

Omnichannel vs. Cross-Platform Comparison

| | Omnichannel | Cross Platform |
|---|-------------|----------------|
| Advertising Trading | | |
| Supports one consolidated campaign RFP from agency to publisher | ● | ◐ |
| Campaign SLAs based upon accurate inventory positions | ● | ◐ |
| Accurate pricing based upon demand and availability | ● | ○ |
| Advertising Planning & Pricing | | |
| Common campaign planning tool for all enterprise ad delivery platforms | ● | ◐ |
| Unified use of inventory across all ad-delivery platforms | ● | ◐◐ |
| Inventory use optimized for cost-efficient audience delivery | ● | ◐◐ |
| Automatic allocation of inventory across ad-delivery platforms | ● | ○ |
| Advertising Operations & Order Management | | |
| Streamlined, consistent workflows across ad-delivery platforms | ● | ○ |
| Optimal audience and delivery scheduling | ● | ◐ |
| Copy Management | | |
| Automatic copy management & rotations across and between platforms | ● | ◐ |
| Adherence to separation, legislation and censorship | ● | ◐ |
| Advertising Delivery & Stewardship | | |
| Coordinated stewardship of audience delivery for campaigns | ● | ◐ |
| Intelligent reallocation of inventory across ad-delivery platforms | ● | ○ |
| Viewer/User Experience | | |
| Frequency capping across platforms | ● | ◐ |
| Appropriate copy for targeted demos | ● | ● |
| Delivery Measurement | | |
| Single measurement of audiences across all campaign platforms | ● | ○ |
| Unified measurement of audiences across campaign | ● | ○ |
| Billing & Affidavits | | |
| Single consolidated campaign invoice | ● | ◐ |
| Electronic presentation of consolidated campaign delivery | ● | ◐ |
| Reporting, Analytics & Workflow | | |
| Consolidated corporate data repository (DW/DL) for all ad platforms | ● | ◐ |
| Reliance upon forensic data for human decision making | ◐ | ●● |
| Accurate forecasting of sellouts, capacity, billing likelihood, delivery, and audiences | ● | ◐ |
| Downstream integration and control of workflow systems | ● | ◐ |

Here is a partial checklist of Omnichannel attributes compiled by Decentrix through extensive research and analysis of multiple case studies over many years of assisting large scale media enterprises.

Independently managed advertising delivery platforms cannot deliver operational efficiency or guarantee maximum revenue potential.

Having detailed reporting, graphs, and analytics from a common data platform still requires intense, expensive, and unscalable human expertise, particularly when using stale or uncontextualized data.

Without streamlined workflows, machine intelligence providing accurate forecasting, immediate feedback from and control of downstream workflow systems, a business is simply not Omnichannel.