

ADVERTISING RESOURCE MANAGEMENT

ARM is like ERP for the advertising industry:
a strategic necessity in orchestrating and
automating processes to cut spend and boost impact.

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The advertising industry is facing many challenges such as media fragmentation, reliance on third-party cookies, and shrinking marketing budgets.

This white paper emphasizes the role of Advertising Resource Management (ARM) in orchestrating and automating processes to cut costs and boost impact, suggesting that historical campaign information is a powerful tool for optimizing workflows. It also highlights the growing trend of in-house advertising teams and the need for better transparency and control.

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THE ADVERTISING LANDSCAPE TODAY

The Growth of Global Advertising Industry

Despite the broader economic slowdown, revenues in the global advertising industry in **2023 are expected to grow from 3.8%-5% to \$833Bn.**¹

The Ever-Growing Media Fragmentation

Digital advertising will continue to be split across a large and growing set of channels: social, search, display, video, audio, out-of-home, SMS/in-app, and so on. **In 2020, 66% of digital channels were walled gardens, a value predicted to rise to 82% by 2026.**²

Post-cookie Chaos

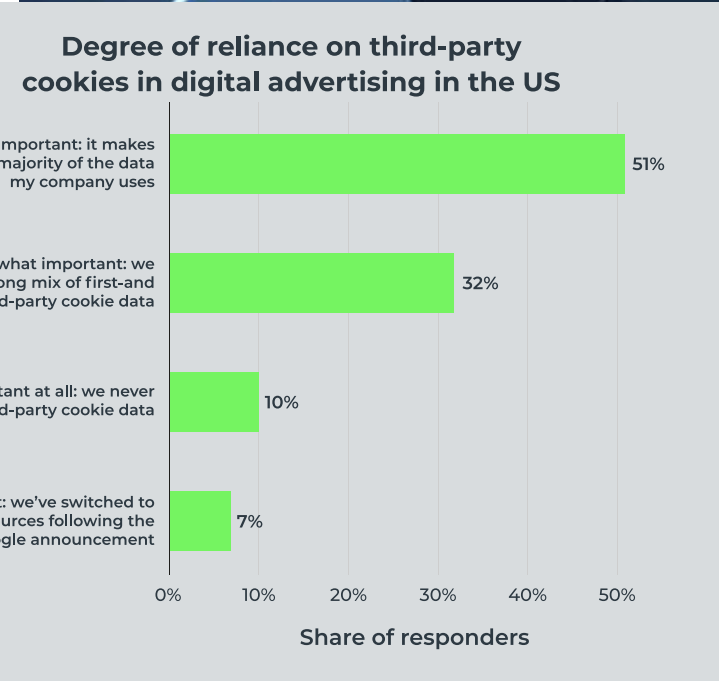
According to a 2021 survey, 83% of US digital advertisers were relying to some extent on third-party cookies, which implies a significant information gap in the foreseeable future. Campaign optimization **can no longer rely on audience data**; instead – highly valuable but currently untapped – **historical campaign information becomes key.**³

More Investment in Tech

Across the industry, companies are already spending heavily to make sense of all this new information – or the lack of it. **Marketing and advertising technology (MadTech) accounted for approximately 25% of total budgets for CMOs worldwide from 2020 through 2022**⁴ and the general trend is strongly upward: 67% of marketers surveyed in 2021 anticipated a “significant” increase in spending on MarTech.⁵

Reduction of Marketing Budgets

At the same time, according to Gartner, **2021 saw average marketing budgets drop to 6.4% of corporate revenues, the lowest level in modern history.** Growing financial constraints require everyone in the advertising industry to boost efficiency and do more with the same resources.



The new brand-agency operating models

Recent research shows that more than **97% of decision-makers have brought some elements of marketing in-house. Of those, 53% operate without external support such as agencies, and 34% have an in-house team** helped by external partners.

A growing proportion, **currently 13%, operates with a hybrid model**, whereby an in-house agency works separately from the in-house marketing team, with occasional support from external agencies. It is likely that the hybrid model will gain further traction, with brands in-sourcing some elements of advertising while outsourcing some elements to agencies.⁶

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OF WHICH

53% operate without external support

34% have an in-house team

The in-housing trend is driving the **need for better knowledge, control, and governance** for brands, as well as changing the role of agencies. The Drum⁷ points out that brands such as Vodafone have succeeded in creating hybrid or “blended” models that balance work between internal and external teams, and that the need to promote both innovation and exceptional customer experience means that the hybrid model is here to stay.

