



e-Book

# Breaking the Grind:

Streamlining Ad Operations  
with Purpose-Built Automation

The Proven Formula to Faster, Smarter, and Scalable Campaigns







# Introduction

Today's Ad Operations professionals face intense pressure to deliver flawless campaigns in a landscape that grows more demanding and complex every day. Tight deadlines, intricate workflows, and the need for absolute precision leave little room for error-or the strategic thinking that drives growth.

Grounded in decades of comprehensive research and deep insights into ad operations pain points, **Upward by Theorem** was specifically designed to alleviate these challenges and to meet the unique needs of the media, publishing, gaming, and retail media network (RMN) sectors. A flexible, modular automation solution, Upward is purpose-built to streamline workflows, reduce errors, and optimize every stage of the order-to-cash (OTC) process in ad operations-transforming ad operations teams from task-driven doers-into strategic drivers of revenue and growth.

This e-book explores the transformative impact of automation on ad operations and how Upward is empowering teams to focus on what truly matters: delivering impactful campaigns and driving measurable results.



The Cost of Doing Things the Old Way:

# Time, Money, and Precision

## The Mounting Pressure in Ad Operations



### Challenge



### Impact

Tight deadlines

Increased error rates

Fragmented workflows

Bottlenecks and delays

Manual reporting

Missed insights

High client expectations

Low margin for error

Volume growth

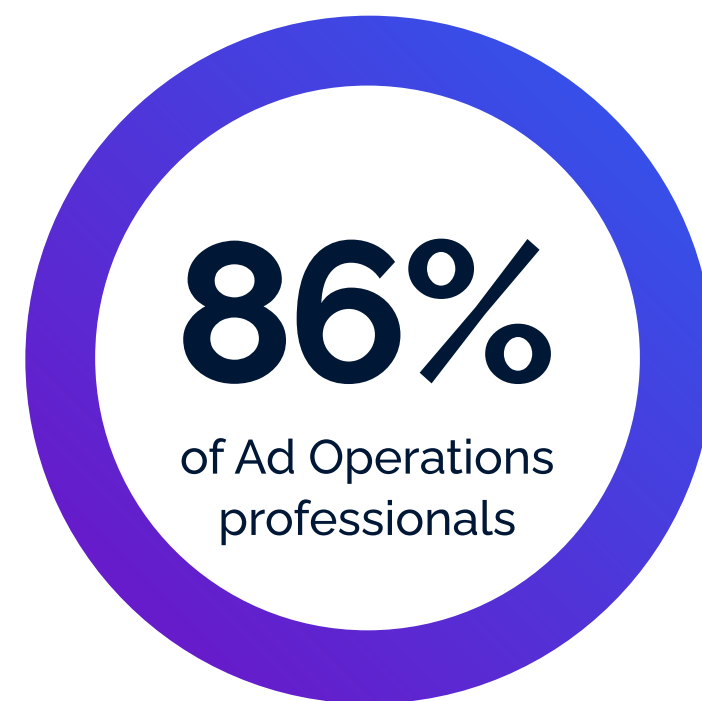
Team burnout

Ad Operations teams are in a relentless race to deliver flawless results, yet inefficient processes and outdated systems create an uphill battle. Manual workflows like campaign setup, data collection, and reporting-consume significant time and energy while leaving teams vulnerable to costly errors.



The Cost of Doing Things the Old Way:

# Time, Money, and Precision



Every misstep means makegoods, strained client relationships, and missed opportunities for growth. **86% of Ad Operations professionals admit their workflows aren't efficient, and 1 in 4 believe their company provides too many makegoods.**

The effort to keep manual systems running often leads to mistakes that ripple through the entire campaign lifecycle. But the real cost of sticking with the old way isn't just time or resources. It's the missed opportunity to transform ad operations into a driver of growth, innovation, and measurable success.

These challenges call for more than just quick fixes. They demand a solution that understands the intricacies of Ad Operations workflows.

## Where Time, Precision, and Profit Are Lost



86% of ad operations pros say their workflows aren't efficient.



