



Efficient Expert Services for AGENCIES and BRANDS

How Can We Help?

iMediaAudiences partners with digital media brands and agencies, we have US-based sales and development professionals and India-based ad ops, and we can provide tactical support staff as a one-stop shop for all your advertising outsourcing needs. We are platform agnostic. We plug into your system exactly how you need us to.

iMediaAudiences can help you improve your **strategic** capacity, **reduce** your operational **costs**, and **optimize** your service output by taking on these common repeatable tasks:



Pre-Campaign Support

- ▲ RFP outreach, collection, and organization
- ▲ Creative mockups
- ▲ Analytics
- ▲ Order management (Salesforce, Operative)
- ▲ Insertion order
- ▲ Process assistance



Campaign Setup

- ▲ Creative review
- ▲ Pixel implementations
- ▲ Campaign trafficking (Google Campaign Manager, Sizmek, Google Ad Manager, AppNexus, PubMatic, OpenX, Rubicon, SpringServe, FreeWheel, Google DV360, TubeMogul, TTD, EPOM, SpotX, Facebook Business Manager, Twitter, Snapchat)
- ▲ DMP integrations (LiveRamp, Lotame, BlueKai, eXelate, Krux)
- ▲ Quality check



In-Flight/Post Support

- ▲ Screenshot deck
- ▲ Campaign health check reports (daily, weekly, monthly)
- ▲ Pacing and discrepancy reports
- ▲ Campaign optimization
- ▲ Delivery management
- ▲ End of campaign reports
- ▲ Billing reports and payments
- ▲ Final reporting
- ▲ Campaign performance review

CONTACT US TODAY to learn more about our Media Agency services!

Email josh@imediaaudiences.com or visit us at <https://imediaaudiences.com/managedsolutions/>