

# Ad<sup>e</sup>Transact

## More profitable advertising through e-commerce

### *Imagine...*

... a media buyer that knows that the publisher or broadcaster has captured the order exactly as it was wanted it, every aspect and nuance, date, publication, size, preferences for position, colour and content

... a media buyer who can be sure that the buying intentions are precisely understood and implemented.

... a publisher that is able to receive and capture ad orders quickly, accurately and efficiently directly into the booking system.

**Ad<sup>e</sup>Transact** enables organisations doing advertising business to take part in automatic e-commerce networks.

Why? For one thing, to make more money out of the same revenue.

*“The crucial distinction will be between those who welcome or fear change.”*

Dr S. New,  
Saïd Business School,  
Oxford University

### *More time for business*

Organisations engaging in advertising e-commerce will get a more competitive service offering through:

- Improved data quality and accuracy leading to less errors and reasons for non-payment
- Fewer invoicing errors
- Less paper and lower handling costs resulting in higher margins
- More aggressive deadlines
- A more intimate engagement with customers and partners
- A 21<sup>st</sup> century process and associated market image

**Ad<sup>e</sup>Transact** is a software product specially designed for use in the advertising business. It integrates existing advertising systems into secure and reliable e-commerce networks.

A key to the success of e-commerce for advertising is to understand how organisations buy, sell and produce advertisements. The people behind **Ad<sup>e</sup>Transact** have this knowledge.



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