# Automation That Speaks Your Language



Ad Operations teams face constant demands for speed and accuracy. Yet, generic tools often fail to address the unique complexities of their workflows, leading to inefficiencies and frustration. Upward tackles these challenges with automation designed specifically for ad operations.

**For 62% of ad professionals, report generation is the top priority for automation, while 59% emphasize the need for improved quality control.**

Upward delivers on both fronts, eliminating time-intensive manual processes while embedding accuracy into every stage of the workflow. Campaigns launch faster, errors are caught before they escalate, and teams are free to focus on optimizing performance.

This isn't just another off-the-shelf automation solution. Every feature was built with one goal: to eliminate the bottlenecks that slow teams down. From automating routine tasks to centralizing data for real-time insights, Upward reduces friction, enhances control, and empowers teams to move beyond reactive fixes to proactive strategies that build client trust and drive results.

But solving today's challenges is just the start. Upward also prepares teams for the demands of tomorrow.

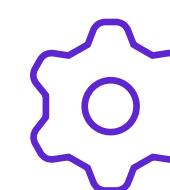
## What Ad Operations Teams Want to Automate First



**62%**  
Generating  
Reports



**59%**  
Quality  
Control



**57%**  
Campaign Setup  
& Optimization



**54%**  
Data  
Monitoring



Automation That Adapts:

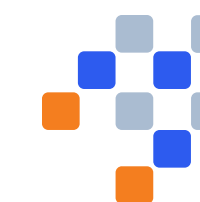
# Scaling Without Sacrifice

Growth shouldn't come at the cost of operational stability. For ad operations teams, rising campaign volumes often stretch existing tools and processes to the limit. Upward's modular design ensures teams can expand capabilities at their own pace without overwhelming resources.

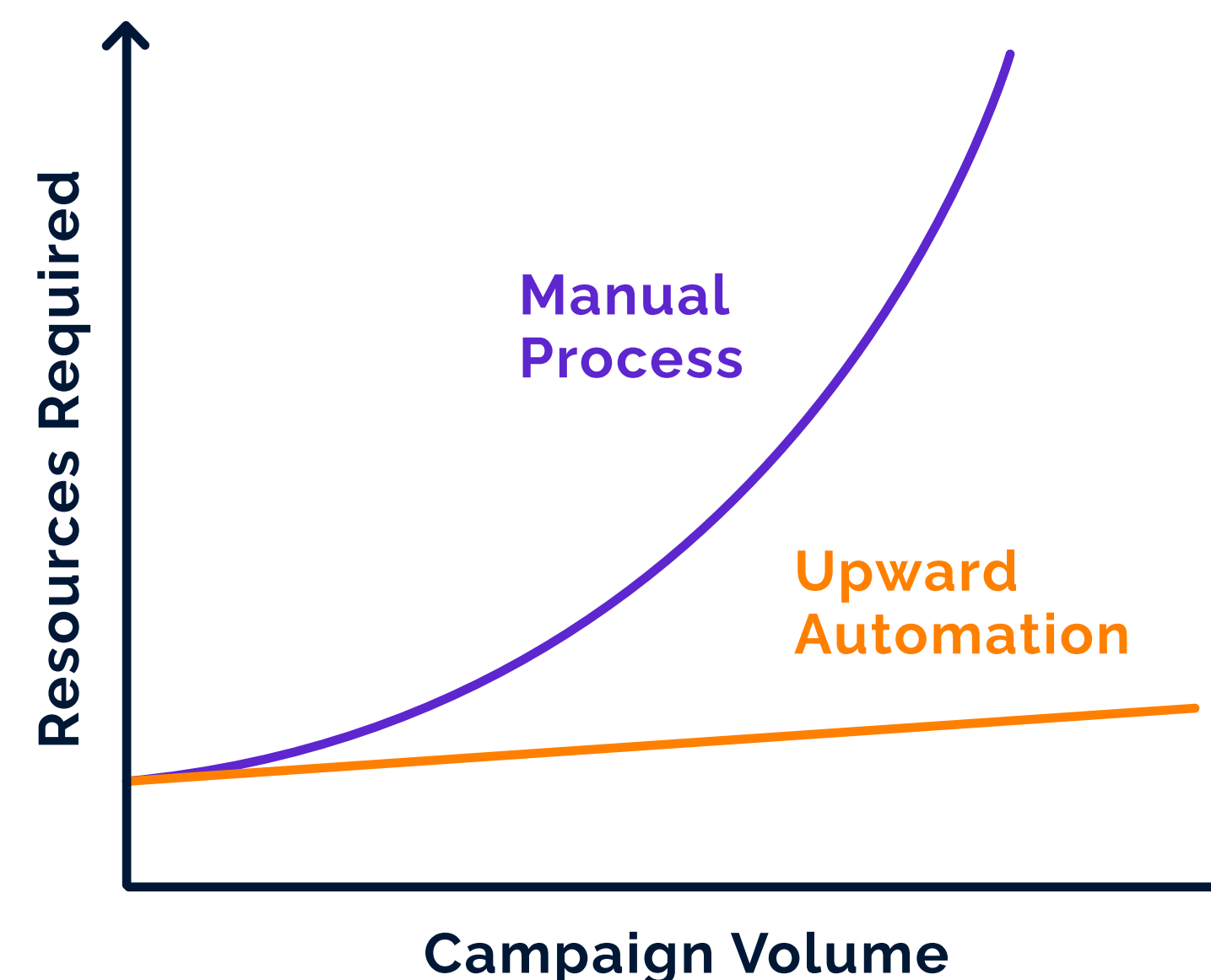
Whether automating reporting, streamlining billing, or managing complex workflows, Upward evolves alongside your team's needs. By reducing repetitive tasks and integrating seamlessly with existing systems, it ensures scaling operations feels like progress, not survival mode.

