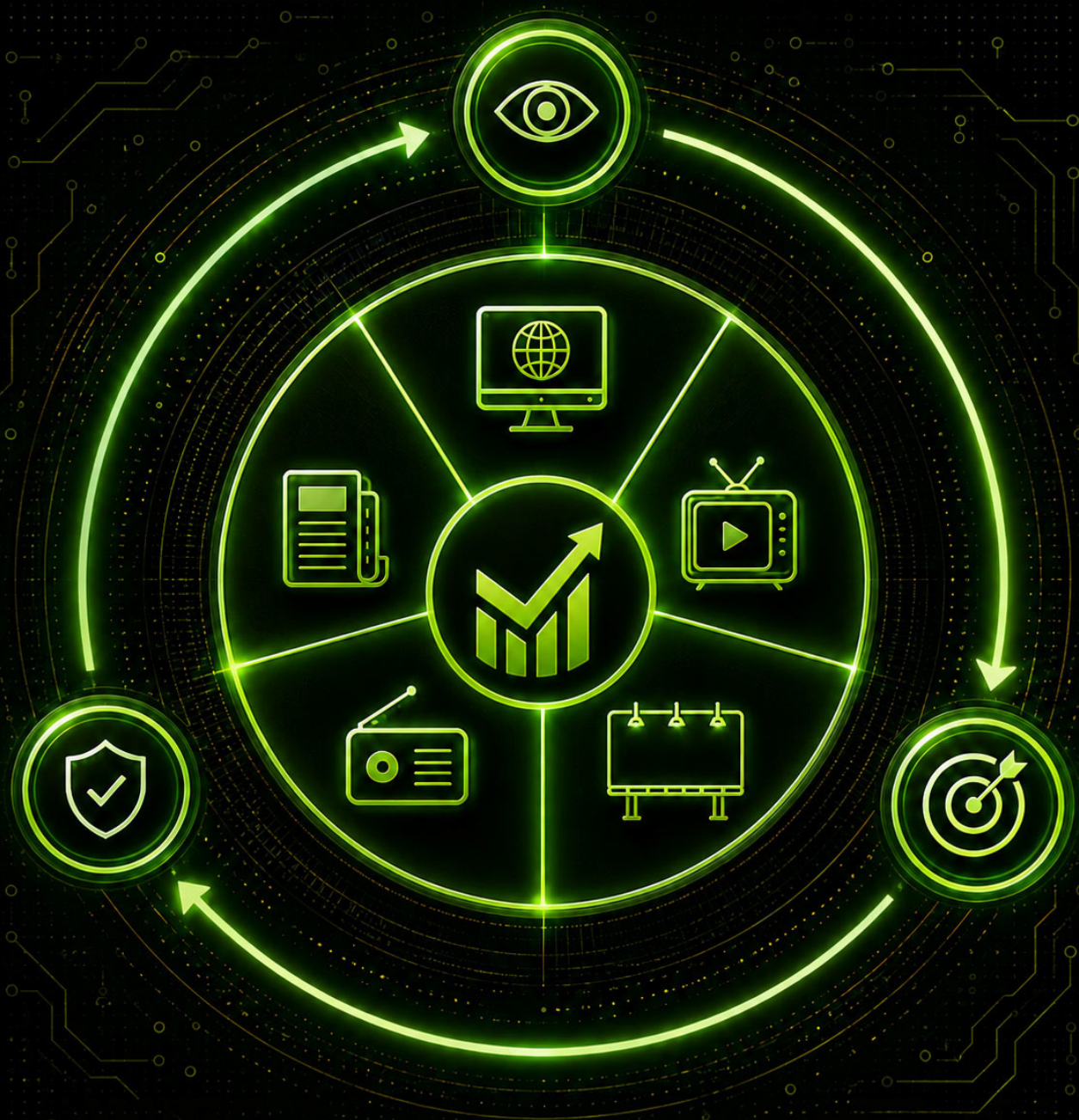




MediaProwess360

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Introducing MediaProwess360

Govern media spend with confidence

A Deloitte-led, technology-enabled solution that drives media campaign ROI intelligence and supports data-driven optimisation for more effective monitoring

MediaProwess360 brings spend, execution evidence and performance signals into a single governed intelligence layer.