To sum up, as the trend toward in-housing continues to grow creating new operating models and more MadTech solutions emerge streamlining the operational complexity on the advertisers' side (without increase in human resources), agencies must adapt to add value in the new areas.

Growing complexity challenges for agencies and brands

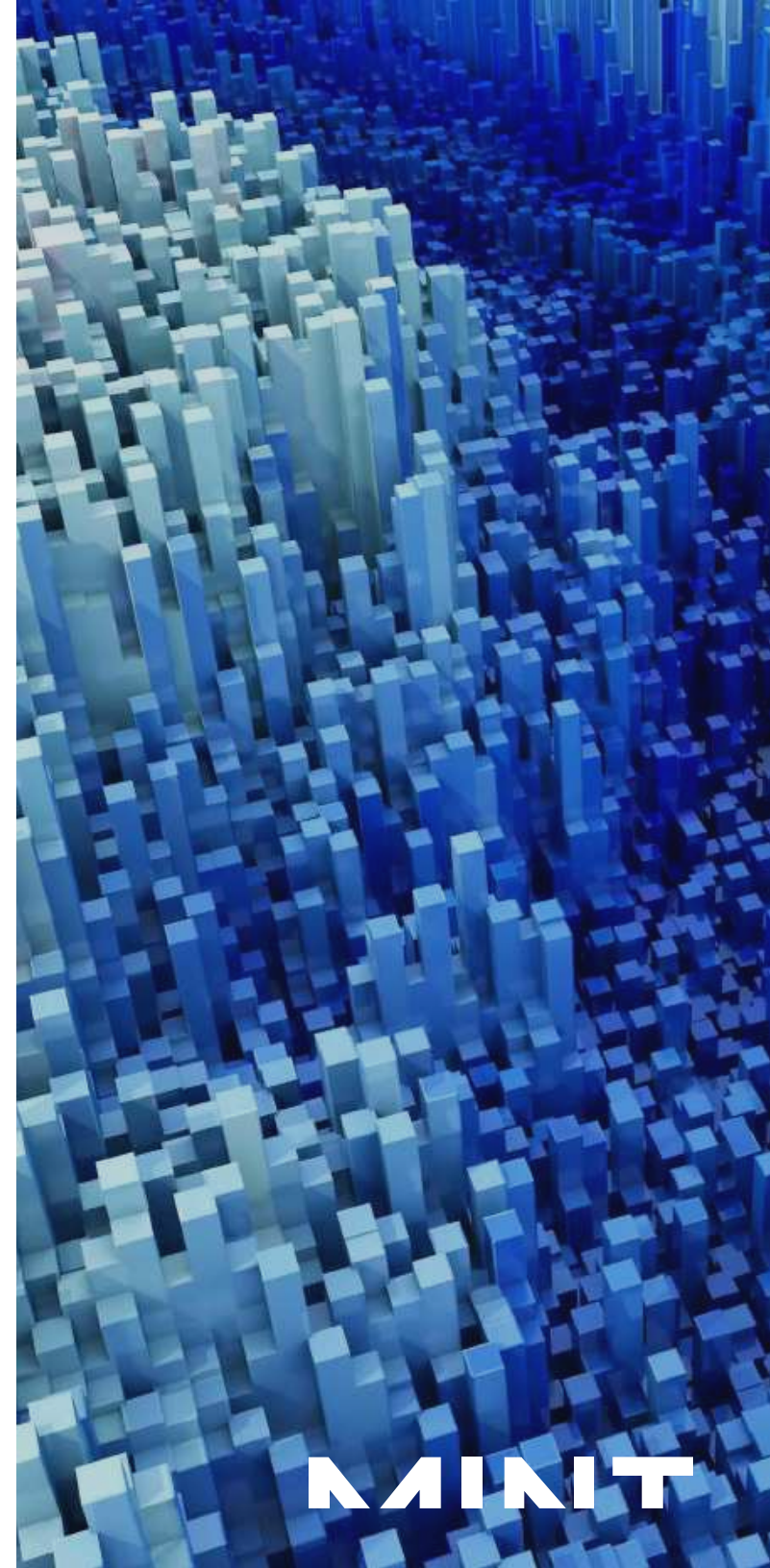
The principal challenge in advertising today is rising complexity. Mastering the ever-increasing flood of data is clearly critical, but that data is typically spread across multiple systems or held in inaccessible external silos; for example spreadsheets, presentations, emails, dashboards, insertion orders, media buying platforms, search, social, and sales systems.

