

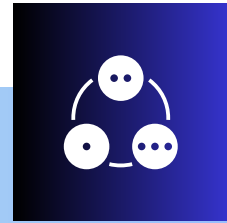
The right CRM automates data entry work and reporting and frees your sales reps from performing repetitive tasks. Once entered, your reps can review data manually or pay attention to alerts on missing or mismatched data and take corrective actions or download reports whenever they need.

The right CRM solution helps solve these challenges and lets your sales team focus on what they like doing best - selling!

Manage Omnichannel Sales on The Perfect CRM—Voiro's SalesX

Let's look at why Voiro's SalesX is ideal for organisations like you who thrive on omnichannel sales but struggle to manage it with a transparent, automated, and reliable ad sales workflow:





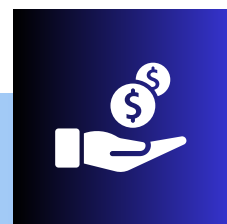
Super Efficient Workflow

SalesX reduces your CRM work by 90%, your reporting efforts by 95%, and your billing cycles by 70%! This means your sales reps have more time to do what they are good at—sell!



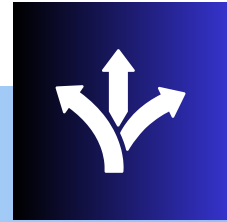
Precise Revenue Forecasting

SalesX allows your reps to accurately forecast revenue across standard, campaign-specific and live sport metrics. This helps them set realistic goals for self and clients, determine the amount of resources needed to execute the campaigns, plan their sales strategy, and help them continuously compare actual campaign revenue vs. forecast revenue.



Unlock New Revenue Opportunities

By analysing historical data, sales reps can identify patterns in the types of campaigns that have performed well in the past. This can help them to identify new revenue opportunities and target their sales efforts towards those areas.



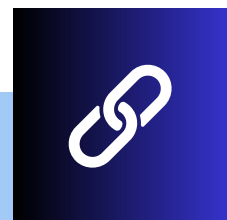
Perfect for Omnichannel

Our purpose-built CRM focuses on building and maintaining an omnichannel strategy to help your sales team grow revenue and develop client relationships. With Voiro, your sales team can access a singular view of all digital and linear sales. They can also manage inventory across channels and screens and create real-time dynamic pricing by channel and audience type.



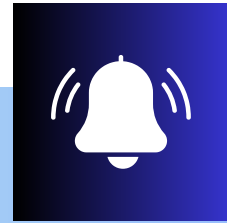
Eyes on Performance

Voiro's SalesX gives real-time insights on critical data like top revenue-generating advertisers and brands and provides a single window view on all leads, goals, campaigns, and a consolidated revenue summary. Your sales reps can configure rate card approvals, track, and sync booked vs. delivered revenue effortlessly. Your teams can also attribute revenue to the right sales resource.



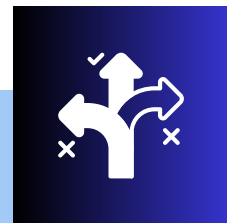
Seamless Integration

Voiro's SalesX integrates with various ad servers, letting you manage and track end-to-end sales cycles, goals performance and billing cycles.



Eliminate Approval-led Delays

Voiro ensures better transparency by building the approval workflow according to your needs. SalesX eliminates the need for your sales reps to communicate, remind, and wait for approvals. By automating the approval process, every approver gets auto alerts and reminders, eliminating approval-led delays.



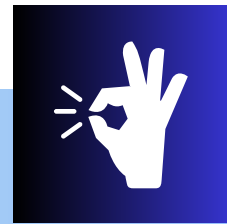
Make Informed Data-driven Decisions

Auto-generated reports will eliminate spending hours on end to generate regular and custom reports. It also allows your sales reps to monitor their revenue goals' progress instantly, track inventory booking, review campaign performances, and keep an eye on indirect sales—at any time. This means your sales reps and the sales team at large can make data-driven decisions using insights from detailed reports.

