

# Case Study

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## Case 1: Failing to convert the media plans sent to clients.

One of India's largest Outdoor Media companies approached Platooh and told us that "We receive numerous media enquiries directly from clients and other advertising agencies. We prepare media plans using MS Excel and power point slide, which require frequent editing but at the same time we cannot avoid human errors, mistakes and we spent a lot of time and efforts to send one proposal. This will also require checking the availability of media inventory and updating the same every time a new booking is received." They wanted us to suggest an appropriate tool to get rid of this problem.

## The Solution: Campaign Proposal Tool

Platooh suggested the company to use 'Campaign Proposal Tool', which is a free web-based tool to prepare and send beautiful and professional outdoor media proposals instantly and get response via email and SMS and get their media booked online instantly.

## Plan of Action

- Create an account at [www.platooh.com/vendors](http://www.platooh.com/vendors)
- Add all your outdoor media (Already booked, Waiting booking and Vacant) to your account with all basic details of your media and with images and videos
- Start using the Campaign Proposal Tool (completely free)

## What is Campaign Proposal Tool?

A web-based tool in Platooh platform to create instant and beautiful outdoor media proposal, which takes real-time values and details of your media, availability in terms of date, cost etc, previous booking history and the details which are relevant for your client to analyze your media for booking. Proposals created by Platooh are precise and at the same time self explanatory.

Clients receiving your proposals have the ease and convenience of booking your media instantly online after reviewing media details, images, videos, date availability, costs etc.

## Outcome

Media booking through Platooh Proposal is reported to have been increased within a period of two weeks and the company continued to use Platooh to send Media Proposal and for the management of all their OOH business resources with the help of ERP.