



Digital giants have disrupted the advertising market. And put traditional media companies on their heels. With their data-driven approach, digital natives are capturing exploding ad revenues with scalable and targeted advertising solutions.

Today's new winners are those who are managing their overall advertising business over platforms powered by data.

Meet: The Accenture Multimedia Advertising Platform (AMAP). AMAP is helping traditional media companies and broadcasters transform their advertising offering and operating models for increasing competitiveness...and supporting the launch of new advertising businesses for telcos and retailers as they enter this lucrative market

Hi there. I'm Carlo Iacboni, Lead for Accenture's Intelligent Advertising offering. Purpose built by Accenture to automate advertising processes for any type of media in any environment and to activate multiple automated sales channels, the platform is empowering companies to move from a media-driven to a results-oriented data-driven e multimedia advertising value proposition. With its unique ability to integrate and orchestrate multiple ad tech components, AMAP allows businesses to accelerate set-up and significantly reduce the costs of launching and operating a multimedia advertising business. From fully managed to self-directed, we work with our clients to find the right fit for their business objectives.

How does it work? Through the multimedia ad platform, ad buyers now have easy access to inventory for planning, buying, delivering, and monitoring multimedia advertising campaigns. The Omnichannel Sales Solution provides one single view of advertising inventories across multiple media, directly accessible by buyers through multiple automated sales channels making buying easier for agencies, large advertisers and SMBs. It's driven by artificial intelligence to drastically improve ad sales and advertising performance And with a strong decoupling layer for integrating any ad tech components included in our client's ecosystem, AMAP helps to protect our client's previous investments.

For one media company, AMAP's AI helped raise their CPM by over 25%. For a telco, we helped launch a self-service portal in less than 8 weeks. And in Europe, we enabled cable operators to set up a regional marketplace where multiple TV audiences can be aggregated and sold through an automated platform.

Transform your ad business from "siloed" to a converged, data-driven model. Welcome to the new data-driven business. Get started with AMAP today.

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