



## XR's seamless integration with MediaOcean & Prisma simplifies the complexity of cross-channel campaign execution.

Ensure perfect alignment across systems from planning and creative management to ad delivery with a direct connection that automatically transfers all your media plans, buys, and creative metadata into XR's platform. This centralized workflow simplifies campaign logistics and reduces manual work, freeing teams to focus on creative execution and strategy, while accelerating time-to-launch.

### One Connection

Manage multiple advertisers, brands, and markets across TV, radio, and digital – all in one platform



### Faster Launches

Campaigns can move from plan to air in hours instead of days with integrated workflows and fewer manual steps



### Fewer Errors

Automatic mapping and validation increases accuracy and reduces room for errors

### CONNECTED WORKFLOW

1

#### Plan & Buy in MediaOcean / Prisma

Create your media plans and buys across TV, radio, and digital

2

#### Sync to Extreme Reach

Your buys, placements, and destinations push directly into XR

3

#### Add Creative & Instructions

Add creative files, in addition to tracking and traffic instructions

4

#### Deliver Automatically

Send traffic orders and digital placements with a few clicks — instantly and accurately

5

#### Track & Audit

See every update in XR with full visibility into campaign changes and delivery results