

# INDUSTRY PROFILE

# PUBLISHER



Publishers face unique circumstances when managing internal operations. SEBPO is exceptionally familiar with the advertising space and the challenges of publishers. SEBPO leverages industry best practices to tailor services that meet publisher-specific needs and provides unparalleled process governance and client support to ensure success.

SEBPO has been consistently recognized as one of the "5000 Fastest-Growing Private Companies in America" by Inc., and as a Top Global Outsourcing Company (GO100) by the International Association of Outsourcing Professionals (IAOP) since 2014.

## OPERATIONAL BENEFITS OF SEBPO TEAMS FOR PUBLISHERS

- Access 24/7/365 global support
- Balance complex workloads
- Integrate best practices
- Leverage industry expertise
- Scale to meet demand
- Employ solutions tailored to your operation

## BUSINESS BENEFITS OF SEBPO TEAMS FOR PUBLISHERS

- Improve accuracy
- Increase output
- Retain talent
- Reduce turnaround times
- Simplify training and onboarding
- Exceed customer expectations

## COMMON TASK TYPES LEVERAGED BY PUBLISHERS

### Ad Operations

- Campaign Maintenance
- Campaign Forecasting
- Campaign Pacing & Delivery
- Campaign Optimization
- Creative Swaps
- Programmatic
- Quality Assurance
- Reporting
- Screenshots
- Targeting
- Trafficking

### Creative Services

- Creative Quality Assurance
- Digital Ad Production
- Imaging
- Image Editing
- Template Creation
- Pagination
- Print Ad Production
- Rich Media
- Video Enhancements
- Website Design
- Website Development

### Media Planning

- Ad Specifications
- Audience Insights
- Campaign Execution
- Develop Custom Plans
- Digital & Print Ad Confirmation
- Identify Opportunities
- Manage Media Buys
- Media Pricing & Negotiation
- RFP Processing & Support
- Strategic Planning
- Supplier Contract Reviews

## TASK EXAMPLES



3rd Party Revenue Reports  
3rd Party Tracking Implementation  
A/B Testing Setup  
Ad Attachment  
Ad Design & Resizes  
Add Creatives  
Add/Edit Tactics  
Adding Users to Accounts  
Adding/Editing Advertisers  
Animated Banners Design & Resizing  
Animated Gif's Design & Resizing  
API Connections & Integrations  
Assigning Spotlights to Campaigns  
Basic Creative Editing  
Beta Testing  
Billing  
Blacklisted Domain Reports  
Brand Safety Wrapping  
Campaign Performance Reporting  
Campaign Creation & Setup  
CDN Uploads  
Change Request Quality Assurance  
Changes to Flight Dates  
Clipping Paths  
Close Captioning  
CMS Integrations  
Color Correction  
Communication with Trade Desks  
Container Tag Creation  
Contextual Targeting  
Conversion Tag Creation  
Creating and Editing Mapping Rules  
Creating & Updating DCO Decision Tree  
Creative Asset Management  
Creative Duplication  
Creative Flight Schedule  
Creative Level Targeting Implementation  
Creative Optimizations  
Creative Quality Assurance  
Creative Rotations & Updates  
Creative Setup  
Creative Version Migration  
Cross-Platform Campaign Migration  
Custom Reports  
Custom Target Audiences  
Daily Campaign Report  
Daily Publisher Reports by Ad Unit  
Dashboard Creation  
Data Hub Segments  
Dataset Creation  
DCO Builds  
DCO Mass Versioning  
DCO Smart Versioning  
Defaulting Placements Report  
Delivery Group Setup  
DSP Platforms Builds  
Discrepancy Monitoring & Reporting  
Display Certifications  
Distributing Code Packages  
Documentation  
Dynamic Ad/Creative  
Versioning  
Editing Container Tags  
Email Confirmations & Connections  
Enabling Site Visits  
Frequency Capping  
Generating Code Packages  
Geo-Fencing  
Geo-Optimized  
Geo-Targeting  
Google Analytics Reporting  
HTML Banners Creation & Adaptation  
HTML5  
Image Enhancement  
In-App Certifications  
Industry Categorization  
Information Collection and Summary  
Initial Response  
Interactive & Custom Banners  
Invoice Ingest  
IP Targeting  
Issue Categorization  
Keyword Lists  
Landing Page Design & Development  
Line Item Setup & Quality Assurance  
Live Ad Troubleshooting  
Logging Bugs  
Login Creation  
Mapping  
Market Research  
Media Buy Actualization  
Media Buy Authorization & Tracking  
Media Buy Management  
Media Plan Entry  
Media Pricing & Negotiations  
Modification of Assets  
Monitor Bids  
Native Marquees  
Native Tiles  
Newsletter Template Design  
Optimization  
Order Form Processing  
Pacing  
Pacing Report  
PL Delivery Reports  
Placement Creation  
Platform Support  
Post-Log Ingest  
Pre- and Post-Launch Quality Assurance  
Product Feedback  
Production Work Coordination  
Proposal Ingest  
PSD to HTML5 Conversion  
PSD to Word Press Conversion  
Publisher Segmentation Data Targeting  
Quality Assurance of Custom Formats  
Radio Order Entry  
Reconcile Schedules  
Regression Testing  
Replace Creatives  
Reproducing Issues  
Resolving Audience Issues  
Retargeting Tag Setup  
RFP Estimations  
RFP Processing & Support  
Routing  
Screenshots  
Search Targeting  
Segment Creation & Quality Assurance  
Site Keyword Targeting  
Site Retargeting  
Site-Served Tag Generation  
Source Building  
Sponsorship Quality Assurance  
Spot-Log Ingest  
Spotlight Creation & Quality Assurance  
Standard Trafficking  
Static Banner Design & Resizing  
Station Support  
Strategic Planning  
Tactical Mix Support  
Tag Generation  
Tag Testing  
Technical Support  
Test Page Creation  
Ticket Escalation  
Ticket Follow Up  
Trafficking  
Troubleshooting  
TV Order Entry  
UAT Testing  
Updating Existing Placements  
Updating Targeting Parameters  
URL Application  
URL Quality Assurance  
URL Updates  
Validating Creative vs. Publisher Specs  
VAST Batch Encoding  
Version Creation & Quality Assurance  
Video Certifications  
Video Creative Review  
Video Editing  
Video Tag Wrapping  
Volume Testing  
Watermarking  
Web Animation (JS, CSS, HTML5)  
Website Design & Development  
Word Press Template Design  
Yield Metrics Reporting