It replaces fragmented manual processes with automated reconciliation, standardised governance and analytics-driven decision support across agencies, channels and platforms.



Transparency

Unified view of budget allocation, utilisation and campaign delivery across the media ecosystem.

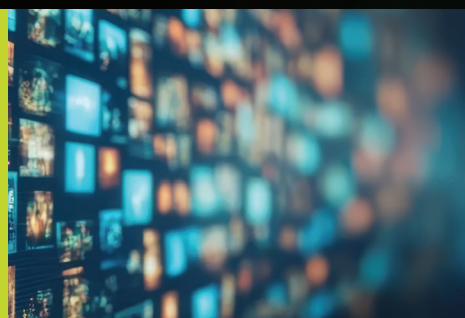


Integrated reconciliation

Four-way reconciliation of planned, billed, aired and proof-of-execution data to strengthen financial control.

Intelligence

Benchmarking and performance analytics to identify inefficiencies and improve future spend allocation.



The challenge

Media investments are spread across vendors, agencies and platforms. Leaders need a single integrated view of media data to control cost, validate delivery and optimise ROI.

The solution

A connected operating model that combines MediaProwess360 technology with Deloitte's media advisory experience.



Built for leadership alignment

A shared fact base for marketing growth, financial control and media governance.



CMOs

Performance visibility



CFOs

Cost optimisation



Audit/Boards

Marketing governance

What changes



From fragmented visibility



to unified transparency



From agency-reported data



to independent review



From static allocations



to dynamic optimisation

Capability Architecture

A platform view of the media spend lifecycle

Integrated modules connect plan, buy, execute, reconcile and optimise activities.

Closed-loop governance flow

Every cycle produces a cleaner fact base for the next campaign and spending decision.

1

Plan

objectives and budgets

2

Buy

rates and benchmarks

3

Execute

delivery evidence

4

Reconcile

cost assurance

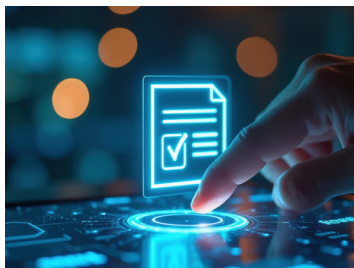
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Optimise

ROI decisions

Core capability pillars

Designed to address the most common problem statements identified in media spend operations.



Automated invoice reconciliation

Offering: Four-way reconciliation between planned, billed, aired and proof of execution data.

Value/Impact: 100% cost analysis; control over high-value media billings;

Mediums: TV & Digital; Print, Radio and OOH manually

Campaign performance analysis

Offering: Dashboards to compare planned versus delivered targets and contractual KPI commitments.

Value/Impact: Identify under-delivery, time-band discrepancies, competitive SOV insights and future opportunities.

Mediums: TV



Global Commercial Compliance Review

Offering: Media agency performance tracking against contractual commitments (e.g. cost guarantees) for ATL and non-biddable spend globally.

Value/Impact: Enables cost review, savings identification and strengthened financial control across global media investments

Mediums: All media



Integrated marketing visualisation

Offering: API-based dashboards for near real-time campaign visibility across platforms.

Value/Impact: One integrated view of campaigns, discrepancies, social/digital spends and mapped sales signals.

Mediums: TV, Digital, Social & Sales data

Powered by



20-year
cost database



Proprietary
methodology



Advanced
analytics



Insightful
dashboards



Domain
expertise

Proof Points And Engagement

Impact created through MediaProwess360

A scalable path to transparent spend governance and optimisation.

Representative examples from current MediaProwess360 use cases



INR 2500+ Cr

media cost reconciliation control enabled through automated reconciliations



2-8%

approximate media spend wastage and cost optimisation identified through delivery and time-band discrepancy analysis



INR 3500+ Cr

social + digital campaign activity integrated into one visualisation environment

Why Deloitte + MediaProwess360



Integrated technology + domain expertise

Advanced analytics combined with media, finance and risk advisory experience.



End-to-end media governance

Controls across planning, buying, execution and reconciliation.



Independent review

Audit-grade validation for CFO, CMO and Board stakeholders.



Data-driven optimisation

Actionable insights to improve campaign effectiveness and ROI.

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