What Makes SalesX Different

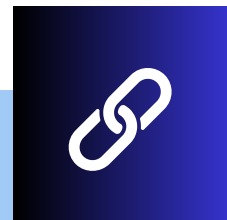
Purpose-built For Media Sales

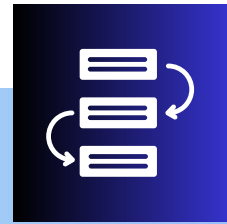
SalesX is a small part of our more comprehensive solution. It is purpose-built for media companies, with pre-designed workflows that drive sales efficiency. SalesX also enables a seamless sales/ops handover, ensuring your teams don't waste time duplicating work.



Integrates With Your CRM

Are you already using a CRM? Voiron can integrate your CRM with downstream systems to pull in sales data regularly and give you one-window access into your state of business. We integrate with Salesforce and are happy to discuss other upstream CRM integrations. [Explore CRM integration here.](#)





Improves Your Ad Sales Workflow

SalesX is purpose-built for ad sales teams. We offer all the standard CRM features—pipeline management, sales activity tracking, pricing, approvals, reporting, etc. Our workflows save you the trouble of expensively configuring a more general CRM.

Sales team saves **90%**
time on CRM entries

Campaign reporting
effort reduced by **95%**

Monthly billing cycles
reduced by **70%**



Supports Omnichannel Ad Sales

Voiro is purpose-built for ad sales teams across media businesses: OTT, CTV, Digital, Print, Retail Media, Gaming and others.

Look Who Drives Their Ads Business on Voiro's SalesX Everyday!

Voiro's SalesX is being used by some of the world's largest telecom, e-commerce, and digital media businesses. Let's take a look at how SalesX has impacted their businesses:



Sales teams save 90% time on CRM entries



Campaign reporting effort is reduced by 95%



End of the month billing cycles are reduced by 70%



Accurate revenue forecasting across standard, campaign-specific & live sport metrics



Unlocked new revenue opportunities by leveraging historical insights



Driving higher-performing sales with monitoring by sales rep, team and region



Easily allocate targets across agencies, categories without risk of double-counting



Ad monetisation now scales effectively, attracting smaller advertisers



Live sales insights is enabling better sales planning, and driving more revenue



Read our customer case study to understand the full impact of Voiro SalesX here

[CLICK TO READ CASE STUDY](#)

Voiro's SalesX In The Skin

See what SalesX looks like and the data and insights that tells the story of the state of your business in real time.

Tabs that show: Pipeline, leads that require approval, leads that are approved, and campaigns that are live

All (964)	Pipeline (143)	Pending Approval (180)	Approved (624)	Live (613)	Archived (2)	Campaigns (614)
ID	LEAD NAME	LEAD VALUE	CREATED	ADVERTISER	SALESPERSON	
<input type="checkbox"/>	10203 Air Asia_Campaign_06/04/2023 03:30	USD 21.46 K	06 Apr '23	Air Asia	Anne Chavez	
<input type="checkbox"/>	10202 Final Check two_Campaign_05/04/2023 03:30	USD 34.11 K	05 Apr '23	Final Check two	Anne Chavez	
<input type="checkbox"/>	10201 Motiveminds demo_Campaign_04/04/2023 03:30	USD 58.50 K	04 Apr '23	Motiveminds demo	Voiro Admin	
<input type="checkbox"/>	10200 Mattel Toys_Campaign_03/04/2023 03:30	USD 50.37 K	03 Apr '23	Mattel Toys	Demo One	
<input type="checkbox"/>	10199 Philips_Campaign_02/04/2023 03:30	USD 31.23 K	02 Apr '23	Philips	Gerardo Murphey	
<input type="checkbox"/>	10198 Test Demo brand_Campaign_01/04/2023 03:30	USD 92.25 K	01 Apr '23	Test Demo brand	Demo One	
<input type="checkbox"/>	10197 Ganesh Advertiser_Campaign_31/03/2023 03:30	USD 60.97 K	31 Mar '23	Ganesh Advertiser	Voiro Test	
<input type="checkbox"/>	10196 Philippines Tourism Board_Campaign_30/0...:30	USD 24.31 K	30 Mar '23	Philippines Tou...ard	Curtis Hoard	
<input type="checkbox"/>	10195 Tourism Authority of Thailand_Campaign_2...:30	USD 59.79 K	29 Mar '23	Tourism Authorit...and	Nicholas Nelson	
<input type="checkbox"/>	10194 PepsiCo_Campaign_28/03/2023 03:30	USD 46.26 K	28 Mar '23	PepsiCo	Jack Jones	

