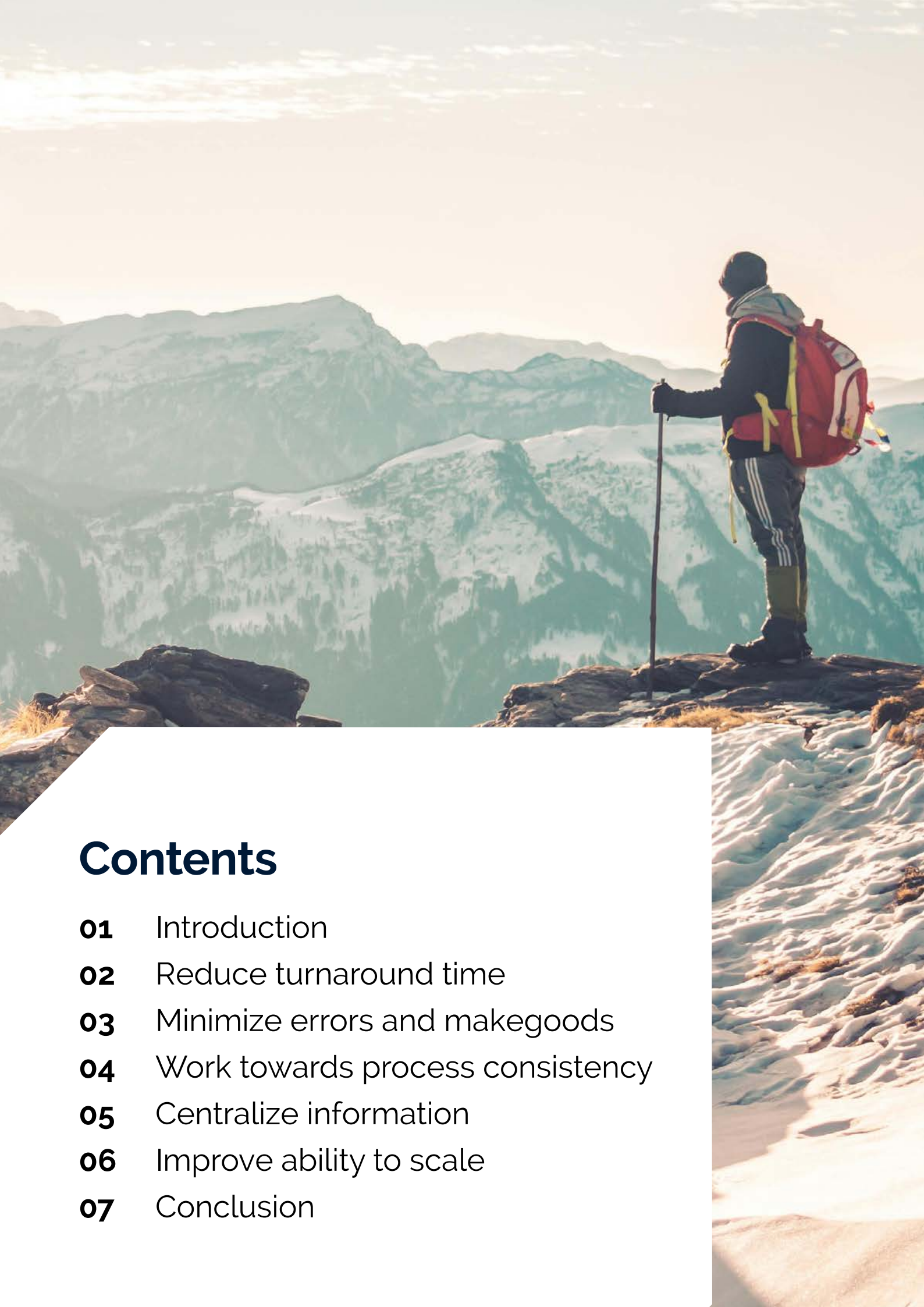# ADVERTISING OPERATIONS DON'T DRIVE REVENUE

