

# ADVENDIO

## A Comprehensive All-In-One Solution for OOH

The digital world is fast-paced. That is why it is key to utilize the technology available to today's modern publishers and advertisers to ensure you maximize your advertising revenue and deliver effective campaigns by increasing efficiency and reducing operational wastage. Advendio can support your out-of-home needs by managing and automating all major digital business processes from full ad inventory control to cost management.



## Out-of-Home

Advendio is highly customizable to fit even the most complex of Out-of-home (OOH) and Digital Out-of-home (DOOH) requirements. Increase the efficiency of your out-of-home advertising with Advendio's future focused functionality including seamless integrations and real-time booking calendar capabilities.

“ When I found Advendio, I was very happy. We were finally able to administer our complex business end-to-end. It means our sales team can concentrate on our core business activities, while Advendio works in the background



Managing Director,  
**Moving Media**

[See Full Story](#)

## Inventory Management

Intelligent features such as publisher payout, make buying & selling inventory simple while guaranteeing you effortless invoicing accuracy with our powerful finance engine. Optimize inventory management with a real-time overview of available, reserved and booked ad specs. This allows you to book your orders with a single click directly from your campaign manager.

## Cross-Media Booking Calendar

ADvendio's cross-media calendar displays available, reserved, and offered ad specs according to set filters, including built-in real-time exclusivity check. The booking calendar is completely flexible to your unique formats showing available, offered, booked and overbooked inventory to safeguard you from double-bookings and ensuring only available inventory can be booked. The booking calendar supports all media types as standard including print, digital, OOH & streaming media.

“ Thanks to ADvendio, we can maintain all product and customer data in one system, have access to all information related to prices, inventory, customer discounts and billing and are also able to create media bundle products and send a single invoice for the whole bundle.



Director of B2B Sales Operations,  
**Sanoma Media Finland**



[Watch Customer Success Story](#)

## Leave Behind Ineffective Manual Entry with Intelligent Automation

Reduce manual and time-consuming processes by automating the collection and synchronization of ad impressions via external systems such as ad servers & ad exchanges with seamless integrations. Create contracts and automatically generate credit notes & invoices based on delivery numbers and inventory actuals.

## Minimize Human Error with Intelligent Reporting

Automated reports provide insight & analysis on direct & programmatic campaign performance thanks to smart integrations with ad servers & exchanges. Benefit from the ability to extract actionable insights efficiently from your data with access to intuitive dashboards and data visualizations as standard.

## Streamline all advertising transactions in Salesforce

- 100% Salesforce native solution developed for the media industry with key enhancements.
- Complete cross-media advertising capabilities for programmatic and direct advertising.
- Streamline the order to invoice management process.
- #1 rated on AppExchange® for cross-media advertising management.
- Effortless invoicing accuracy with our powerful finance engine.
- Comprehensive booking calendar for real-time inventory availability.
- Integrations to leading ad servers, ad exchanges & flat planning systems such as Google Ad Manager (formerly DFP), AppNexus, FreeWheel, AdsWizz, and Journal Designer.
- Addressing the latest media selling demands with AI & Big Data, Self-Service capabilities.



Head of Ad & Sales Operations,  
**ABC Startsiden**

“  
We have been using  
Salesforce for a long time so  
ADvendio was the perfect  
solution for streamlining our  
workflow and minimize the  
time spent on integrations and  
training.

[See Full Story](#)



**startsiden /**

s a n o m a

**Aller media**



### About Us

With 14+ years experience in the media industry ADvendio is the smarter solution for modern ad management.

[www.advendio.com](http://www.advendio.com)

**#1 for Cross Media  
Management on the  
AppExchange**

available on  
AppExchange