▲ Next up: Let's look at a lead in detail

VOIRO Voiro's SalesX In The Skin

Lead Highlights

By looking at the widget, you can quickly determine the status of the lead's business

Goal Status

Monitor the goal status of the lead in real time

PepsiCo_Campaign_28/...:30 10194 0
PepsiCo - Tropicana

28 Mar '23 - 14 Apr '23 START-END	PepsiCo ADVERTISER	United States dollar CURRENCY	Daniel Bast CAMPAIGN ANALYST
- IMPACT PROPERTY	Puretech Internet AGENCY	10.11 % LEAD DISCOUNT PERCENT	Ravi + 35 others APPROVERS
USD 17.73 K GROSS DELIVERED REVENUE	Jack Jones SALESPERSON	USD 5.20 K LEAD DISCOUNT AMOUNT	View More >>

Goal Delivery Status

37.38 %
PepsiCo_Camp...099

0: USD 17.73 K

Line Items (1) Goals (1) Meetings (0) Proposals (0) Documents (0) Proposal Line Items (0)

ID	LINE ITEM NAME	VALUE	START DATE	END DATE	DISCOUNT	RATE	QTY	META DATA
17165	PepsiCo_Campaign_...099	USD 46.26 K	28 Mar '23 12:00 AM	14 Apr '23 11:59 PM	10.11 %	USD 6.47	7.15 M	

Line items

Here you see a list of all line items created within the lead by your sales rep

Approvals

PepsiCo_Campaign_28/03/2023 03:30
LEAD | 10194

Approvals

4 / 4 Approvals Obtained

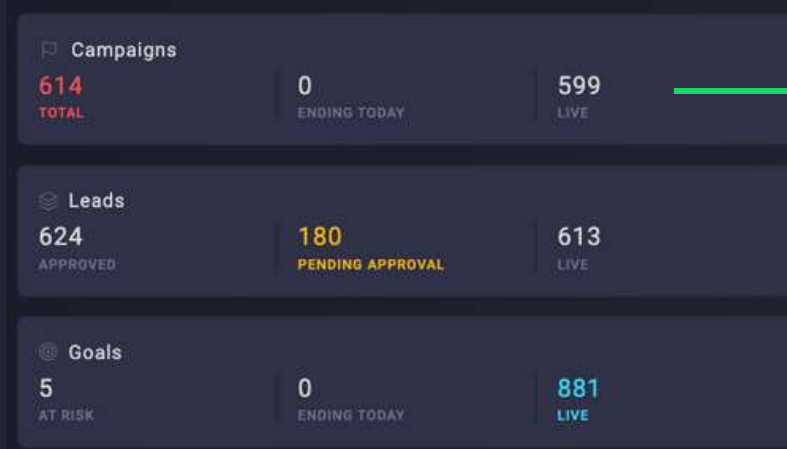
Compliance ● Approved
Approved by Voiro Admin at 28 Mar '23, 09:01 AM

Approvers

- Sanjana Thandaveswaran
- Ravi Basvapattan
- Akhil Kumar
- Ajay B
- Rajat Singh Rawat
- Fathima Masoome
- Niju Mohan
- Sachin Edward
- Voiro Admin (Approved 1 week ago)

