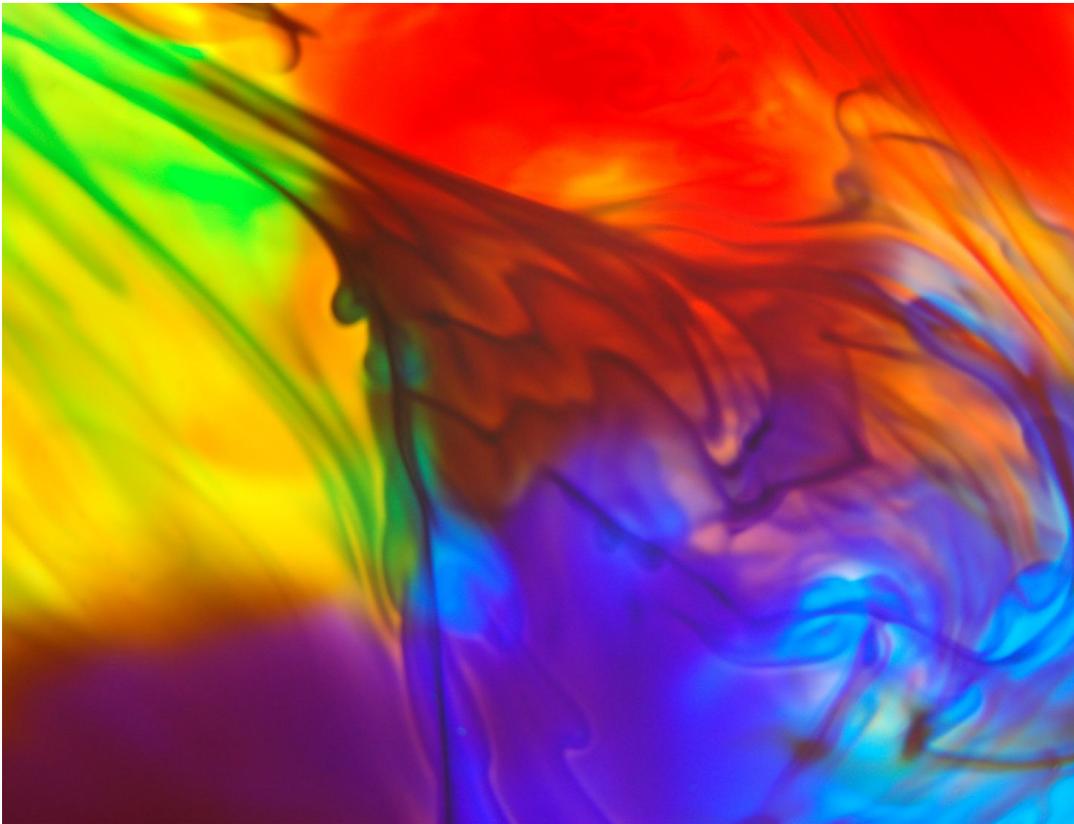# Integration of Ad Systems

Automated Ad Workflow

Revenue from ad sales is still one of the most important sources of income for publishers – making workflow optimization a top priority. Competing for a share of the market these days is not just a matter of creating streamlined, effective production workflows, but also a strong customer focus. In order to process ad orders as efficiently as possible and to improve customer service at the same time, ppi can integrate all standard ad systems in its Publishing Workflow. Order data is transferred automatically and can be accessed by both the ad reservation and planning departments as well as by the ad building department directly after booking.

Open interfaces

It's no longer a secret that a fully automated workflow means a signicant increase in productivity. So it goes without saying that the ppi Publishing Workflow can also integrate ad systems from all standard market suppliers such as:

- 5 fifteen
- alfa
- Atex
- CCI
- compass
- Henke & Partner
- Lineup Systems
- Gutenberg Rechenzentrum
- SAP

Integrative approach

Production-relevant data for the different media is integrated in the automated Publishing Workflow via ppi's Dispatcher. Directly after booking, all the data is transferred automatically from the ad booking system to the central production database, where it is then available for cross-media processing. This creates an end-to-end workflow from ad order entry through reservation, planning, ad building, automatic page assembly and/or transfer to the ad server to verification and billing.

Clear data structures

All the data imported from the ad booking system is analyzed and transferred to ppi's data structure. Apart from ad size and colors, this also includes classes, objects, sales zones, placement requests, click rates and zones.

Early planning releases

In ppi's Publishing Workflow, planning is based on the actual ad volume. Straightforward functions for automatically placing ads and creating common pages ensure efficient results. Since planning and ad pagination are based on reservation data, results are acquired directly after the ad deadline. At the same time, this procedure reduces direct dependency on the ad building department. Later ad deadlines are another significant factor.

Clear reservation

You can switch straight from the booking system to ppi's ad reservation module. Here, ad spaces can be selected, reserved on a long-term basis, booked within seconds and confirmed at the required position – according to customer requirements. The clearly arranged planning board shows free spaces and possible alternatives at a glance.

Secure production

Transition from the ad booking system to ppi's ad production system and vice versa is equally smooth. Depending on the kind of ads you are processing, the corresponding layout tool – an editor or a DTP system – is opened automatically. When the layout has been completed, the planned/actual data is compared. The actual data is returned to the ad system, the production files forwarded to the page assembly system.

As soon as the ads have been published, an electronic verification function ensures that the current ad placements are transferred to the ad booking system for billing.