

FREEWHEEL'S MARKETPLACE PLATFORM

How FreeWheel enabled frictionless transactions between a major US Programmer and top-tier media reseller to streamline operations and maximize yield.

EXECUTIVE SUMMARY

FreeWheel's Marketplace Platform represents the next evolution of our automated, inventory sharing + monetization technology - combining the best of programmatic and direct sales models to enable frictionless transactions for *both* buyers and sellers. Early adopters of the solution include two long-standing FreeWheel clients: a large US TV programmer and a top-tier media aggregator and reseller.

Both organizations migrated from FreeWheel's legacy inventory sharing solution to the evolved Marketplace Platform, which has been purpose built to meet the needs of the New TV ecosystem. The migration process itself was simplified by FreeWheel's in-house Advisory Services team, who consulted on the strategy and helped with the implementation process. By adopting the solution, the companies immediately unlocked quantifiable benefits. Marketplace Platform enabled both the buyer and seller to connect and transact on inventory with enhanced precision, transparency and control, which led to better decision-making and forecasting, operational efficiencies, and increases in scale and transactional volume.

HOW TWO LEADING MEDIA COMPANIES BENEFIT FROM FREEWHEEL'S EVOLVED TECHNOLOGY

Like many publishers, this large US TV programmer needs a flexible monetization solution that provides ease of execution, support for all demand channels (including direct advertiser relationships, programmatic buyers and other FreeWheel partner buyers), and offers clear and actionable insights.

For the media buyer, onboarding to FreeWheel's new solution enables more efficient and seamless connection to their trusted seller partners, and enables enhanced discoverability of inventory, simple and transparent partnership workflows, and advanced optimization and control over supply.

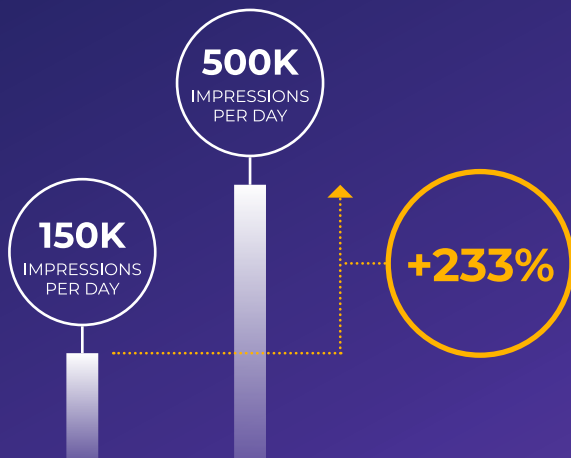


PERFORMANCE POST MIGRATION

100X

INCREASED ACCURACY IN INVENTORY REPORTING

Delivery against the sales agreement tripled when migrated to Marketplace Platform orders



Buyer's campaign performance improved: Pacing against campaign schedule went from <50% to upwards of 90%



ABOUT MARKETPLACE PLATFORM

Facilitating Seamless Transactions for Buyers and Sellers

FreeWheel's Marketplace Platform is a reimagined media buying and selling solution suite built for the new TV landscape. FreeWheel built this functionality as a direct response to the evolving needs and challenges of the TV ecosystem, and designed its capabilities and tools to optimally connect on-platform buyers and sellers. The platform's value stems, in part, from our decision to combine the best of programmatic and direct-sales models, and from our intimate understanding of media companies' priorities and needs.

BENEFITS FOR BUYERS

BENEFITS FOR SELLERS



SEAMLESS CONNECTION TO THE FREEWHEEL ECOSYSTEM

- Enhanced connection to demand partners for fluid transaction across all screens and sales channels
- Access to new, incremental supply sources to mitigate risk of being oversold

Access to new, incremental demand sources, including media resellers and top-tier advertisers and agencies



OPERATIONAL EFFICIENCIES

Streamlined UI workflows that enhance transparency and allow buyers to easily review and approve inventory packages, enabling offline deals to go live with ease



ENHANCED CONTROL OVER BUSINESS OBJECTIVES

Revamped tools that enable buyer control and ensure advertiser needs are met and business rules are enforced. Enhanced functionality includes:

- Order targeting & optimization
- Campaign execution optimization
- Improved delivery and prioritization of supply sources and agreements

- Increased control over demand via enhanced relationship and yield management
- Introduction of new priority levels to ensure relationships are managed and business goals are met in the most efficient way possible



IMPROVED PERFORMANCE

- Enhanced campaign delivery against advertiser demand, enabling the possibility for increased sales in the future
- Increased accuracy, granularity and actionability for buyers across all insights

- Enhanced execution of delivery agreements
- Increased accuracy, granularity and actionability for sellers across all insights

THE FREEWHEEL ADVANTAGE

FreeWheel is committed to facilitating seamless connections for our clients and their partners that improve business for both sides of the ecosystem. Our best-in-class, white-glove service and support has resulted in a 97 percent satisfaction rate from our clients across all FreeWheel products and ensures an easy platform onboarding process.

BOTTOM LINE?

It pays to get on-platform. Marketplace Platform cultivates buyer/seller relationships by facilitating simple transactions and offering both sides of the advertising ecosystem a suite of tools that contribute to better business decisions, improved processes, and higher ROI on both sides of the transaction.