5 ways to make Ad Operations your revenue multiplier

Exploring automation as a driver for business growth

theorem

Contents

Introduction

The world of Advertising Operations (Ad Operations) is fast-paced and fueled by innovation, yet also complex and cumbersome. It involves multiple stakeholders, intricate processes, and tight deadlines. And it's lucrative: Ad spending in the Digital Advertising market is projected to reach $740.3bn globally by the end of 2024.[1]

However, there are challenges for Entertainment and Media organizations — slow economic growth, fewer subscribers, new competitors — that mean they must keep looking for opportunities for new revenue streams and efficiencies. For Entertainment and organizations, this has been in the form of adopting advertising-based revenue models.

Yet, constantly evolving revenue models require an increasingly strategic approach to stay ahead of the competition and scale alongside growth. And it's precisely this that's driving the need for automation. New advertising-based revenue models add complexity and increase the need to refine, adapt, and automate to achieve target growth and maximize ROI.

For Ad Sales and Operations leads, the C-suite, and the board, a key challenge is raised: How can purpose-built automation drive growth in the Ad Operations market? Read on for the answer.

Chapter 1

Reduce Turnaround Time

In the fast-paced world of digital advertising, time saved is money earned. Yet 55% of U.S. Ad Operations professionals state time-consuming processes as the biggest pain point, significantly slowing down their pace of work.[2] The solution: Automation.

Automation has a direct impact on saving employees' time: A study by Aberdeen Strategy & Research reported that automated workflows lead to a 50% reduction in the time required to complete tasks.[3] This frees up employees' workloads, enabling them to focus on innovation, analyze results to test new approaches, prioritize higher value creative and strategic work, improve the performance of campaigns, or just get projects over the line faster.

Automated workflows also ensure that everyone involved in the advertising process has access to the right information at the right time. This not only reduces friction between teams, but ensures that campaigns are executed swiftly and efficiently, contributing to increased revenue. And the numbers show that professionals are on board:
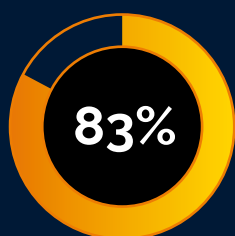
83% of U.S. Ad Operations professionals agree that integrating automation into existing workflows would increase productivity and save time and resources.[4]

Your Turnaround Time Questionnaire

Reducing turnaround time continues to be a key component for driving productivity and growth — and a constant challenge.

1. Which Ad Operations processes are most time-consuming, and how would you prioritize automating them?

2. Which Ad Operations processes show the highest impact on revenue and margins, most improving the cost and quality of operations?

3. What challenges have you faced with Ad Operations automation, and what support do you need to overcome them?

What the Experts Say

"The benefit of automation is saving time and allowing you to do the other 60% of your job and not to be stuck in data platforms all day."

- Andrew,
Ad Sales

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Quote taken from Theorem proprietary research
conducted by a 3rd party on Ad professionals,
April 2023

Chapter 2

Minimize Errors And Makegoods

Manual processes will always be susceptible to human error. According to the Data Breach Investigations Report, human actions accounted for 68% of total global breaches in 2023.[5] While these actions can be unintentional, their consequences can be grave:

A simple clerical error can translate to a

⚠ $500 million

headache[6] and a typo can come with a $78 million price tag.[7]

Now, it's unrealistic to expect the complete elimination of human error, but automation — relying on the accuracy and repeatability of digital technology — can significantly reduce errors and makegoods — and 72% of U.S. Ad Operations professionals agree.[8]

Automated workflows minimize the risk of errors by enforcing rules-based consistency across a variety of tasks such as data entry, ad placement, and campaign tracking.

Aberdeen Strategy & Research found that U.S. companies using workflow automation experience a

90% reduction rate in data errors.[9]

Fewer errors mean fewer revisions, leading to quicker campaign launches and higher client satisfaction. This translates into improved customer retention and an increased likelihood of securing new business, positively impacting ROI.