This adaptability empowers teams to focus on delivering consistent results, even as demands grow. With Upward, ad operations teams can achieve scalable success without sacrificing quality or burning out their resources.

Scaling effectively is just one piece of the puzzle. Automation empowers teams to redefine their roles and lead with vision.



## How Automation Enables Growth Without Burnout



Upward supports growth without increasing team workload





## Transforming Ad Operations:

# From Firefighters to Visionaries

Ad Operations professionals often find themselves caught in reactive cycles: fixing errors, managing fragmented workflows, and racing against deadlines. These challenges don't just slow progress; they erode client trust and inflate costs. Missed placements, inconsistent data, and delayed reporting can ripple through campaigns, leading to costly makegoods and strained relationships.

Upward breaks this cycle by automating error-prone tasks, standardizing workflows, and minimizing manual intervention-reducing the burden of low-value activities that derail teams. The result is-enhanced data accuracy, fewer makegoods, and campaigns that are executed right the first time.

But automation isn't just about saving time-it's about empowering teams to take control of their work and make a strategic impact. Freed from repetitive processes, ad operations professionals can focus on what matters most:

### **Proactive Campaign Management:**

With the bandwidth to monitor KPIs in real-time, teams can identify trends, make adjustments, and deliver better outcomes for clients.

### **Enhanced Decision-Making:**

Allow teams to generate insights, refine strategies, and drive meaningful results.

### **Reliable Execution:**

Built-in quality checks and standardized processes ensure campaigns run smoothly, every step of the way.



The Cost of Doing Things the Old Way:

# Scaling Without Sacrifice

The shift is transformative. Automation moves ad operations teams from firefighting daily issues to leading proactive initiatives that grow revenue, strengthen client relationships, and position operations as a strategic asset within the organization.

By streamlining every step, teams can stop firefighting and build workflows that work in harmony.



## The Impact of Automation on Team Focus

Before



- Manual rework
- Constant error-fixing
- Delayed insights

After



- Real-time KPIs
- Error-free execution
- Strategic insights



## A Unified Workflow:

# Simplifying Complexity with End-to-End Automation

Multiple systems and siloed data create bottlenecks that cascade through every stage of the order-to-cash (OTC) process-media planning, creative management, campaign tracking, and billing. Even the smallest inefficiency can snowball, delaying results and increasing errors.

