DIRECTV

SUCCESS STORY

Transforming Ad Sales Operations with Faster, More Flexible Billing

BillingPlatform

THE **NEED**

A modern and flexible solution to monetize millions of ad buys daily

THE **CHALLENGE**

Support massive data volumes while monetizing complex buyer/seller relationships

THE **SOLUTION**

BillingPlatform

THE **RESULTS**

Improved productivity, Cost savings

TV + Digital Video Advertising

DirecTV Ad Sales monetizes the advertising inventory of DirecTV.

With features such as addressable and direct ad insertion, advertisers are able to target their audience 1:1.

As a growing business, DirecTV Ad Sales focuses on key sales channels and data sources in order to drive maximum revenue. They were the first to bring cross screen and converged addressable solutions to market. These offers increased reach and can deliver additional frequency to households.

They also offer data driven linear which helps to capture different client types with different targeting needs and levels of advanced advertising expertise, dynamic product placement and loyalty rewards which create unique user and ad experiences.

The business consists of products, platforms and partnerships make up approximately $2B in annual revenue.

🔍 THE NEED

Generating over $2B in annual revenue, DirecTV Ad Sales needed a solution to support their hosted buying and selling platform for targeted advertising data.

THE CHALLENGE

Storing and processing viewers' TV and online media data from a variety of sources, DirecTV Ad Sales has a broad and diverse set of products associated with its digital ad brokerage platform. Facing the growing inefficiencies of managing multiple disparate billing systems, DirecTV Ad Sales needed to consolidate billing, collections, accounts receivables, and credit management under a single solution.

After reviewing more than 60 existing billing systems at AT&T, DirecTV Ad Sales was faced with finding a new solution to handle their unique business requirements.

THE SOLUTION

With its cloud-native solution and agile framework, DirecTV Ad Sales choose BillingPlatform to migrate all of its billing and collections onto one platform. BillingPlatform's out-of-the-box configuration capabilities and native-compatibility with Salesforce allowed for fast integration with the company's various accounting and payment systems to comply with its own and its parent company's general ledgers.

Through a close partnership with BillingPlatform, DirecTV Ad Sales integrated CCH Suretax and established a collections system compatible with their accounts receivables subledger. This debt management and collections solution is designed to track and manage delinquent accounts and enables them to customize collection activities based on account size, days outstanding and open balances.

BillingPlatform's flexibility and intuitive workflow management tools enable business analysts to make the vast majority of necessary configurations, and the company's IT team independently manages the platform, eliminating the costs of third-party or dedicated software developers. The highly scalable platform now facilitates rapid go-to-market deployments of new revenue-generating units.

One year after implementing BillingPlatform, the advertising company shifted about $1.7B of incoming revenue through to its new payment and billing platform. Today, DirecTV Ad Sales runs $75M in revenue per month on average with peak periods processing more than $100M through the system.

THE RESULTS

In the time DirecTV Ad Sales has been using BillingPlatform, they have improved employee productivity and achieved cost saving as the unified platform seamlessly integrates with upstream ordering and downstream financial systems.

Improved employee productivity

- By automating billing, invoicing and closing, processing went from two weeks to less than 20 minutes
- Reduced the time to spin up a new campaign from 2-3 months with 8-10 people to one day with one person

Cost savings of $3-9M annually

- Eliminated contracting costs along with additional unquantified value in time savings from employees leveraging automated processes, and revenue generated from the accelerated deployment of new products