

DO MORE WITH DIGITAL

FREEWHEEL
A COMCAST COMPANY

Basis
BY CENTRO

THE INDUSTRY'S MOST COMPREHENSIVE AND AUTOMATED DIGITAL MEDIA PLATFORM FULLY INTEGRATED INTO THE STRATA PLATFORM

Increase productivity and grow your digital business more profitably with Basis by Centro, the industry's first and only digital media platform to address direct, programmatic, search and social through a single interface.

BASIS SUPPORTS BOTH SELF AND MANAGED SERVICES, SO YOU CAN WORK IN THE WAY THAT'S BEST FOR YOU



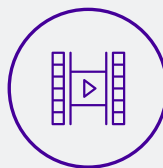
DISPLAY



SOCIAL



CTV



VIDEO



NATIVE



MOBILE



RICH MEDIA



AUDIO

SEAMLESS CAMPAIGN
MANAGEMENT ACROSS
INVENTORY TYPES

UNIVERSAL REPORTING
AND PERFORMANCE
MANAGEMENT

FLAWLESS DIGITAL
MEDIA ACTIVATION

CONSOLIDATED INTERNAL
AND EXTERNAL
CORRESPONDENCE

AWARD-WINNING
OMNICHANNEL
DSP ACCESS

FULLY INTEGRATED INTO
THE STRATA PLATFORM

POWERFUL PARTNERSHIPS

Ad Servers:

Sizmek & DoubleClick

Search Providers

Google

Social Platforms:

Facebook & Instagram

- Access to more than 25,000 audience segments through data partnerships
- Comprehensive inventory directory with access to over 9,000 direct vendors, 2,000 PMPs & 11,000 contacts

Centro and FreeWheel have partnered to build a robust API-level integration that connects digital media planning and execution with client billing and vendor payments.

INTEGRATED TECHNOLOGY TO CREATE OPERATIONAL EFFICIENCY

Together, the platforms simplify and automate laborious tasks to streamline the media buying cycle.

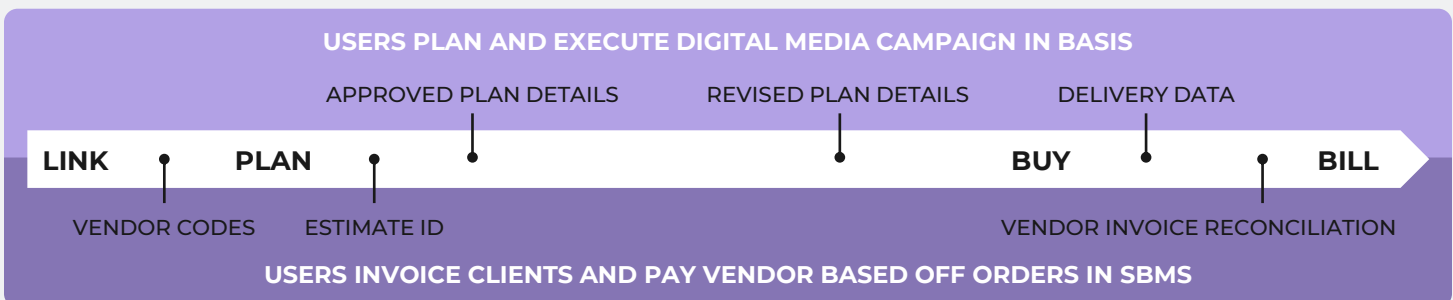
Basis BY CENTRO

Centro pulls billing master data from FreeWheel to tie approved media plans in Basis to placements in the Strata Buying and Management System (SBMS)

FREEWHEEL A COMCAST COMPANY

FreeWheel pulls daily data from Basis on live campaigns to drive billing and reconciliation actions in SBMS

HOW IT WORKS



HOW EASY IS THE INTEGRATION?

- 1. Enable SBMS as a billing system in Basis**
- 2. Map Master Data from SBMS to Basis Platform**
 - Map SBMS vendor IDs to Basis vendor cards
 - Map SBMS estimate IDs to Basis campaigns
 - Add mapped Basis vendors to the media plans
- 3. Basis automatically pushes contracted data from approved line items to SBMS, to create placements.**
- 4. Basis automatically updates SBMS estimates with each approved media plan revision.**

To learn more or request a demo, please reach out to your dedicated sales representative, or send a request to partnerships@freewheel.com.