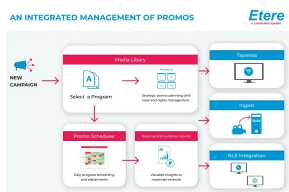# EA1449 ETERE PROMO PLACEMENT

Etere Promo Placement is a powerful, next-generation solution designed to optimize promo scheduling and maximize audience engagement.

Etere Promo Management
Image

The promo activity is, after advertising, the heaviest activity of any TV station, transmitting hundreds of them daily to enhance its image and increase the target.

Etere provides an effective Promo Placement solution, a robust and integrated tool that can effectively manage the entire promo activity, including campaigns. Etere is the software that empowers media enterprises to maximize the use of their promotional inventory. **Etere Promo Placement** tracks the promo production lifecycle and enables integrated control in a single environment.
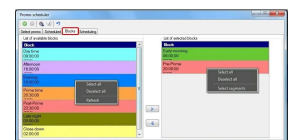
Key Features

☐ All-in-one management of promotion campaigns, assets, and version control
☐ Define campaigns for various targets (programs, series, episodes, etc.)
☐ Optimize reach and frequency by splitting promotional avails to increase delivery
☐ Change campaign material or parameters at any time (without having to re-import/export)
☐ Real-time visibility of data
☐ See how your campaigns are performing against targets with intuitive performance reports
☐ Produce proof-of-performance reports in a few clicks
☐ View performance levels as you fill the log and make adjustments on the fly
☐ Boost the ratings of promoted events to increase sales revenues
☐ Maximize the utilization of your promotion inventory
☐ Increase campaign precision by deploying a wide range of campaign requirements
☐ Ensure accurate proximity to the promoted event using automated scheduling
☐ Keep the schedule integrity and prevent violating rules and regulations
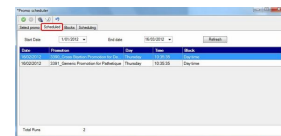☐ Apply pre-scheduled time restrictions

Error Proof

Etere Promo Placement is entirely error-proof. Its user-friendly interface shows the operator all the programs with all the info and related promos. A dedicated screen alerts the operator in case there are schedule limits, promo placement errors, missing programs, wrong time slots, or wrong placement concerning the program. The intuitive interface of Etere Promo Placement allows channels to fluidly optimize the placement of their self-promotions, billboards, and bumpers.

Automatic Placement

☐ Allows monitoring and placing the correct promos across the broadcast schedule

☐ Placement of appropriate promotion accurately in the broadcast schedule

☐ User-defined rules validate the accuracy of your schedule

☐ Ensures that the correct version of the promotion is associated

☐ Applies the relevant criteria to prioritize spot placement during the finalization of the playlist to achieve your overall marketing objectives

☐ Users can place promos before their video exists with last-minute manual adjustments with easy selection menus

☐ Prioritize spot placement during the finalization of the playlist

☐ Ensure you adhere to campaign parameters

Etere Ecosystem Integration

As part of Etere Ecosystem solutions, Etere Promo Placement can connect with other Etere modules such as:

☐ **Etere Media Management**, promos are saved using the MAM database and also checks parental guidance limitations

☐ **Etere BMS**, simultaneous insertion in Promo Placement, BMS saves time and maximizes the placement opportunities

☐ **Etere Airsales**, to create a promo schedule in the traffic grid and share materials, programming, orders, and scheduling: practically the seamless scheduling and workflow

☐ **Promo Crowding**, to always take control of the promo crowding

☐ **Etere Executive Scheduling**, to create the schedule from traffic placement

☐ **Etere Automation** systems, frame-accurate playout