Upward eliminates these roadblocks by integrating every phase of the OTC process into one streamlined framework:

### Integrated Operations:

With the bandwidth to monitor KPIs in real-time, teams can identify trends, make adjustments, and deliver better outcomes for clients.

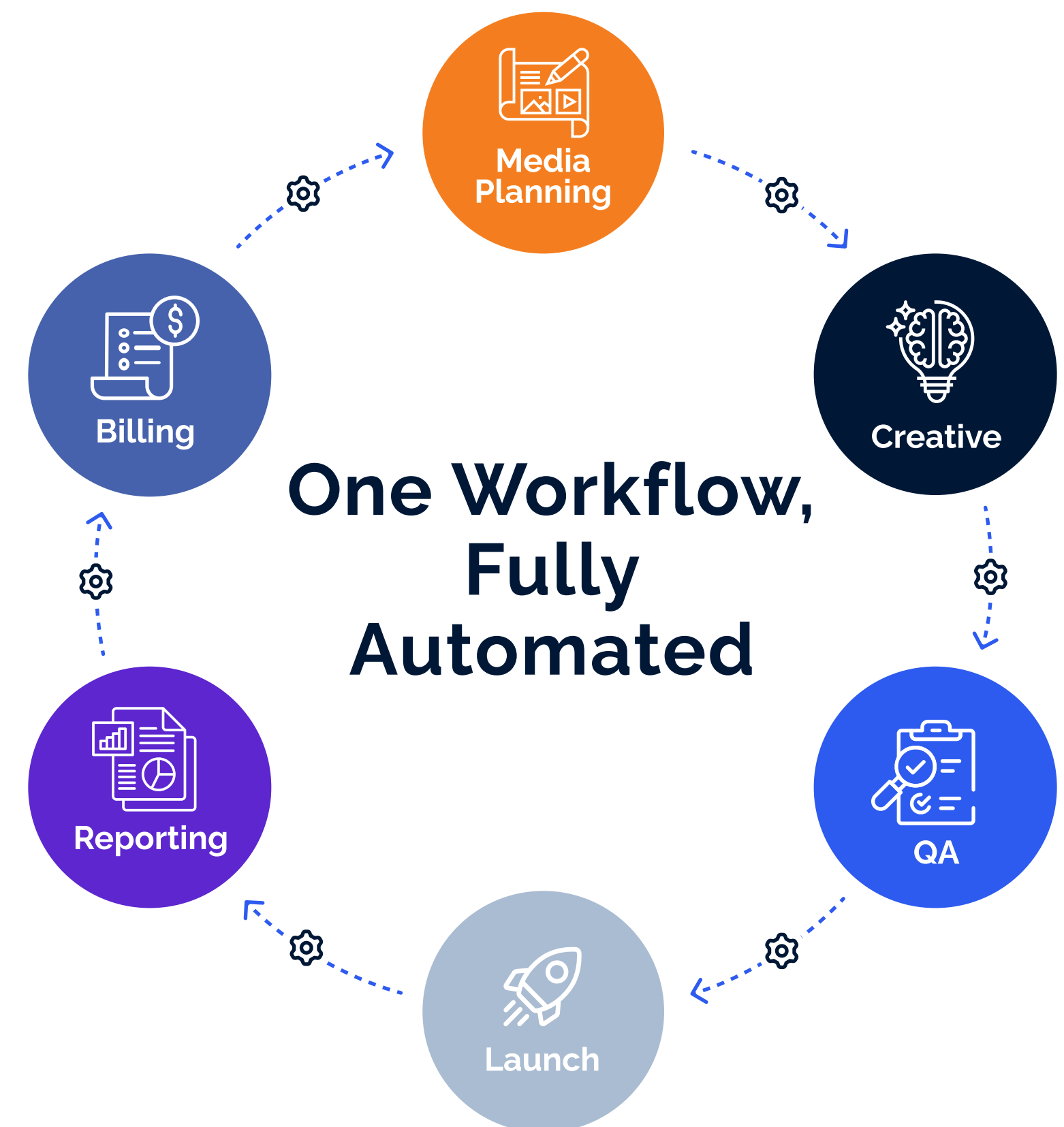
### Real-Time Visibility:

Allow teams to generate insights, refine strategies, and drive meaningful results.