Your Errors And Makegoods Self-Examination

Whether it's you or another team responsible for minimizing errors, it's important your organization can answer these questions.

1. What common errors impact your Ad Operations and ROI?

2. How effective are your error-checking mechanisms, and what improvements are needed?

3. Which tasks would benefit most from automation to reduce human error?

What the Experts Say

"I don't see automation as a replacement for humans, but rather a complement to existing workflows. In our industry, we can't afford to make mistakes and with automation we can reduce our chances of error massively and free our people up to do the type of production that generates revenue."

- Jim Murphy,
SVP Marketing Technology & Operations

PWX Solutions

# Chapter 3

Work Towards Process Consistency

Different work styles are inevitable and can be a source of strength for a business in terms of diversity of skills or thought. However, it's when different work styles get locked into different processes that complications arise.

Consistent processes streamline your business: Everyone knows what's happening, technology is properly integrated, and reporting is reliable. It leads to better ad performance and more strategic decision making — ultimately driving a business towards success.

But if consistency is crucial to success, what's crucial to consistency? The answer is automation. This sentiment is largely shared across the industry with 56% of U.S. Ad Operations professionals believing automation builds process consistency across their teams.[10]

Automation ensures consistency by standardizing and streamlining workflows for day-to-day activities, which leads to reliable and consistent outputs and smooth collaborations between employees.

Ensuring data consistency is also crucial:
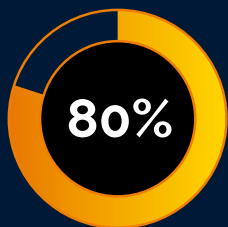
80% of chief data officers globally find it challenging to ensure data is enriched consistently at scale.[11]

But with automation technologies, such as data centralization management, this is ensured. Once the data is accurate, it remains unchanged and consistently precise over time.

Your Process Consistency Self-Assessment

Process consistency sounds great, but achieving it is a serious technical challenge.

1. What inconsistencies in Ad Operations workflows impact performance and decisions?

2. How well do your automation tools standardize processes and outputs?

3. Which workflow areas need better automation for consistency and collaboration?

What the Experts Say

"Workflow automation enables organizations to achieve greater efficiency and consistency while also improving the quality of their products and services."
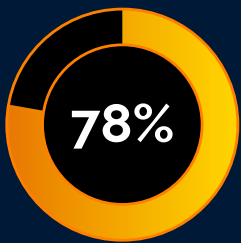
- Thomas M. Siebel,
CEO

C3.ai

Quote taken from Theorem proprietary research conducted by a 3rd party on Ad professionals, April 2023
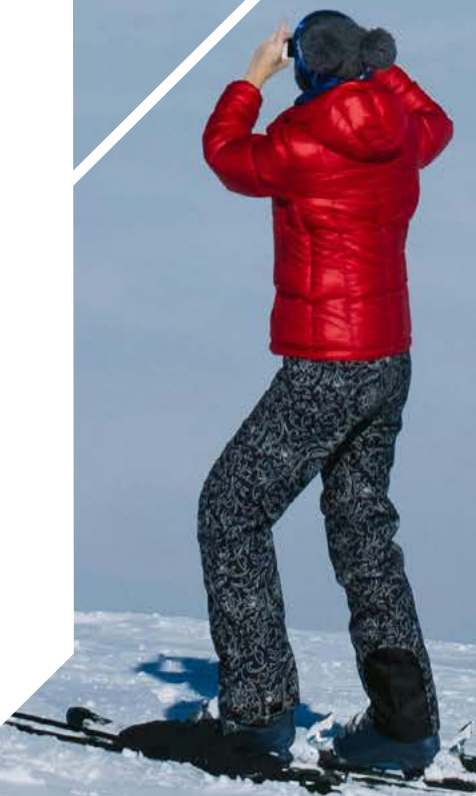
Chapter 4

Centralize Information

78% of companies globally use centralized data as part of their customer data strategy, and they're yielding results: 64% have improved efficiency and 57% have greater business growth.[12]

To really harness the power of automation, businesses need to effectively collect, process, and analyze data in a centralized system. By having data in one place, you have better insight, and more informed decisions can be made. This helps to optimize campaigns, allocate budgets more effectively, and identify opportunities for upselling or cross-selling. This data-driven approach leads to improved ROI by ensuring that resources are allocated where they'll have the most impact.

