



## Client Case Study: Op2mise Media Planning – A Real Time Saver

### Overview

Traditional Media Planning & Buying TV and Radio workflows rely heavily on manual processes that consume significant time, require constant human intervention, and lead to inefficiencies. Op2mise introduces **AI-driven automation**, eliminating repetitive tasks and dramatically reducing planning time.

This case study compares the time required to run a campaign using a mainstream legacy media planning system versus Op2mise Media Planning, highlighting measurable efficiencies and how Op2mise significantly reduces the time required to plan and buy TV & Radio campaigns.

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### Comparing the Process

#### Step 1: Avail Requests

##### Legacy Application Way:

- Individually email TV representatives across **4 networks and 35 markets** (140 emails).
- Handle follow-up emails and phone calls with **questions and corrections**.
- **Time Required:** 15 minutes (emailing) + unknown follow-ups.

##### Op2mise Way:

- Fully **automates requests and tracking**, eliminating manual outreach.
- **Time Saved: 15 minutes per campaign** + unknown follow-ups.

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#### Step 2: Avail Processing

##### Legacy Application Way:

- Manually save and process incoming avails (**2 minutes per avail, 4.5 hours total**).
- Follow up with stations that miss deadlines (**time-consuming and unpredictable**).

##### Op2mise Way:

- **Automates avail processing entirely**, eliminating manual tracking.
- **Time Saved: 4.5 hours per campaign**.

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#### Step 3: Uploading Avails to Legacy Application

##### Legacy Application Way:

- Manually upload every avail into the Legacy Application platform (**8 minutes per market, 4.5 hours total**).

##### Op2mise Way:

- **Automates upload**, eliminating the manual entry process.
- **Time Saved: 4.5 hours per campaign**.

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#### Step 4: Schedule Building

##### Legacy Application Way:

- Process avails to remove unwanted programming.
- Manually place spots within desired programming.
- Iterate through **at least two rough drafts per market**.
- **Time Required: 35-105 hours total** (1-3 hours per market).

##### Op2mise Way:

- **Automates schedule generation in seconds** based on selected filters.
  - **Time Required: 5-10 minutes per market**.
  - **Time Saved: Significant reduction from up to 105 hours to 5-10 minutes per market**.
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## Step 5: Order Finalization

### ✦ Legacy Application Way:

- Create an individual estimate for each market.
- Manually link the finalized schedule to the corresponding estimate (**10 minutes per market, 5.75 hours total**).

### ⚡ Op2mise Way:

- **Auto-generates estimates** and links schedules automatically.
- **Time Saved: 5.75 hours per campaign.**

## Step 6: Spot Trafficking

### ✦ Legacy Application Way:

- Manually traffic spots to each station (**bulk trafficking not possible**).
- **Time Required: 1.5–4+ hours per campaign**, depending on complexity.

### ⚡ Op2mise Way:

- **Automates traffic instructions**, reducing manual revisions.
- **Streamlines traffic instructions**, allowing bulk trafficking.
- **Stores and sends creative copy** to stations.
- **Time Saved: 1.5–4+ hours per campaign.**

## Step 7: Invoice Reconciliation

### ✦ Legacy Application Way:

- Manually download invoices (**4–6 hours per month**).
- Manually upload invoices into Legacy Application (**2–4 hours**).
- Manually initiate matching and review discrepancies (**varies but can take days**).
- Invoice reconciliation often **consumes a full 40-hour workweek**.

### ⚡ Op2mise Way:

- **Automates invoice import, upload, and matching daily**, reducing workload.
- **Invoices sent to Accounting every Monday via automated CSV file.**
- **Time Saved: Up to 40 hours per month.**

## Conclusion: Op2mise vs. Legacy Application – The Impact of Automation

Op2mise dramatically reduces the **time required** for TV and Radio Media Planning workflows, delivering:

- **Total time savings per campaign: 50+ hours** compared to manual Legacy Application processes.
- **Automated workflows that eliminate repetitive tasks.**
- **Operational efficiency for agencies**, increasing productivity while lowering resource strain.

By **leveraging AI and automation**, Op2mise transforms Media Planning into a **fast, scalable, and accurate** process, offering **significant cost savings and improved efficiency for agencies**.

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Time (Hours)	Legacy		Op2mise
	High	Low	
Avails (RFPs) Management	19.5	9.25	0
Campaign Generation	105	35	0.25
Order Management	5.75	5.75	0
Trafficking	8	2	0.25
Invoicing	80	40	4
Total Time	218.25	92	4.5
Time Saving Multiple	49	20	1

Breakdown of time spent on individual process steps