### Scaling Efficiency:

Built-in quality checks and standardized processes ensure campaigns run smoothly, every step of the way.

With every step connected, teams move from fixing issues to optimizing performance-laying the groundwork for lasting growth and success.







Built for Ad Operations Teams:

# Flexible, Intuitive, and Designed for Your Workflows

Ad Operations professionals work in a high-stakes environment, where every delay, error, or inefficiency can ripple across campaigns. To stay ahead, teams need tools that simplify complex workflows and adapt seamlessly to their processes. Upward was built to meet these demands:

**Intuitive Design for Rapid Adoption:** A clear, user-focused interface allows teams to start automating without a steep learning curve for faster adoption and immediate impact.

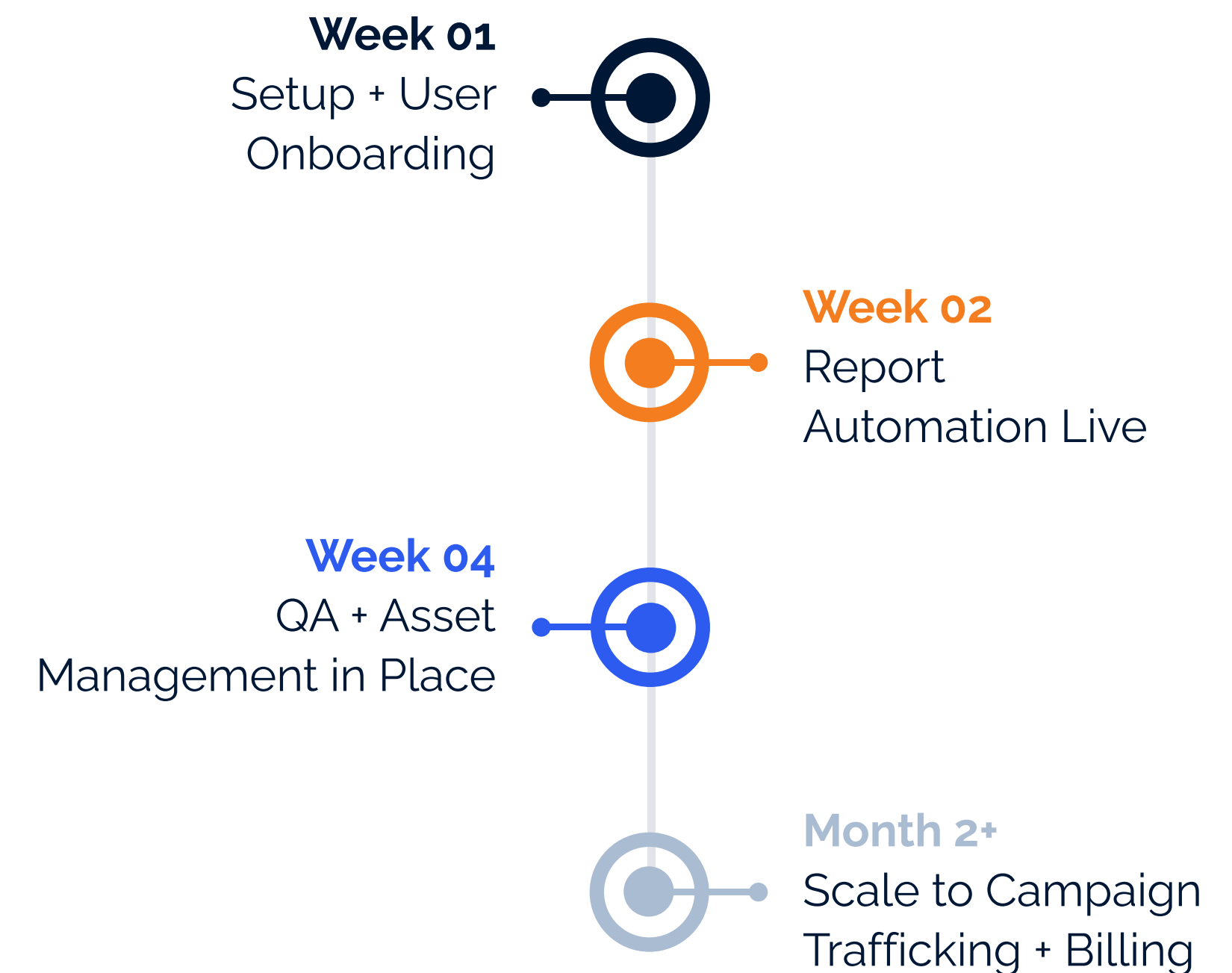
**Flexible Capabilities:** Modular features let teams automate today's priorities-like reporting or quality control-and scale effortlessly to handle tomorrow's demands.

