



## **Decentrix Unifies Digital and Linear Addressable Campaigns**

DENVER, CO June 16, 2025 -- Decentrix, Inc. announces the unification and streamlining of campaign operations and proposal management across multiple ad delivery platforms.

To successfully aggregate fragmented audiences, current advertising sales efforts involve separating campaigns across several delivery platform workflows. In fact, studies show that advertising staff spend 15% of a typical work week entering and managing campaigns across an average of nine different software systems, each with its own workflows, manual processes, and business rules. This legacy approach results in inefficiencies, delivery errors, and unnecessary operational costs that impact advertising revenues and margins.

Unified Campaign Management brings to BIAntalytix *Planner*™ highly automated and streamlined campaign workflows for digital, linear, and linear addressable delivery. This provides a pathway for organizations with significant investments in linear delivery to embrace a business transition platform supporting all monetizable platforms.

This unprecedented capability enables the support of a diverse ad server ecosystem. Organizations can integrate or replace their incumbent delivery technologies without changing or disrupting ad operations business workflows. This provides organizational resilience to sales organizations, ensuring they can continue their businesses without disruption regardless of the changes to new delivery technologies.

*“With more than 6 months of large-scale production success, Unified Campaign Management has been proven to reduce campaign creation times to a quarter of previous workflow efforts,” shared Matt Ferris, SVP of Product and Strategy. “Furthermore, the time taken to revise campaign flight patterns and amend audience targeting is demonstrably up to 25 times faster.”*

Unified Campaign Management is AI4Media™ capable and can use agents to amplify the automation of business processes. This combined capability builds on the decades of media experience that Decentrix has used to provide sophisticated solutions to media enterprises.

Unified Campaign Management has been released as an integral capability of BIAntalytix *Planner*™. It can be optionally extended with AI4Media™ agents for further process streamlining and revenue enhancements.



**About Decentrix ([www.decentrix.net](http://www.decentrix.net))**

Decentrix is a globally focused data technology company with transformational AI-based workflow management solutions that maximize advertising revenues and optimize operational efficiencies across digital, addressable and linear operations platforms for Brand Advertisers, Telecommunications and Media and Entertainment companies. The Decentrix BIAlytix™ SaaS suite, powered by AI4Media™ technology, is the most comprehensive next generation media enterprise platform in use today. It powers streamlined OMS workflows, delivering sophisticated functionality for cross-media planning, inventory optimization, rate card maximization, *Frictionless Trading™*, highly efficient advertising operations, comprehensive analytics and consolidated billing.

*Product and company names mentioned herein are the trademarks or registered trademarks of their respective owners.*

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