

# LandmarkOSI™ Internet

ONE order. ONE invoice. ONE system for spots and digital.

Internet advertising is a core part of the broadcast business: Almost 90% of channels currently host at least one website and these sites have digital advertising growth rates in the high 30% range, resulting in a tremendous need for systems that enable the efficient and seamless management of all of today's advertising opportunities.

LandmarkOSI™ Internet provides all the tools broadcasters need to manage spot and Internet advertising together on **ONE easy-to-use platform** — and maximize revenue potential across all of your screens.

## Highlights

- Integrates seamlessly with Google® Ad Manager, Adtech, FatTail or direct entry
- Simplifies your ad sales workflow with a single system for spot and Internet
- Maximizes your Internet revenue reporting capabilities

## Internet with Google Ad Manager

- Leverage two-way integration to send orders directly from LandmarkOSI™ Traffic & Billing to Google Ad Manager (formerly DFP Premium), while accessing avails and delivery data for billing within LandmarkOSI
- Combine Internet and spot lines on the same contract, or order Internet ads separately
- View performance with simple reporting on impressions and clicks delivery
- Invoice Internet contract lines from actual performance metrics received from DFP or based on contracted quantity
- Report on Internet billing and A/R revenue individually or consolidated with spot billing

## Internet with Adtech

- Leverage two-way integration to send orders directly from LandmarkOSI™ Traffic & Billing to Google Ad Manager (formerly DFP Premium), while accessing avails and delivery data for billing within LandmarkOSI
- Combine Internet and spot lines on the same contract, or order Internet ads separately
- View performance with simple reporting on impressions and clicks delivery
- Invoice Internet contract lines from actual performance metrics received from Google Ad Manager or based on contracted quantity
- Report on Internet billing and A/R revenue individually or consolidated with spot billing

## Internet Billing with Google Ad Manager and FatTail

- Import billing data from Google Ad Manager (formerly DART) or FatTail and invoice directly from LandmarkOSI Traffic & Billing
- Report on Internet billing and A/R revenue individually or consolidated with spot billing

## Internet with Direct Entry

- Enter Internet orders directly into LandmarkOSI Traffic & Billing by CPM, CPC or cost per day, with the flexibility to include Internet and spot lines on the same contract
- Create a single invoice, or consolidate Internet billing with spot orders
- Report on Internet billing and A/R revenue individually or consolidated with spot billing



Learn more or request a demo today

For LandmarkOSI clients, [contact your account manager](#) or sales representative for more on LandmarkOSI Internet or contact us at +1.866.4.Imagine

[Request demo »](#)