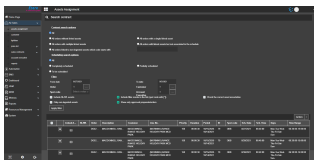
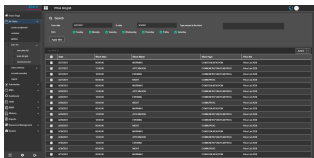


## EA1444 ETERE AIRSALES

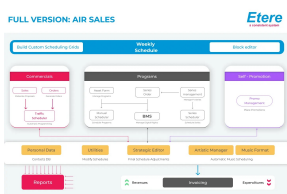
Etere Airsales is a comprehensive software solution designed to streamline every aspect of the advertising lifecycle. From traffic and scheduling to accounting and campaign management, it seamlessly integrates pre- and post-sales activities, commercials planning, and invoicing into a single, efficient platform. With its user-friendly interface and robust features, Etere Airsales empowers businesses to optimize workflows, enhance productivity, and maximize revenue.



Assets Assignment



Price List Grid



ETERE AIRSALES KEY FEATURES

**Etere Airsales** is an integrated solution for traffic, accounting, and all sales management-related operations. It is entirely scalable to your size and needs, future-proofing even for your company's growth.

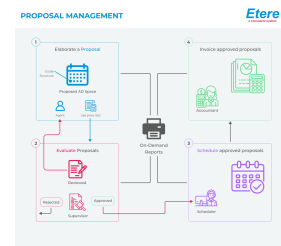
Etere Airsales is a powerful solution for your sales workflow. It can give you total visibility and inventory control to optimize advertising revenue and profitability. The integrated characteristics of Etere Airsales ensure information is always visible in real-time, thus allowing enhanced inventory management and optimal decision-making. Etere Airsales manages advertising sales, including pre-and post-sales activities, campaigns, customer relationship proposals, commercial planning, invoicing, account executive, and agency commissions.

Built to enhance sales workflows, Etere Airsales provides total visibility and inventory control, empowering businesses to maximize advertising revenue and profitability. Its real-time data integration enables superior inventory management and strategic decision-making, ensuring that every opportunity is optimized.

From pre-and post-sales activities to campaign management, customer relationship proposals, commercial planning, invoicing, and agency commissions, Etere Airsales delivers end-to-end management for advertising sales. With its advanced tools, account executives can efficiently track, plan, and execute revenue-driving strategies while maintaining seamless collaboration across teams.

## Key Features

- ☐ Multi-day inventory view for managing inventory across multiple days
- ☐ Maximized returns on investment and reduced operating costs
- ☐ Fast contract entry for unlimited spots
- ☐ Centralized campaign planning and placement
- ☐ Salesforce and account management
- ☐ Post-transmission analysis, real-time reporting, and statistics
- ☐ Seamless integration with automation systems
- ☐ Available web management of orders and pre-orders
- ☐ Ability to import data from traffic systems



## Reservation Engine

- ☐ Auto-reservation based on contractual rules and placeholders
- ☐ Allowlists and Blocklists for priority scheduling and rescheduling
- ☐ Supports manual intervention at any point of the operations (drag and drop feature)
- ☐ Scheduling history and document attachments
- ☐ Real-time monitoring of commercial crowding and proxies
- ☐ Scheduling on alternative schedules and multiple networks



## Etere Ecosystem Integration

Etere Airsales is perfectly integrated with the Etere Ecosystem, leveraging all available technologies and providing shared information to the following modules:

- ☐ Memory, for easy visualization of as run log control
- ☐ Automation for last-minute changes and seamless 3rd-party integrations
- ☐ Executive Scheduling for a unified view of scheduling and traffic data
- ☐ Data Mover for automatic transfers and QC of scheduled materials
- ☐ Reporting Services to create on-demand reports on commercial planning



## Integrated Accounting

- ☐ Invoicing of pre-paid and post-paid advertisements
- ☐ Payment tracking with daily, weekly, and month-end reports
- ☐ Pro-active management of credit limits and credit stops
- ☐ Effective cash ageing, advances, and collections
- ☐ Agencies and Accounts Executive commission management
- ☐ Export to external accounting systems
- ☐ Automatic generation and e-mailing of PDF invoices
- ☐ As-run reconciliation after broadcast automation

