

Monetize Your Online Video

Brightcove Ad Ops Jumpstart makes it easy for your team to plan the integration of your ad server and establish best practices for managing your video ad ops workflow. Our Ad Ops Strategists offer first-hand knowledge of best practices with popular ad servers and provide valuable expertise to help you connect your ad solution to Brightcove. We work with your existing ad server solutions and customize your Ad Ops Jumpstart to fit your specific business practices and maximize revenue potential.

KEY BENEFITS

- Develop a video advertising strategy that is aligned with your ad sales objectives
- Begin generating ad revenue as quickly as possible with your existing ad server – even proprietary solutions
- Empower your ad ops team with the expertise and best practices needed to launch and support your video ad campaigns

CONTACT US

For more information on Brightcove Ad Ops Jumpstart or Advertising System Integration, please contact your Brightcove business development representative or visit us at: www.brightcove.com/services

DELIVERABLES

Brightcove Ad Ops Jumpstart includes:

- **Kick-off Call** – A one-hour web conference between your team and your Ad Ops Strategist to gather requirements, demonstrate the ad module, and introduce documentation and resources
- **Situation Analysis** – An in-depth situation analysis and assessment based upon a complete onsite review of your ad requirements, existing ingestion process, and monetization strategy
- **On-site Ad Ops Training** – A comprehensive review of the elements needed for a successful advertising launch
- **Advertising Overview** – A discussion of key market trends, best practices and emerging technologies
- **Ad Module Training** – A tactical session focused on leveraging Brightcove's full range of advertising capabilities
- **Ad Trafficking Training** – Hands on guidance focused on building test players and getting your team ready to traffic ads confidently within Brightcove
- **Same-Day Integration Validation** – Immediate verification of your successful ad integration
- **Overview of Ad Ops Extranet** – A training session aimed at ensuring that your ad ops team has access to all the documentation they'll need
- **Jumpstart Follow-Up** – Up to 2 hours of direct follow-up Q&A with a Brightcove Ad Ops Strategist

EVEN MORE: OPTIONAL 2ND DAY

Our optional 2nd day of Ad Ops Jumpstart allows your team to dive deeper into ad trafficking training, ad tag setup consultation, and establishment of best practices to meet your specific ad sales use cases.