adSails

*the selling force
in advertising*

For Traffic Departments

At adBlocks, we want to make your job easier. With our integrated approach to order processing, we significantly reduce the time it takes to process orders. Not only do we standardize insertion orders so that you know what you're getting every time, we electronically export orders to all traffic systems. That way you can focus on inventory management, not data entry. When you eliminate errors, save time, and cut costs, you've just made your job smooth sailing.

Account List Management
- Manager has the ability to approve, reject, and manage the status of AE accounts
- Maintain and publish masterlist electronically
- Accounts may be consolidated or redistributed as needed along with their histories
- Eliminate emotional tension amongst colleagues and managers through documented account ownership

Electronic Export
- Eliminate data entry errors
- Reduce costs by eliminating double data entry
- Frees traffic department from data entry so it can focus on managing inventory

Order Approval
- Instant, paperless access to all contract information
- Unique accountability for entire operation through original, bullet-proof approval process
- Order approval screen allows you to see where an order stands in the approval process
- Transparency between AEs, managers, business departments, and traffic

Error Trapping
- Spots errors before they get to traffic

Copy Instructions
- Standardized copy instructions
- Reduces billing adjustments associated with running the wrong ad

Audit Report
- Cuts costs with instant historical data