

## STREAMLINE AD OPERATIONS

PUBLISHERS

### SERVING RADIO ADS FROM THE CLOUD IN REAL-TIME

RadioSpot AdServer transforms broadcast radio ad serving and delivery with a collection of cloud-based services. With RadioSpot AdServer and our fleet of on-premise appliances, stations are able to streamline ad operations and gain a new level of visibility into ad campaign delivery and performance in real time.

#### KEY FEATURES OF RADIOSPOT ADSERVER:

**Ad Serving** - Our cloud-based ad server provides sophisticated scheduling and optimization mechanisms that ensure every campaign is run according to spec, automating ad serving and management. The Jelli appliance software seamlessly integrates into a station's legacy technology stack – supporting all radio automation and traffic systems – requiring no new operation processes.



**Traffic & Campaign Management** - Campaign activation and management tools, including live creative and rotation management, automated make goods, brand safety, (station exclusions), and event based creative triggers (weather, sports, etc.), improving station responsiveness, compliance, and accountability.



#### Real-time Reporting -

- + **Station Dashboard** - Radio's first and only real-time cross station compliance management and reporting tool, delivering station-level transparency.
- + **RadioDash®** - Jelli's advertiser dashboard reports on live ad serving activity. You can now deliver real-time fulfillment reporting to your agencies and advertisers, including when and where, as well as which creative ran.

**APIs for Everything** - Suite of API integrations for the entire selling lifecycle, including inventory, pricing, playlogs, invoicing, billing, and more.

**“In addition to streamlining our affiliate operations, Jelli’s platform transforms radio broadcasting into a real-time medium, providing our advertisers increased control, compliance, and campaign analytics on par with the latest digital platforms.”**

Phil Brown, CEO, Focus630

## ABOUT JELLI

Jelli is the only programmatic platform for buying and selling audio advertising. Our suite of cloud-based demand-side and supply-side solutions are used by some of the largest advertisers and broadcasters in audio, reaching over 245 million listeners monthly and serving billions of ad impressions per year.