## CREATIVE PLATFORMS

Adacado	Celtra	
Adobe Acrobat	Clipcentric	
Adobe After Effects	FIGMA	
Adobe Animate	Flashtalking	
Adobe Illustrator	Flashtalking Creative Manager	One Creative Platform
Adobe InDesign	Google Ad Manager (GAM)	ResponsiveAds
Adobe Photoshop	Google Campaign Manager	Sizmek DCO
Adobe Premier Pro	Google Studio	Sketch
Adobe XD	Google Web Designer	Verizon Media
Atlassian/Confluence	Hive	Workfront
Basecamp	JIRA	Wrike



## AD OPERATIONS PLATFORMS

A5	Confiant	Index Exchange	RhythmOne
Ad Reform	Consumable	Innovid	Rubicon Project
Ad-Juster	Conversant Media Platform	Integral Ad Science	Salesforce
AdBook (FatTail)	CPMStar	Javelin	SAP
AdDaptive	Criteo	Javnet	Sharethrough
Adform	CrowdTangle	JIRA	Silverpop
Adobe DTM	DanAds	Kantar	Simplifi
AdPrime	Dash Hudson	ListenFirst	Sizmek Advertising Suite (SAS)
Adstream	DealMaker	LiveIntent	Sizmek MDX 2.0
AdTheorent - Mobile RTB	district m	LiveRail	Skyview Networks
Advalidation	DoubleVerify	Looker	SocialFlow
Adzerk	Email Experience Manager	Mailchimp	Sovrn
Amazon DSP Console	Exponential	MediaMath	Spongecell
Amobee	Facebook Ads Manager	MediaTrust	SpotX
Apple Workbench	Facebook Business Manager	MOAT Analytics	SRAX
Asana	Firstspin	MOAT Pro	STAQ
Aspera	Flashtalking Campaign Manager	Mode	Taboola
Atlassian/Confluence	Flashtalking Creative Manager	MultiView	Teads
ATP	Forensiq	Nativo	The Trade Desk
Avantis	FreeWheel MRM	OpenX	Trello
Barometric	Google Ad Manager (GAM)	Operative.One	TripleLift
Basecamp	Google Ads	OrderHub	Undertone
Beeswax	Google AdSense	Palo Alto Networks	Verizon Media Ad Platform
Blue Water Ads	Google Analytics	Pathmatics Console	VideoMize
BrightRoll	Google Campaign Manager	Piwik	Westwood One
Celtra	Google Marketing Platform	Placements.IO	Workfront
Chocolate	Google Studio	Proclivity Systems	Wrike
CitizenNet	Hive	PromotelQ	Xandr
CitrusAd	Hy-Vee	PubMatic	Zendesk
Clipcentric	Hymnal	PulsePoint	
Comscore		QuickBase	

## CLIENT QUOTES

*"With the onboarding of SEBPO we were able to adequately staff up to support a business that grew 100% YoY."*

*"Handing off reporting, screenshots, QA, and creative review helped the bandwidth of the domestic team by 30% to focus on strategic revenue generating tasks."*

*"We have been able to make a 17% improvement on reducing build times."*