As media complexity has grown, the transactional side of advertising has started to dominate. **Media planning and buying take up far more time now that the channels on offer are so numerous and diverse.** And despite increasing levels of automation and process discipline in other professions, advertising execution remains highly manual.

54% of companies see data quality and completeness as the biggest challenge in data-driven marketing

According to Marketing Evolution⁸, **54% of companies see data quality and completeness as the biggest challenge in data-driven marketing.** Currently, most advertising professionals must hunt through a mass of **unstructured data sources which significantly complicate operational processes, leading to low levels of efficiency and transparency.**

To address the challenge, advertising professionals need to make use of their historical campaign information – budgets, media mix, campaign configuration, real results in terms of KPIs, and so on – which is actually a far more powerful approach than user identification. At present, this campaign information is dispersed across different systems and unstructured sources, and a new, modern solution is needed to unite it so that it can be used rapidly and efficiently to optimize workflows.



TIME FOR A NEW APPROACH

For marketers entering the workforce today, it may be unimaginable that there once was a time before CRMs, when the extent of technology allowed only to categorize customers in spreadsheets and lists, with most of the tasks performed manually. Then CRMs were introduced, allowing for efficient operations, transparency, and clarity - becoming a single source of customer truth.

A similar transformation is happening now to the advertising industry.

Advertising professionals have been stuck doing menial, manual tasks, rather than focusing on higher-value strategic work