**Seamless Integration:** Works with the tools already in use, reducing the complexity of implementation and maintaining operational consistency.

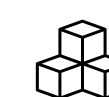
**Ongoing Support:** Regular updates and expert guidance keep workflows efficient, unlocking new opportunities as processes evolve.

**Upward's impact isn't theoretical-it's transforming Ad Operations for teams across industries.**

## Fast to Learn, Built to Grow



Intuitive UI



Modular Setup



Integrates with current tools



## Automation in Action:

# The Real-World Impact of Upward

Campaigns succeed or fail on the strength of their operations. When every delay compounds and every error creates costly rework, even the best strategies can falter. Upward addresses these challenges head-on, delivering the kind of operational improvements that keep ad operations teams ahead of the curve.

**Accelerating Reporting:** A retail media network automated its reporting workflows, reducing a process that once took three hours to just 20 minutes. Teams now spend that time analyzing trends and refining campaigns instead of compiling spreadsheets.

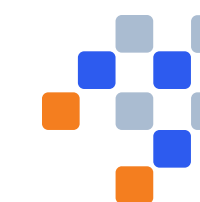
**Reducing Makegoods:** By automating campaign setup and embedding quality checks, a media company cut makegoods by 85%, saving hundreds of hours in rework and preserving client trust.

**Delivering Precision at Scale:** With a 99% error-free execution rate, Upward significantly reduces escalations and cross-team friction, ensuring campaigns are launched seamlessly and accurately.

