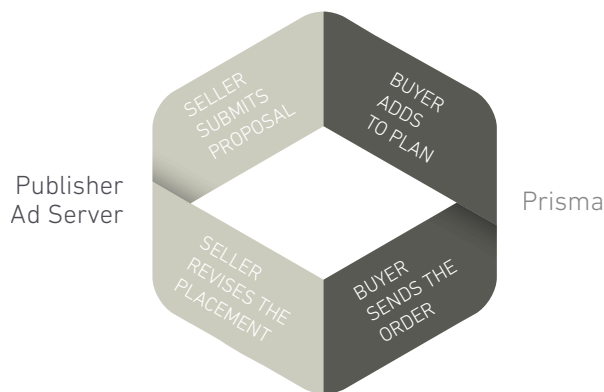


Connect with Publishers. Guaranteed.

The Prisma Rubicon Project partnership enables all electronic integration

The Prisma and Rubicon Project integration provides a direct, auditable line of communication to your seller partners, eliminating the need for constant email, calling and reformatting that makes working with sellers difficult.

From faster RFP responses to a complete audit trail for sales and finance, you can streamline your campaign management workflow with seller teams utilizing Rubicon Project.



MORE EFFICIENT INTERACTIONS, AT EVERY STEP

The Prisma and Rubicon Project integration provides a direct line between buyers and sellers—enabling the sales process from RFP, through negotiation, and I/O revisions. Your RFPs, proposals, orders and revisions are located in one place, with instant notifications. This drastically reduces phone, fax, and e-mail communications—for faster service, less time on workflow process, and more time for strategic initiatives.

POWERFUL AUDIT TRACKING AND FINANCIAL INSIGHT

As buyers and sellers interact across every stage of the transaction, Prisma tracks the full transaction history along the way—so you know when a line item or revision was approved and who approved it.

BENEFITS

SUPPLIER FORECASTING

- Fewer supplier revisions
- Real time avails
- Quicker turnaround

AD TAG MANAGEMENT

- Electronic connection between DCM and DFP enables tag transfers from ad server to ad server
- Eliminates manually downloading and sending tags to suppliers
- Reduces errors and time for ad tracking

BILLING AND RECONCILIATION

- Increased transparency and accuracy
- Ad server delivery data immediately available to seller
- Seller ad server data transfers into Prisma