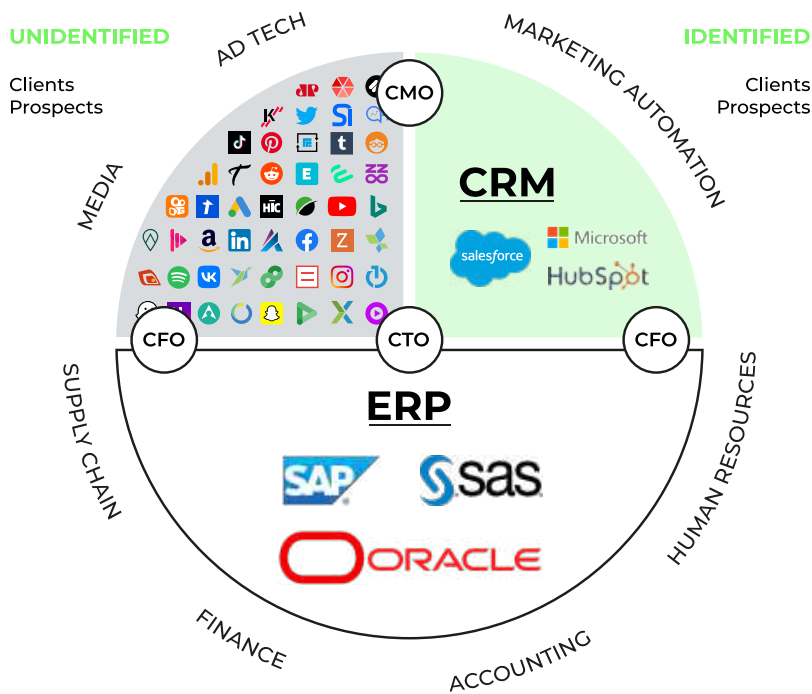


Advertising Resource Management

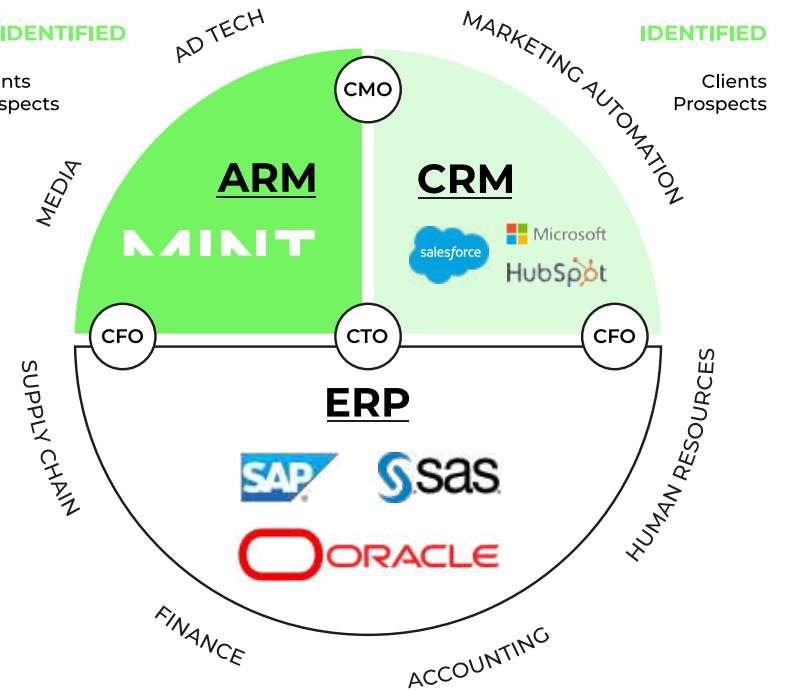
Advertising Resource Management (ARM) is a new category of technology (SaaS) that enables organizations in the advertising industry to **consolidate all resources, processes, workflows, and information into a single system** to better support their advertising operations. An ARM solution automates and streamlines advertising processes, enabling greater speed and efficiency in workflows.

Finance and operations teams have an ERP for optimizing the internal resources of their companies. Sales and marketing teams have CRM for managing sales and marketing activities with new or existing identified customers. And now advertising teams can have a single system for managing their end-to-end workflows when communicating with unknown customers and prospects: ARM.

WITHOUT ARM



WITH ARM



- No central overview overseeing all platforms
- No access to unified data in real-time
- No collaborative campaign management and optimization workflows

- Full governance over the end-to-end advertising workflow
- Access to fully transparent and understandable real-time data, readily normalized and unified
- Streamlined full-cycle campaign management with AI and Automation

ARM delivers

REAL-TIME ACCESS TO RESULTS

Real-time holistic and customizable view of campaign results and performance

TEAM EFFICIENCY

Automated processes reduce time spent working on campaign reports and eradicate human mistakes

DATA INTEGRITY

Full transparency from a single source of truth for all your campaign data

ADVERTISING EQUITY

Full access to your advertising history to build your advertising equity

ONE SINGLE PLATFORM

Allows to manage your entire campaign lifecycle from A to Z

ESG COMPLIANCE

Carbon offsetting, to neutralize the emissions of advertising campaigns

By streamlining and automating key processes in advertising workflows, **ARM releases skilled professionals to focus on higher-value strategic objectives**, which creates significant operational efficiencies. And with near-real-time visibility of results, ARM empowers organizations to focus on raising the business value of advertising.

ARM

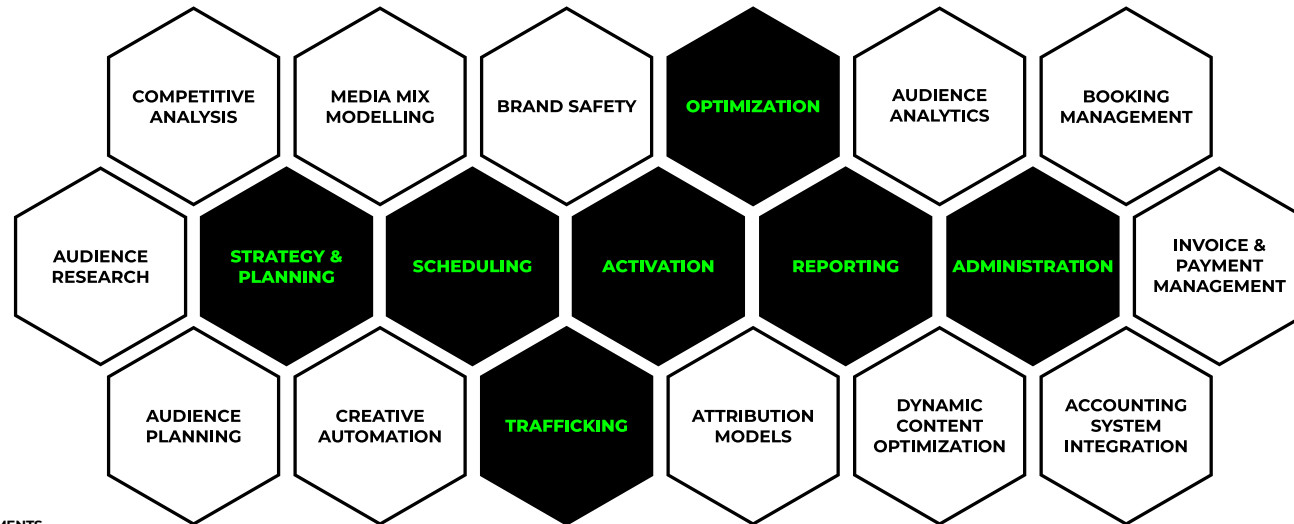
empowers organizations to focus on raising the business value of advertising

