



Deal Planner

Deal Planner is a 'must have' tool for broadcasters who commit Gross Rating Points (GRP) delivery to media buyers and need to provide them with inventory allocation plan upfront. It is also a tactical planning tool to generate medium to long term plans for allocation of contracted inventory, thereby providing inventory visibility for future sales.

BENEFITS

- ❖ **CREATES PLANS WHICH MEET RATINGS TARGETS FOR MEDIA BUYERS**
- ❖ **PROVIDES VISIBILITY OF INVENTORY**
- ❖ **SAVES PREMIUM AD-INVENTORY FOR FUTURE SALE**
- ❖ **HELPS MONITOR DEAL PLAN DEVIATION**

The tool can be configured to

1. Specify different Market & Target Groups for different media buyers
2. Distribute GRP targets over weeks for each deal in the system
3. Use either forecasted or historical ratings
4. Re-plan deals that deviate significantly from existing plan either manually or automatically

The tool provides

1. Drill down reports at various levels like program, week, client, deal etc.
2. Pivot tables of weekly inventory status for selected time-bands



