

The Inventory Management System (IMS) in Helios IQ guarantees optimum delivery of digital advertising formats. The IMS manages, checks and optimises the banner delivery and enables the optimum utilisation and best possible turnover on your ad space.

IMS

Inventory Management

Precise Management Of The Campaign Delivery Behaviour

The Inventory Management System (IMS) in Helios IQ guarantees optimum delivery of digital advertising formats. The IMS manages, checks and optimises the banner delivery and enables the optimum utilisation and best possible turnover on your ad space.

The IMS calculates a detailed delivery plan for the remaining campaign running time based on historical website data and current booking data like targeting and frequency. The highly developed algorithm the IMS is based on provides a constant campaign delivery that suits the current traffic situation best.

The system calculates the optimum daily delivery target and breaks down the banner delivery by hours. The delivery plan is refreshed every hour. In this calculation, the system considers the records of recent deliveries to the website, such as the different hits on a specific website on particular weekdays. In this way tendencies to under-delivery and over-delivery are prevented.

Your benefits – how you profit from the IMS:

- Detailed expansion of available ad impressions
- Individual forecast – based on time period, targeting criteria, past deliveries and current ad space occupancy
- Exact data and determination of guaranteed impressions based on the ad request history of the past 30 days
- No premature expiring campaigns
- No under or over deliveries
- System based compliance of your campaign planning and delivery strategy
- Effective sales planning possible through inventory check and availability analysis

Not without IMS!

Ad server systems that do not have a precise Inventory Management System have the following disadvantages: Prematurely ending campaigns, short or excessive delivery tendencies especially excessive delivery at the start of the campaign, necessary manual interventions and overall higher administration costs. Do not accept these disadvantages!

Inventory checks and availability analysis

Based on the Inventory Management System (IMS), Helios IQ offers exact inventory checks and availability analysis for your ad placements.

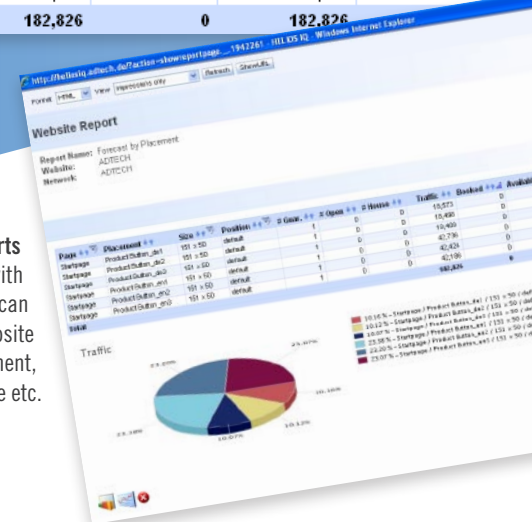
Therefore, Helios IQ is highly recommended as sales management tool for effective sales planning. Traffickers or the sales team itself may request precise inventory queries at any time to support issuing an offer to the customer.

The inventory may be checked directly within the Helios IQ booking process. This is perfect when availability analysis with criteria like user frequency, geo and keyword targeting are needed. The forecast is based on historical data of recent campaigns and under consideration of active campaigns. You may request concise availability reports via the reporting module either for a unique placement or summed up for all placements many parameters.

Page	Placement	Size	Position	# Guar.	# Open	# House	Traffic	Booked	Available	Sold [%]	Ex
Startpage	Product Button_de1	151 x 50	default	1	0	0	18,573	0	18,573	0.00	
Startpage	Product Button_de2	151 x 50	default	1	0	0	18,498	0	18,498	0.00	
Startpage	Product Button_de3	151 x 50	default	1	0	0	18,409	0	18,409	0.00	
Startpage	Product Button_en1	151 x 50	default	1	0	0	42,736	0	42,736	0.00	
Startpage	Product Button_en2	151 x 50	default	1	0	0	42,424	0	42,424	0.00	
Startpage	Product Button_en3	151 x 50	default	1	0	0	42,186	0	42,186	0.00	
Total							182,826	0	182,826		

Availability reports with detailed information on website, ad space placement, -size, -position, campaign type, traffic (Ad Impressions) -booked, -available and -sold.

Forecast-Reports
Different reports with availability analysis can be requested by website and network, placement, date, size etc.



Commercial aspects

The Inventory Management System (IMS) in Helios IQ offers effective sales strategies to increase the added value possibilities of your ad space. It is based on the different booking types, priority models and the associated effects on the delivery system.

Ad space will be utilised optimally and the actual offer may differ in price depending on the inventory availability and may be considered in the banner delivery. – Get the maximum profit of your ad space!

For any further information please contact:



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