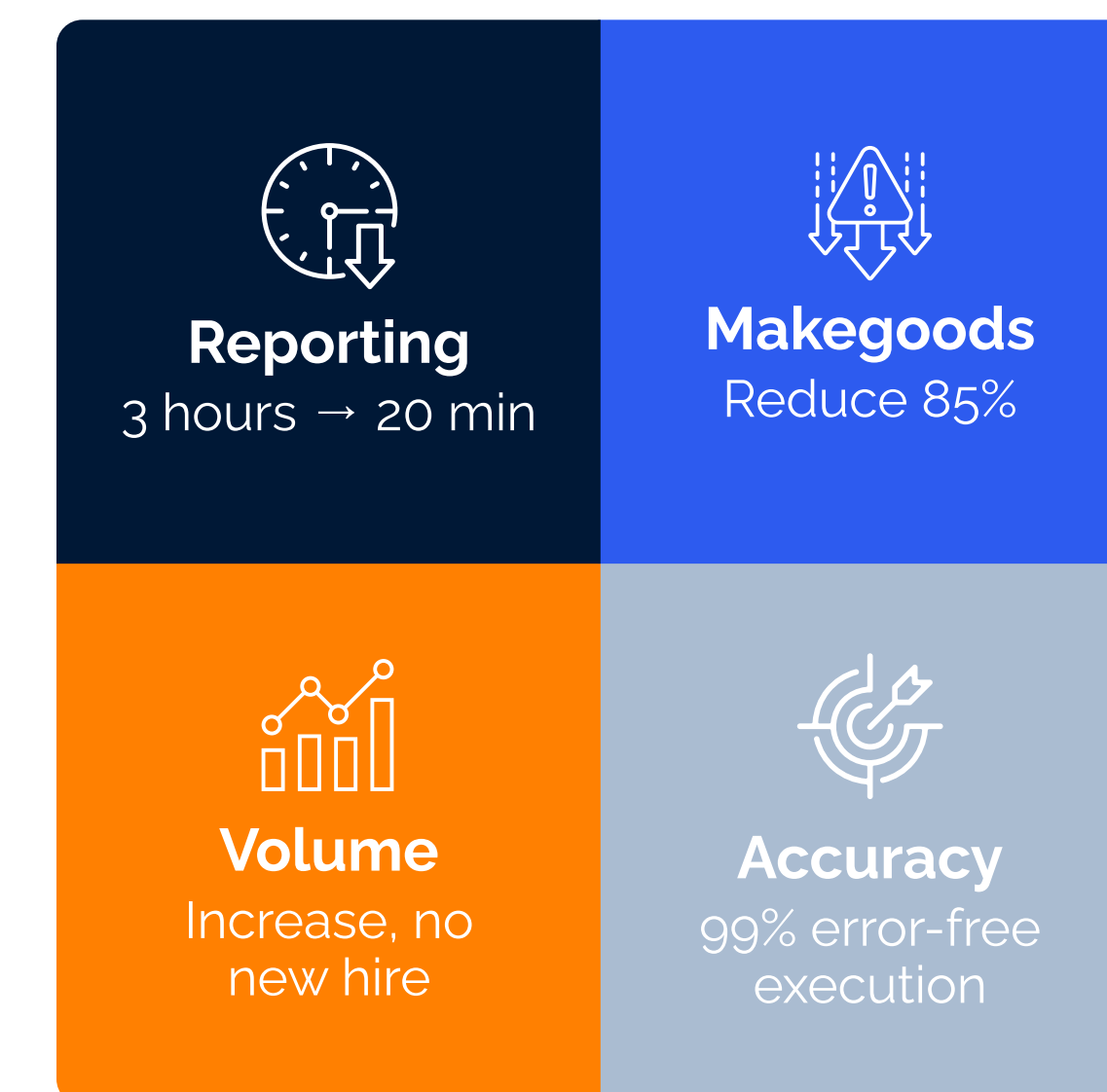
**Scaling Without Adding Headcount:** A publishing powerhouse managed a 40% increase in campaign volume by automating asset approvals and trafficking. The same team handled the workload without sacrificing deadlines or quality.

**Real-Time Decision-Making:** With live campaign performance data integrated across tools, teams identified issues and adjusted in-flight campaigns faster, ensuring budgets were spent effectively and results stayed on track.

These operational gains go beyond efficiency. They allow teams to work smarter, tackle complex workflows with confidence, and focus their energy where it counts: delivering better campaigns, faster, and with fewer errors.



## Real Results from Teams Using Upward





# Empower. Optimize. Grow.

Ad Operations is no longer just about keeping campaigns running; it's about driving results with precision, speed, and strategy. And the results speak for themselves: faster reporting, fewer errors, seamless scaling, and real-time insights that put you in control. With Upward, ad operations teams can deliver campaigns that are not only flawless but also transformative for their business and clients.

Empowering teams to break free from the limitations of manual processes, messy workflows, and outdated tools, Upward is a strategic asset for transforming operations into a strategic advantage.

The next step is simple: take control of your workflows, eliminate inefficiencies, and lead with confidence.

## The Strategic Advantage of Automation



**Upward turns ad operations  
into a growth engine.**



# Let's Make Your Workflows Work Smarter

You don't need more tools-you need a solution that truly understands ad operations. Discover how Upward can simplify your workflows, reduce errors, and give your team the time to focus on what really matters.

Let's Talk