CRITICAL ATTRIBUTES FOR ARM PLATFORMS

Streamlining end-to-end processes

As shown in the honeycomb diagram, the universal process flow for offline advertising can be summarized into **five key elements**: strategy & planning, scheduling, activation, reporting, and administration. Digital advertising typically adds two more elements: trafficking and optimization.

To complement the core processes and allow for integrations, the ancillary processes are required (shown as white hexagons in the honeycomb diagram).



STRATEGY & PLANNING

The advertising strategy is set, taking into account a competitive analysis, the media mix is decided, objectives are defined, and budgets are allocated.

SCHEDULING

Specific plans are developed, advertising formats and schedules are decided, and the creative work takes place.

ACTIVATION

For offline, media is booked; for digital, the campaign is activated.

TRAFFICKING

The execution of the digital ad campaign takes place, including ad operations and brand-safety initiatives to ensure that ads are not placed within unsuitable online content.

OPTIMIZATION

Based on performance, optimization will then take place, potentially both in terms of the digital channel chosen and the creative content deployed.

REPORTING

Near-real time monitoring of delivery provides campaign reporting and insights in the case of digital; for offline advertising, there will typically be a formal review of results at the end of the campaign. The insight gained will feed back into future strategy and planning.

ADMINISTRATION

Managing orders, payments, invoicing, rebates as relevant throughout the process.

DIGITAL CHANNELS ONLY

Key criteria for an ARM software provider

The primary barrier to building a MarTech stack has been identified as “complexity in integrating the technologies”.⁸ Given this factor, and the general desire to have a **single, reliable source of shared information that flows across all processes**, it is clear that ARM should be a comprehensive and integrated platform that covers all the key business functions in advertising such as:

Broad scope

Advertising in the digital age brings together multiple technologies – including tracking, attribution, media buying, and creative – so any unified platform must be equally broad and able to manage resources across both the creative and the media-buying sides of advertising. Most important: the advertising business has unique requirements (targeting unknown prospects) that are distinct from those of marketing (targeting known prospects), so **ARM must be a separate solution rather than an existing MarTech system.**

Multi-channel

ARM must support **multiple activation channels**, not just search and social, and empower advertisers to manage resources in the same way regardless of the channel(s) they choose.

Media independence

Given ongoing fragmentation in the media market, ARM must offer **independent and unbiased media-buying capabilities.**

Management of resources

ARM must help users of the software **manage all resources** across a complete set of coherent business processes and workflows.

Multi-platform integration

ARM must be able to handle all the complexities caused by media and technology fragmentation, and provide **real-time integration and data-sharing capabilities.** Out of the box it should include numerous integrations with media platforms and with industry-standard management, analytics, and attribution systems.

In recent years, solutions have become available that address some elements within the universal process flow for advertising. However, lacking the scope of a full ARM solution means that these merely add another source of technological complexity.

