

The platform for unparalleled insight and control of traditional media.

In a fast-changing environment, you need a vast infrastructure to handle operations and spend with efficiency, intelligence, and effectiveness across all teams. Spectra is that infrastructure solution, delivering the critical workflow automation, data management, access, and controls you need to meet your clients' goals. So you can get maximum output at the lowest operational costs.



MAXIMISE YOUR WORKFLOW EFFICIENCY, THROUGHOUT THE MEDIA LIFECYCLE

- Handle entire campaigns from plan to bill, all in one location
- Streamlined to bring automation-driven efficiency to all activities, so teams can focus more on campaign strategy
- Manage across media through a streamlined buy process and integrations with leading third-party systems
- Monitor agency value deal and share deal position



SYNC AND STAY CONNECTED

- Integrated research for better media buys
- Seamlessly connect to media sellers for orders, revisions, and invoicing
- Save time and increase efficiency with automation of the TV schedule iteration process
- Integrated TV buying links your bookings with the latest BARB overnight data
- Make intelligent optimisation decisions based on the latest campaign performance data
- Seamless TV matching process helps you audit TV station performance



FINANCIAL CONTROL AND BUSINESS INTELLIGENCE, STABLE AND SECURE

- Manage your business data, control spending, and find solutions for billing and accounting
- Media management is synced to bill/pay and reporting, giving greater insight into agency-wide activity
- Real-time reporting allows you to easily track and analyse performance
- Stable, uncorrupted, and secure data you can rely on for planning