How NetSuite Helps Media Companies Win in a Complex and Changing Industry

NetSuite Professional Services can help you integrate NetSuite with the media planning and ad server technologies your business depends on.

Advertising agencies and media companies depend on specialized planning and buying tools and ad delivery data to support their media buying and selling activities and to — hopefully — provide a competitive edge.

But with ever-more-diverse channels being added to the mix, this supporting advertising technology ecosystem can become a spiderweb of complexity that slows decision-making.

The Need

- Media buying agencies and media companies must integrate their planning tools, delivery tracking, and financial management technology with their planning functions, delivery data, and financials.

- Data needs to be automatically gathered from multiple sources and combined to bill clients and/or recognize revenue.

- Without efficient data processing, invoicing accuracy, time to invoice, and period close all suffer. That puts fast-moving companies at a significant competitive disadvantage.

And, without having all their technologies integrated, companies may spend days or weeks auditing data, with the potential for loss, duplication, or error. Any incorrect data will slow or derail billing and revenue recognition and affect financial reporting.

How NetSuite Helps

NetSuite's technology services team can pull data directly into NetSuite from common media planning platforms and ad serving technologies including Bionic, Hudson MX, Google Ad Manager, MediaOcean/Prisma, Strata/Freewheel, even in-house homegrown systems.

These critical tools of the trade are part of the backbone of what a media buy agency or media company is delivering — everyone needs correct-to-the-moment data on campaign status.

Having all your data flowing into NetSuite automatically delivers more, and more complete, insights and improves billing and revenue recognition accuracy. Now, you can close your books faster at the end of the period.

Other benefits:

- Automate reconciliation of media buying, delivery, and spend statistics with media order and/or insertion order information to increase accuracy and minimize time to invoice.

- Add visibility across your business, including forecasts, campaigns, cashflow, and KPIs, with dashboards dedicated to campaign delivery visibility that keep everyone on the same page.

- Automate revenue recognition based on media delivery or spend.

- Easily integrate with media planning platforms or ad servers using our open API.

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The NetSuite Professional Services Advantage

Media planning and ad delivery are complex, ever-changing processes. It takes specialized skill and careful monitoring to ensure a campaign runs to its full potential. For this reason, media planning and ad delivery will always happen outside of NetSuite.

Specialized integrations developed by NetSuite require careful integration with core ERP systems to work optimally. Our knowledgeable industry experts can determine exactly the right settings to make your system perform at its best.

So why not let us put our significant industry and domain expertise to work for you?

By professionally integrating your media planning and/or media ad delivery technologies into NetSuite, you get the timely data you need to ensure that campaign pacing is on-track — and that your clients are happy.

Our professional team will review these questions with you:

- Do you already have a media planning system or ad server, or both?

- How many ad servers do you use in your business?

- Are you using, or do you plan to adopt, an omnichannel media planning system?

- Does your media planning or ad server have an open API?

- Do you want a full integration, an FSTP file drop, or CVS upload?

- Do you want bidirectional integration or will a one-way integration work?

- Do you have a relationship with a third-party integrator?

Media buying agencies and media companies spend a lot of time and money tying data from multiple systems together. NetSuite's expertise can make this process easy.

Ready to see why Advertising and Media companies choose NetSuite? Watch one of our demos here:

- NetSuite for the Media Industry

- NetSuite for the Advertising Industry

NetSuite Is Trusted by Top Media Brands

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