

# Ad Sales as a Service

## Increase advertising revenue and deliver personalized CX

Ad sales is a booming industry, with 2021 being a record year for ad spending and more growth expected in 2022. eMarketer predicts that by 2025, digital ad spending will reach \$315 billion a year. The opportunity for industries is huge, with retail standing out for the most growth potential at \$100 billion spend. Brands want to make sure they're where the action is and reaching high-intent shoppers at the point of sale on the sites and apps of their retail partners.

Customers are also demanding more personalized experiences, and 72% say they are more likely to purchase from a brand if it can consistently provide them with a personalized experience. But building the ad sales business is a heavy lift, especially in terms of data, technology, and skills. Creating and optimizing a successful ad sales strategy is key to staying on top of the industry. How do you create a successful ad sales strategy in a short amount of time? How do you create an ad sales strategy without the necessary resources? And how do you optimize your day-to-day operations?

**TTEC's Ad Sales as a Service** offering drives revenue for companies by selling advertising space on their websites. Our Ad Sales experts can help attract, acquire, and onboard new advertisers as well as consult and optimize for existing clients. Our solution brings together digital technology and human workforce with purely pay-for-performance basis options to increase revenue and deliver amazing EX and CX.

### TTEC'S DELIVERY APPROACH TO DIGITAL AD SALES

TTEC offers four modules that can be customized to provide the best solution to guarantee program success.

#### Stage + Channel



- **Attract + Acquire**  
Conversion Optimization for Self Service
- **Onboard**  
Customer Success Manager for Self Service:  
30-day White Glove Service
- **Consult + Optimize**  
Win-back of churned account  
Provide Insights for Optimization
- **Phone + Email | SMS | Chat | Social**

#### Digital + Human Workforce



- **Dedicated team of sales professionals**
- **AI enhanced recruiting and onboarding**
- **Proprietary circle coaching methodology**
- **Program assessment and development of Sales Playbook**

#### Offer type

##### Basic:

- Choice of 1 stage
- Phone + email & social
- Digital + human workforce
- Program optimization
- Lead prioritization
- Sales enablement

##### Advanced:

- Basic package
- Choice of 2 stages
- Choice of SMS or Chat
- Choice of modeling or speech analytics

##### Pro:

- All 3 stages
- All 4 channels
- Full analytics & insights

#### Analytics & Insights



- **Program optimization**
- **Lead prioritization**
- **Fit modeling**
- **Speech analytics**
- **Intent modeling**

#### Sales Excellence (add-on modules)



- **Sales enablement (multi-touch sequencing)**
- **Sales enablement optimization**
- **Real Play training bot**
- **Gamification w/ enhanced agent incentives**
- **AI-Associate assist**
- **CRM integration (managed or hosted)**

Increase advertising revenue and deliver personalized CX

CX@ttec.com  
[ttec.com/inside-sales-as-a-service](https://ttec.com/inside-sales-as-a-service)

LEARN MORE >