Although automation is a key feature in ARM, it should still put human experts front and center, empowering advertising professionals to take control. **ARM should act as the car, not its driver.**

The advantages of ARM

Through automation and data transparency, **ARM enables greater efficiency and speed in advertising processes, together with reduced operational costs and the ability to focus on higher-value tasks.**

INCREASE GOVERNANCE
ACROSS YOUR CAMPAIGN
LIFECYCLE

ENHANCE TRANSPARENCY
TO IMPROVE
DECISION-MAKING

IMPROVE WORKFLOW
EFFICIENCY STREAMLINING
PROCESSES

SHARE INFORMATION
ACROSS ALL
STAKEHOLDERS

ESTABLISH A COLLABORATIVE
APPROACH FOR EASY
CAMPAIGN ACTIVATION

CUT OPERATING
COSTS THROUGH
AUTOMATION

Without ARM, companies in the advertising industry are missing an opportunity to work better and work smarter. In particular, ARM provides the ability to **see on a minute-by-minute basis where you're spending your advertising money and where you could be getting a better return on that investment.**

As new privacy laws heat up, audience and user data may be melting away, but still leaving vast quantities of valuable data under the waterline for the advertising industry to tap. The new category enables the advertising workflows of the future, using aggregated campaign information rather than identifiable user data, to power better decisions that increase media-buying efficiency and boost ad impact.

Without ARM, companies in the advertising industry are missing an opportunity to work better and work smarter.



Achieving global cross-market consistency

Thanks to Advertising Resource Management (ARM), multinational corporations would become more competitive by having **one single tool for cross market media management**, at both a planning and execution level, with more time on optimization strategy instead of mundane tasks and ineffective communications.

The major benefits are:

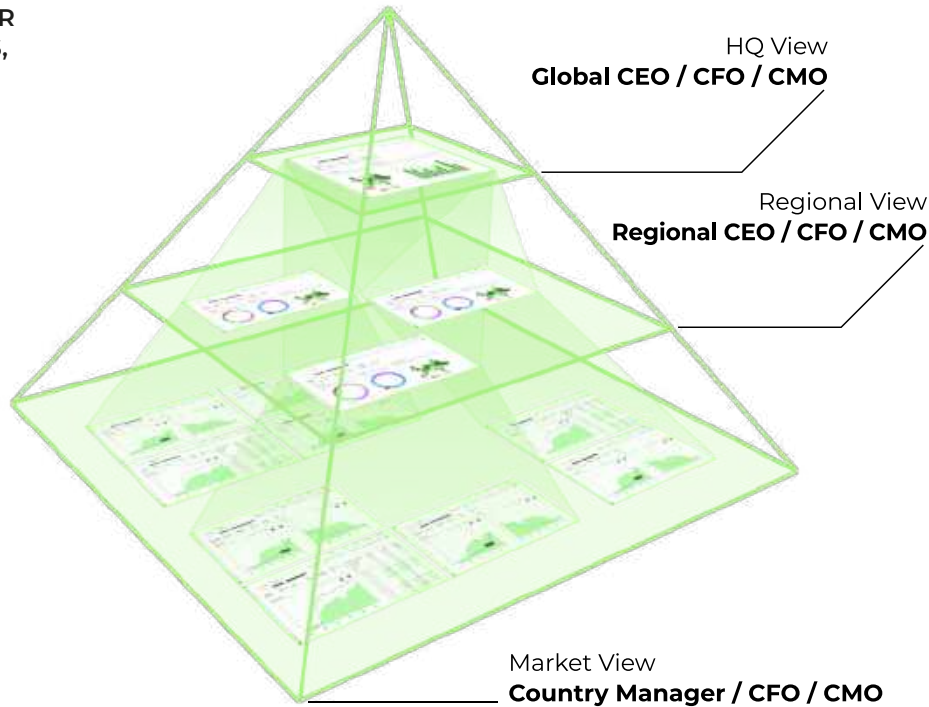
PERFECT PIVOT FOR BRANDS, MARKETS, REGIONS, ETC.

REDUCTION IN HUMAN ERROR

FEEDBACK LOOP

COST CONTROL

CONSISTENCY OF MESSAGE ACROSS MARKETS



And finally, companies could harness the power of AI by automatically **identifying best performing actions across all products and markets globally**, making them transparent and shareable with the rest of the organization.

Building advertising information assets

Advertising information assets can be defined as the cumulative, long-term information around advertising spend and results, **making it an increasingly important internal asset for advertisers, given its ability to guide future decision-making.**

Today, advertising data is usually split across multiple systems and stakeholders, and it is often agencies who own and control the data about where and how to invest media spend. When advertising is managed across a confusing mix of spreadsheets, emails, and manual processes, it's extremely difficult to understand ad performance well enough to generate historical advertising assets.

