

SHIFT MEDIA AD SALES SOLUTION

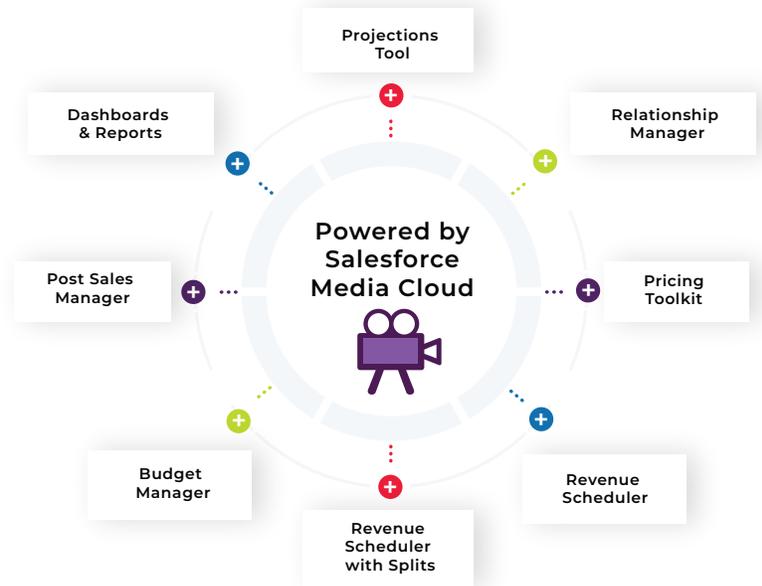
POWERED BY SALESFORCE MEDIA CLOUD®

The Shift Media Ad Sales Solution Powered by Salesforce Media Cloud is designed to get your business up and running on Salesforce faster. Built on Salesforce Media Cloud's media-rich data model foundation, our pre-built configurable package accelerates your time to value with centralized ad sales, campaign execution, and reporting designed specifically for broadcast, print, digital, and more.

The media industry is evolving and the Shift Media Ad Sales Solution provides your business with a scalable media-rich foundation so you can focus on what matters most – your customers.

KEY FEATURES:

- Faster time to market
- Scalable media-rich data model
- 100% Salesforce native solution
- Sell broadcast, print, digital, and more from a single platform



Built On:



Salesforce Platform™

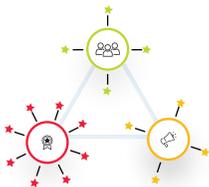


Salesforce Media Cloud™



Salesforce Sales Cloud™

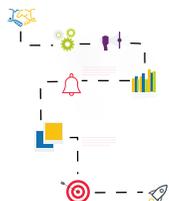
BENEFITS



Easily view and manage agency, advertiser, and brand relationships from a single location.



Track revenue projections, upfront commitments and early stage opportunities to provide your team with the visibility to understand how your business is trending.

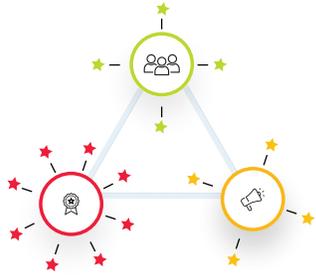


Seamlessly transition from sales to campaign execution with best-in-class media processes using configurable flags, triggers, and approvals to ensure successful campaign execution across broadcast, print, digital, and more.



Start off right with our curated and configurable collection of media specific dashboards and reports for transparency and insight at every level of your business from day one.

ACCELERATOR COMPONENTS



RELATIONSHIP MANAGER

The Relationship Manager enables your team to better manage every complex agency, advertiser, and brand relationship in one easy to use component.



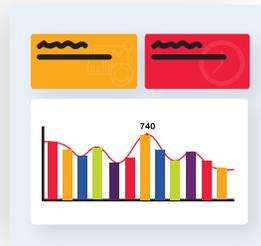
PROJECTIONS TOOL

Save time and gain insight into your high-level revenue forecasts earlier for upfronts, scatter, and more on early stage opportunities without the need to input vast amounts media plan details.



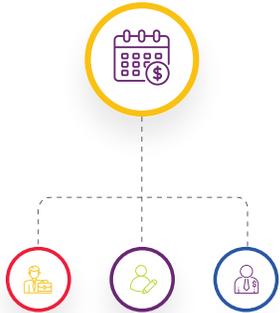
PRICING TOOLKIT

The Pricing Toolkit enables your team to quickly and easily add your products to any sales opportunity. The Pricing Toolkit includes unique attributes for every product to ensure each line item price is automatically calculated using the real-time media calculator.



REVENUE SCHEDULER

Automatically schedule the revenue for every opportunity based on how your business sells and delivers campaigns across multiple product lines. From broadcast to digital and print, our revenue scheduler will give your teams the ability to forecast everything from a single platform.



REVENUE SCHEDULER WITH SPLITS

Take your revenue scheduling to the next level with revenue splits across your sales team to ensure the right people get recognized for their sales efforts. Media sales can be complicated, but whether a sale involves one, two, or ten team members, our solution will keep your teams tracking towards their budgets with 100% accuracy.



BUDGET MANAGER

Track and manage budgets for your entire business from a single dashboard. Quickly review a seller, manager or team's current pacing against budgets and identify potential gaps so your team can focus on what drives revenue for your business.



POST SALES MANAGER

Seamlessly transition from sales to execution with built-in workflow configured by media type. Ensure the proper steps are followed with flags, triggers, and approvals designed to ensure what gets sold is delivered correctly every time across linear, digital, and print products from a single platform.



DASHBOARDS & REPORTS

Each accelerator comes with a curated and configurable collection of media specific dashboards and reports.

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