



Media & Entertainment
case study

Intelligent automation helps media giant transform advertising operations

An entertainment company automates its advertising sales business processes and reduces inefficiencies and errors across its global linear and digital network.

The challenge

A large US-based entertainment and media company was facing significant challenges with inefficient processes and lackluster profits from its advertising sales division. Teams were spending an overwhelming amount of manual effort pitching new proposals, scheduling programming and tracking the success of advertising campaigns, and it was taking its toll on profits and efficiencies.

The company was experiencing missed sales opportunities, empty advertising slots and lower than expected advertising revenues. They turned to Cognizant for guidance with a focus on the sales, audience targeting, campaign planning and analytics processes.

The approach

Using a process mining exercise to model, analyze and identify top areas of opportunity, the team identified three primary focus areas for improvement: advertising proposal creation and validation, media kit distribution, and advertising campaign monitoring. The team set out to address each of the projects separately.

At a glance

Industry

Media & Entertainment

Location

US

Challenge

Improve profits and efficiencies inside an advertising sales division.

Services

Cognizant® Automation

Success Highlights

- 97% reduction in proposal creation time
- \$3.1M annual savings
- 146,527 annual FTE hours saved
- 75% faster media planning
- 100% accuracy of media placements
- 100% post-campaign financial operations savings

Advertising proposal creation and validation

Previously, converting sales proposals into actual media bookings for a client's various TV networks was a slow and manual task. Account managers had to manually compile information from different internal and external systems for each proposal, checking that the data matched the proposal's requirements. This method was prone to mistakes, and had the potential to lead to the loss of millions in revenue. To make this process more efficient, our team automated the collection and uploading of sales orders to a SalesHub API. This automation significantly sped up the processing of sales data for account managers. As a result, media planners were able to significantly reduce the time they spent finalizing each advertising proposal from two+ hours to just two minutes, with a guarantee of 100% accuracy. Additionally, the automation allowed account executives to automatically generate new, error-free proposals and quickly send them to the agency for booking.

Media kit distribution across networks

Next, we examined the manual process the company was using to schedule, verify and send media content to the networks' TV stations, digital networks and markets, tailored to specific audience tastes. To streamline this

effort, we automated the gathering and analysis of scheduling data from different networks, ensuring it met set rules. This automation removed the need for manual checks and allowed for instant content distribution to diverse markets based on audience preferences. By automating these tasks, teams no longer had to manually oversee every detail. This sped up the content preparation process, enhanced the efficiency of content distribution, and led to immediate cost savings for the teams.

Advertising campaign reporting and monitoring

Finally we turned our focus to how advertising campaigns were being analyzed and managed. Prior to automation, advertising account managers had limited access to the data and insights they needed to make strategic media purchase recommendations to clients. This meant it was difficult for them to keep pace with the demands of modern clients that wanted immediate performance feedback, and led to an abundance of unsold advertising space.



To address this, we took a variety of available raw data points from internal and external sources such as partners, advertising analytics platforms and customer invoices, and integrated this data into the client's sales system. This integration gave our account executives instant access to critical ad performance data and allowed them to build reports that helped them improve the way they communicated with each other and their clients. This change saved teams both time each month in selling, reporting, and analyzing ad performance, and boosted the team's ability to quickly fill previously unsold media spots.

Top new reporting capabilities included:

- The ability for account managers to adjust their goals on the spot, making their work more effective and improving revenue.
- Real-time tracking of digital campaigns, allowing clients to see detailed stats like ad impressions, clicks, and conversions.
- An automated system for managing ad inventory, identifying unused or less effective ad spaces and reallocating them to avoid empty slots.
- A system for automated report distribution, making it easier for account executives to access data, make informed decisions, and plan strategies for each network.

Business outcomes

Adopting automation resulted in substantial time and cost savings, increased efficiency and enhanced accuracy across various aspects of the company's operations.

These efforts and the benefits we brought were only the beginning. Over the course of three years, we helped our client scale to take advantage of 70+ automated processes, saving time, money and effort across the media planning operation. Combined, the solutions created the following benefits in the first three years:

- Decreased time to create comprehensive proposals with automation from two+ hours to two minutes, with zero errors.
- Increased speed and scalability of transaction processing by moving to 24/7 transaction processing to allow the team to process over 900,000 pre- and post-sales log transactions annually.
- Reduced time spent validating the content inside each media kit by 50%, from 30 minutes to 15 minutes, freeing AEs up to manage exceptions and double their operations capacity.
- Empowered more than 4,100 business users—AEs, AMs, sales enablement teams, business ops teams and planners—with easier processes and better decision-making.



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