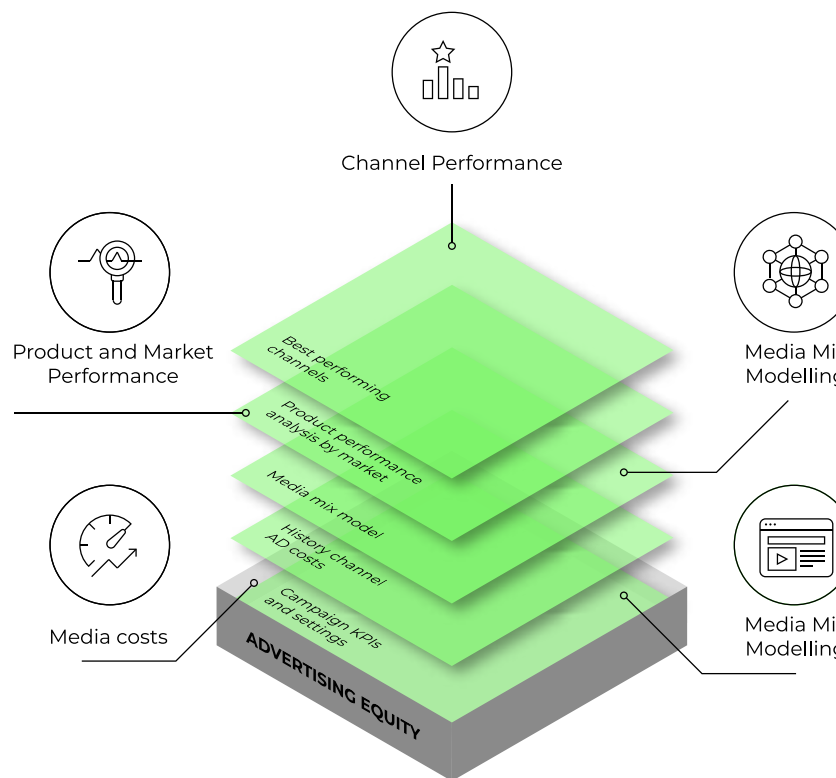
This fragmentation makes it **hard to see the full picture** or realize the value of all that historical data; data that could otherwise be analyzed to help eliminate wasted expenditure and generate incremental revenue.

Without the required governance, transparency, and efficiency in advertising operations, the industry is:

RELIANT ON OPAQUE PERFORMANCE REPORTS FROM THIRD PARTIES

SPENDING VAST AMOUNTS OF MONEY FOR UNCERTAIN RESULTS

WASTING BUDGET ON UNDER-PERFORMING CHANNELS



With ARM, advertisers can understand their past performance regardless of how often they switch agencies, as all data and workflows are safeguarded in their own system. Hence, they can keep on building advertising assets even in the post-cookie era.

On the other hand, agencies can work smarter and more creatively, testing new ideas and rapidly refining them through fast loops of feedback. And everyone can avoid short-term thinking to build long-term value.

CONCLUSIONS

As a new category of technology, Advertising Resource Management (ARM) promises to revolutionize the advertising industry by empowering both brands and agencies to consolidate all resources, processes, workflows, communications, and information into a single system.

Through the automation of low-value tasks and the real-time sharing of accurate information, ARM frees up advertising professionals to focus on higher-value objectives and strategic performance. Even amid ongoing media fragmentation, ARM enables brands and agencies to operate efficiently and make smart, timely decisions.

In the same way finance and operations teams can use their ERP, sales and marketing teams take advantage of a CRM, finally advertising teams can benefit too from having a single solution for managing their end-to-end workflows: ARM.



ABOUT MINT

MINT is the global leader in Advertising Resource Management (ARM) Software as a Service (SaaS), with over 250 people operating from its offices in Milan, London, Paris, Berlin, and São Paulo. Global brands in the financial, FMCG, automotive, and telecom sectors trust MINT to manage their advertising campaigns more efficiently.

With a record 350+ platform integrations, MINT solutions provide a single source of media truth while streamlining advertising operations across the enterprise. Built with unprecedented governance as its primary goal, it leverages automation for higher efficiency and better decision-making.

For more information or to set up a demonstration of ARM, visit [MINT.AI](https://www.mint.ai)

MINT
EMPOWER HUMAN THINKING