Additionally, working from a centralized dashboard helps employees to make decisions quicker as multiple teams have access to the same insights and reporting. This improves communication and collaboration between departments.

Your Data Centralization Self-Appraisal

With automated workflows, you can collect, process, and analyze your data in a centralized system. To gauge how centralized your data is, ask yourself the following:

1. How effectively is your data centralized, and how does it impact decision-making?

2. How well do your systems integrate and share data across teams?

3. What improvements are needed to enhance data centralization for better insights and collaboration?

What the Experts Say

"Tying together ad performance data with revenue data would be hugely valuable – it would make everyone's job more efficient if the data all lived in one place."
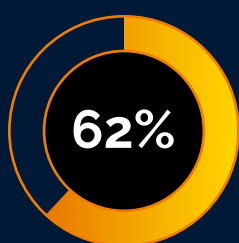
- Thomas,
Ad Sales

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Quote taken from Theorem proprietary research conducted by a 3rd party on Ad professionals, April 2023

Chapter 5

Improve Ability to Scale

While customer relationships need a human touch, it's difficult to deliver a personalized approach with a large portfolio of clients. Empathy, support, and speed all suffer:

62% **of global customer experience leaders feel they're behind in providing the more instant experiences consumers expect.[13]**

This is where automation can make a significant difference. U.S. consultancy firm Invesp found that 80% of marketers using automation software saw an increase in the number of leads generated, and 77% saw an increase in conversions.[14] And the numbers show that Ad Operations professionals are keen:
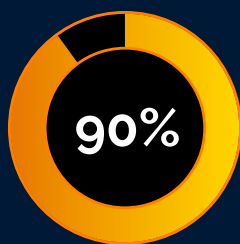
90% **are open to their roles evolving with automation as they recognize its potential for growth.[15]**

Automated workflows are highly scalable, allowing you to handle an increasing volume of campaigns without a corresponding increase in operational costs. With the flexibility to adapt to changing market conditions or an influx of orders, you can quickly adjust processes to accommodate new advertising channels, formats, or strategies, ensuring that your business remains competitive, and ROI remains high.

Your Business Scaling Survey

If you can answer these questions positively, you're in a good position to start scaling your business.

1. What position are you in to start effectively scaling your business?

2. How effectively does your workflow manage more campaigns without increasing costs?

3. How adaptable are your processes to market changes and new channels?

What the Experts Say

"Boosting revenue is the key in the end.
If something is in place in the backend of my
company, that would reduce costs internally."

- Patrick,
Ad Sales

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Future-Proof your Business with Automation

Automation isn't just a trend; it's a necessity in the fiercely competitive world of Ad Operations. It's about bringing in innovation to address workflow challenges to meet business goals. And it's not something you can deploy and walk away from; success comes from a process of testing, measuring, adapting, and updating to understand what works best for your organization and audience. The five ways we've outlined offer a starting point for growth. To go further, it helps to have the right partners to get you there.

Upward by Theorem is a purpose-built Ad Operations automation solution that's tailored to the specific needs of your business — helping you to unearth breakthroughs you didn't know existed. By making common pain points obsolete, you can focus on productivity, proactivity, client relationships, cost-efficiency, and growth.

To learn more about harnessing the power of automation with Upward and scaling your business to the next level visit our website.

Visit now >

WE'RE YOUR BREAKTHROUGH

Contact us >

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