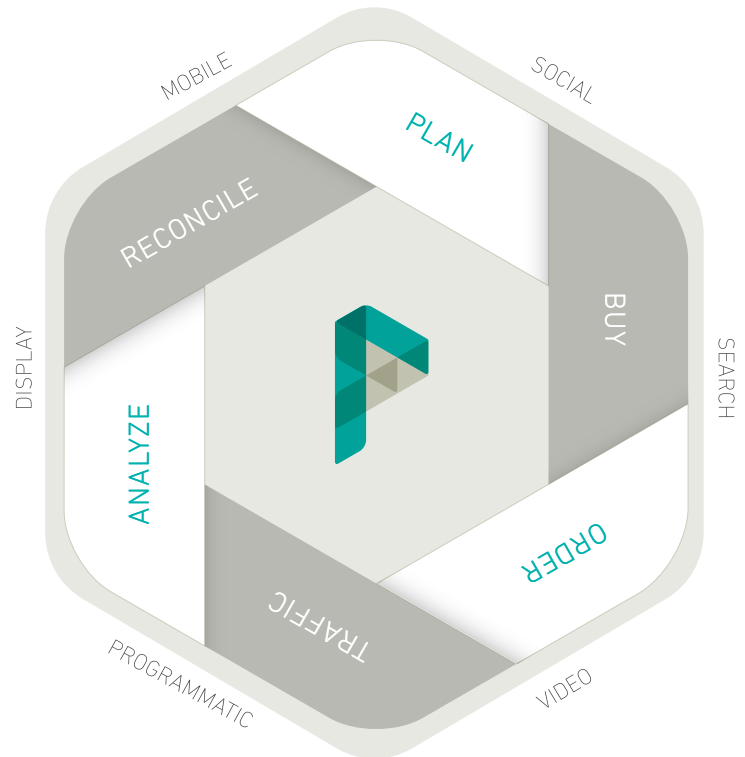


# Your command centre for digital media buying

Prisma is Mediaocean's digital media management platform. Prisma enables agencies to effectively run campaigns across all channels, through every step of the campaign lifestyle.

Prisma enables agencies to master an ecosystem that is ever-growing with complexity, by bringing together teams, processes, media channels, data sources, and other tech partners - all into a central location.



## SCALE YOUR BUSINESS

- Eliminates manual, repetitive entry from multiple point solutions, email/phone, and Excel
- Entirely electronic RFP, Revision and Order interaction and workflow through Prisma for Sellers
- Cloud-based, SaaS delivery keeps back-end support needs down

## CENTRALISED DATA

- All your data in one place across teams, locations, 3rd parties, channels, and internal systems
- Real-time campaign analysis and reporting
- Flexible architecture includes open APIs for ad servers, viewability providers, DSPs, SSPs, and Trading Desks

## FINANCIAL CONTROL

- Financial oversight including audit tracking of all transactions
- Never overspend with cross-channel budget authorizations
- Fully integrated with agency billing systems
- Invoice management and workflow