




 Notifications


 Advertisers


 Campaigns


 Ticket inbox


 Placements

 Reports


 Data Exports


 Creative library

 Marketplace




 Admin

Support

 Knowledge Base

 Chat

Universal Wellness | Smith 2024 Media Plan



	Impressions	Planned media cost	Total spend	Budget at Risk
689%)	25,750	\$18,240.00	\$3,500	\$14,740.00

Items & Charges 10

Tickets 3




Attachments 1

Comments

History

Delivery Report

Invoice 3

	Status	Ad Server	Start	Cost Basis	Total
extension	Approved	 Google Display and video	05/03/2024	CPM	\$40.00
Web Placement	Approved	 Google Camapign Manager	05/31/2024	CPM	\$2,200.00
#Meta - Smith Sales Objective	Approved	 Facebook	05/31/2024	CPM	\$5,250.00
#4 Standard Display	Approved	Offline	05/31/2024	CPM	\$3,750.00

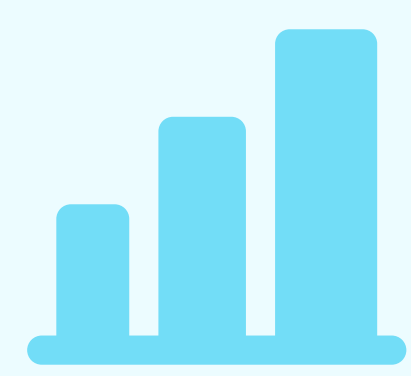
Tame the chaos of media buying

MarketerOS helps agencies and brands optimize omnichannel planning, streamline activation, and gain financial oversight.

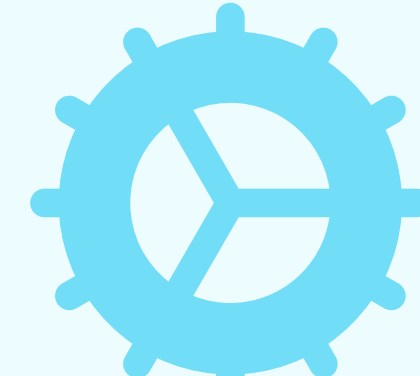
Managing multiple client goals, brand reputation, costs, and ROI across a fragmented advertising ecosystem is a recipe for diminishing returns and spiraling costs. You shouldn't need 17 tabs open to run a single campaign.

MarketerOS is an intelligent automation layer that unifies your existing ad tech stack. Plan, activate, optimize, and manage omnichannel campaigns from a single interface. MarketerOS is an operating system that makes media buying make sense.

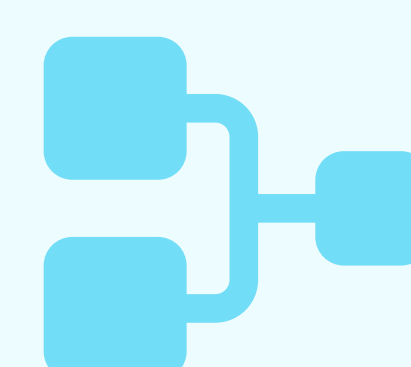
A transformational platform for brands and agencies



**Hit new levels of
productivity**



**Optimize performance
in real time**



**Streamline campaign
management**



Take control of finances

Power your omnichannel media operations

Master campaign planning & execution

- Simplified IO creation and coordination
- Spend planning and inventory forecasting
- Seamless integration with DSPs and social platforms
- Automated omnichannel campaign activation

Drive performance & efficiencies

- Real-time campaign monitoring
- Consolidated performance metrics
- Version-controlled planning
- Streamlined approval workflows

Improve financial management

- Unified campaign delivery data
- Automated reconciliation
- Billing & Invoicing management
- Built-in compliance and governance

Connect your advertising ecosystem

- 50+ bi-directional integrations
- Agile updates and adaptations
- Flexible architecture for custom needs
- Enterprise security and compliance

**Be as good at buying media as
publishers are at selling it.**