Next up: Business highlights in a widget

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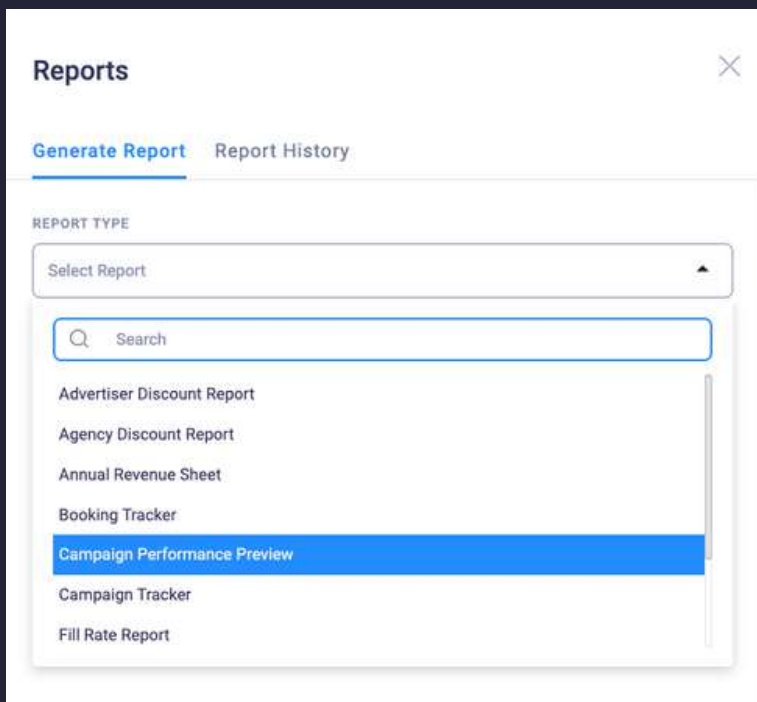
Business at a glance

Keep an eye on the top line numbers by campaigns, leads, & goals—all updated in real-time

Revenue summary

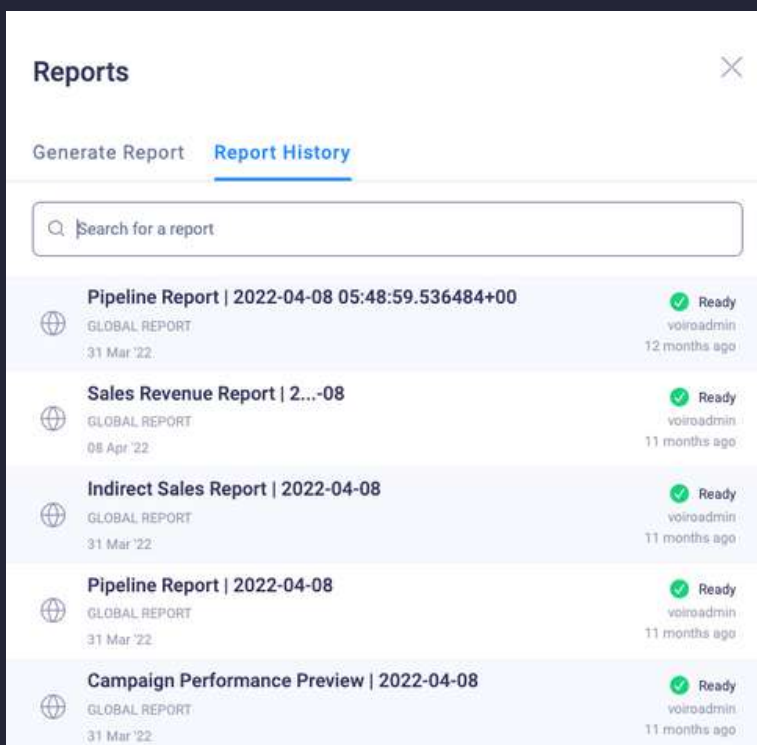
Keep an eye on **booked vs. delivered revenue** by sales rep, advertiser, agency or just overall revenue—all updated in real-time





Generate reports

Configure and generate reports and reduce reporting time by **95%**



Reports history

Configured reports that are ready to be downloaded and consumed

There's more to Voiro's SalesX

Talk to us today to see SalesX in its full flow and also to understand how it will fit your business needs and drive your ad sales effortlessly. Get answers to questions like:

- How does it fit into my tech stack?
- How does it pull and push data to complete my ad business workflow?
- What if I already have a CRM, can I still benefit from data and intelligence from Voiro?
- Get all your questions answered in **under 30 minutes**

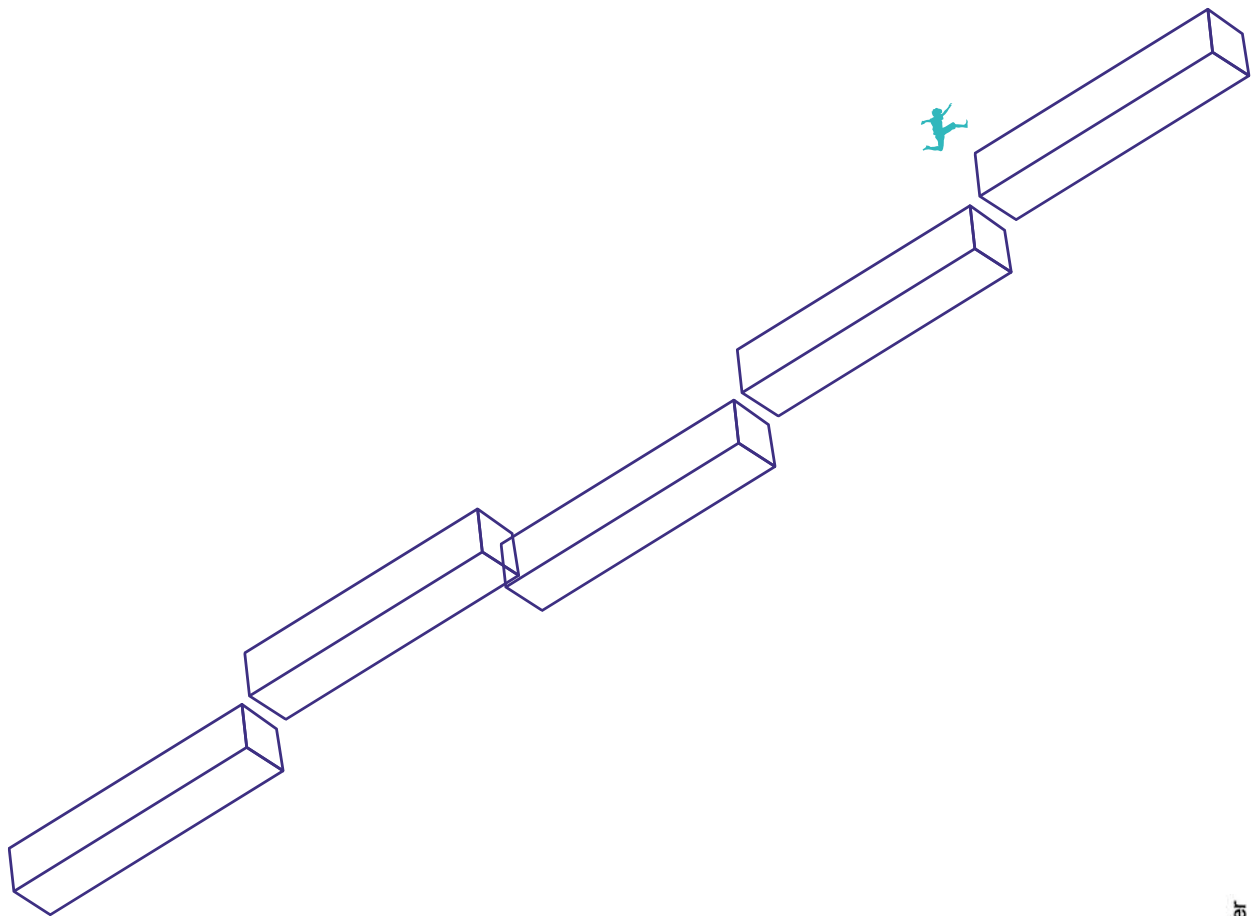
Talk to us today






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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[The Voiro Podcast](#) 

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