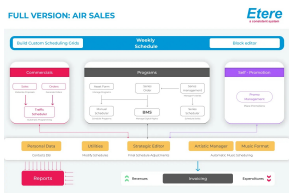*Etere*
**a consistent system**

# ETERE RADIO AIRSALES

Etere Radio Airsales is a full advertisement sales management software. Users can manage their complete advertising media cycle, all from the same interface. Etere gives you total visibility and inventory control to optimize advertising revenue and profitability.

*Etere*
**a consistent system**

Etere logo



ETERE AIRSALES diagram

Stay on top of your radio advertising sales management with our intuitive integrated Radio Airsales system. Keep track of your budget, plan your ad spaces, and connect with clients, all with our real-time access to sales and inventory data. The integrated characteristics of Etere Radio Airsales ensure information is always visible in real-time, thus allowing enhanced inventory management and optimal decision-making. Etere Radio Airsales manages advertising sales, including pre- and post-sales activities, campaigns, customer relationship proposals, commercial planning, invoicing, Account Executive, and agency commissions.

### Intuitive Design
You can check all available ad spaces across different channels and the details of each ad space. Fill up each space with other ads or pitch it to clients. Etere helps to optimise ad placements and scheduling.

### Easy Management
With the interactive ad interface, clients can stay connected to their ads, allowing external users to monitor them easily. Etere manages clients, prospects and sales team call activity. It also offers powerful real-time reporting, including account and contact management, invoicing, spot analysis and sales. Many useful reports provide real-time information to help you and your clients to make informed decisions.

### Easily Accessible
The adaptable internet-accessible interface lets you check on your sales and clients from your mobile device and tablet.

### Scalable
Radio Airsales can manage multiple stations across time zones and locations, all from a single interface. It is entirely scalable.

### Sales Log
Keep track of transactions and data from the logs, and retrieve any info you need from the archive. Gain business insights from a centralised archive to enhance your sales strategy.

### Management
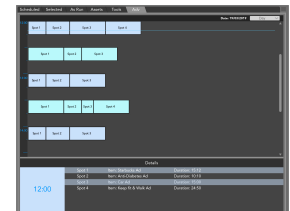Anticipate market changes with the budget and forecast management feature.

## 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
☐ Access to the Airsales system via Etere Web ensures comprehensive access to your roaming sales force and complete access to the commercial planning system, thus enabling them to create contracts and reserve space from any location in the world
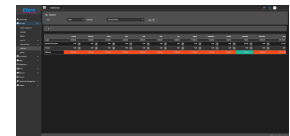
## Reservation Engine

☐ Auto-reservation based on contractual rules and placeholders
☐ White and Black lists for priority scheduling and rescheduling
☐ Supported manual intervention at any point (drag and drop feature)
☐ Scheduling history and attached documents
☐ Real-time monitoring of commercial crowding and proxies
☐ Scheduling on alternative schedules and multiple networks

## 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 aging, 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

## 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