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TABLE OF CONTENTS

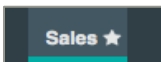
| | |
|-------------------------------------------------|---|
| 1. Overview | 1 |
| 2. Accessing RFPs | 1 |
| 3. Filtering an Order | 1 |
| 4. Creating a New Proposal | 1 |
| 5. Adding New Placements to a Proposal | 2 |
| 6. Creating Packages | 2 |
| 7. Creating Roadblocks | 3 |
| 8. Revising a Proposal | 3 |
| 9. Creating Multiple Proposals for an RFP | 3 |

1. Overview

The Sales Inbox is used to receive RFPs, create & revise proposals, manage Insertion Orders and optimize Orders.

2. Accessing RFPs


1. Log in to Prisma for Sellers at sellers.mediaocean.com.
2. Select **Sales** from the top menu bar.



3. You can view **All Agencies** or select a specific agency from the **Agency** drop-down list.
4. Select **All RFPs and proposals** from the **Show** drop-down list. The inbox will display all RFPs and proposals.

| Agency | Agency group | Advertiser / Client | Campaign | Version | Documents | Media | Type |
|-----------------------|-----------------------|-------------------------|----------------------------------|---------------|-----------|---------|----------|
| » HILL HOLIDAY AGE... | Hill Holiday | Santander Bank, NA | BW_5192020_SM | Proposal 1 V1 | | | Proposal |
| » SUPERTRAIN AGENCY | 001 | North Department Sto... | 06/01/20 RZR Prisma 2 Staged ... | Proposal 1 V1 | | Digital | Proposal |
| » PM Demo Agency | PM General - Training | FLOWERS LANDSCA... | Flowers landscaping 20 LMCC S... | Proposal 1 V1 | | | Proposal |
| » HILL HOLIDAY AGE... | Hill Holiday | Santander Bank, NA | DZ HOL session 1 staged camp... | Proposal 1 V1 | | Digital | Proposal |
| » PM Demo Agency | PM General - Training | Uncle Leos | Claudia 05262020 | Proposal 1 V1 | | Digital | Proposal |
| PM Demo Agency | PM General - Training | KRISPY KREME | 52020 do not use alx | 0 | | Digital | RFP |
| SJB Agency | SJB COMPANY | MANOLO | Lettuce Turnip Beets Salad | 0 | | Digital | RFP |

3. Filtering a Proposal

1. You are also able to filter these results. Hover over the right-hand corner of a column-heading and the  button will appear. Click the button for the filter drop-down menu.

* If a filter button doesn't appear, the column cannot be filtered.

2. The filter menu allows you to search specific terms or select from a preexisting menu.

Select all
Clear all

- 06/01/20 RZR Prisma 2 S...
- 52020 do not use alx
- BW_5192020_SM
- Claudia 05262020
- DZ HOL session 1 staged...
- Flowers landscaping 20 L...

Apply
Cancel

3. Click **Apply** to view filtered results.
4. You can also click the heading of each column to sort alphabetically or numerically.

4. Creating a New Proposal

1. To view an RFP, select a line where the Type column lists "RFP" and click any cell in that row to view.

| Agency | Advertiser | Campaign | Version | Media | Type |
|---------------------|---------------------|---------------------------|---------------|-------------|----------|
| » Demo - PM General | UNCLE LEOS ICE C... | EC 71217 Merkle Demo | Proposal 1 V1 | Digital | Proposal |
| SUPERTRAIN AGENCY | NORTH DEPARTME... | EC 7/11/17 Review Class 1 | 0 | Digital, TV | RFP |

Prisma for Sellers – Proposals

- The RFP details page is shown below:

Create proposal

| | |
|--------------|---------------------------------|
| Budget | \$100,000 |
| Media | Digital , TV |
| Flighting | No |
| Start - End | 08/01/2017 - 12/31/2017 |
| Strategy | Awareness |
| Proposal due | 07/26/2017 |
| Contact | TRAIN ONE - patvendor@gmail.com |
| Message | Please send ASAP! |

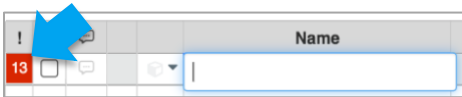
- Click **Create proposal**. The Proposals will page display where you can add placements and packages.

5. Adding New Placements to a Proposal

There are two methods to add new placements: You can add placements and packages directly in the form provided or import the information from an Excel spreadsheet.

To add placements and packages directly:

- When the Proposals page opens, a blank placement row is automatically created.
- Blue, highlighted fields are mandatory and must be filled out. The leftmost field displays how many validation errors your placement has.



- You can move between cells by selecting a cell and pressing **Enter** or **Tab** to move to the next one.
- As you enter information into the mandatory fields, the blue highlight is removed and the validation error count is reduced.

** You are also able to save the campaign with invalid placements and come back later to resolve them.*

- You can also drag fill contents to fill in fields with the same information. You can also copy and paste (Ctrl+C and Ctrl+V) between placements within the proposal as well as from an Excel spreadsheet into the proposal.
- As you fill out fields in the placement, a summary keeps track of the costs and unit types entered.



To import proposals from Excel into Prisma for Sellers:

- Click the **Export** button to download the .CSV/Excel file that is used to manage placements and packages.

** If you do not Export your current proposals, you will lose all current RFP information once the new file is uploaded!*

- Open the .CSV file via Excel and add your placement and package information starting with the first blank row available.
- Save the .CSV file once all placements and packages have been entered.

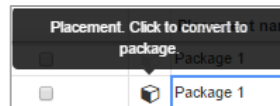
** Do not change the column order or format. Any changes will cause issues and your proposals may not upload correctly.*

- To upload the CSV document with the updated placements, select **Import** on the **Create proposal** page and confirm you understand all existing proposal details will be deleted.
- Choose the appropriate .CSV document with the current proposal information and click **Open**.
- After uploading the .CSV document, check each row to make sure all necessary information has been included. If anything is missing, a validation error count will appear next to the row on the left.

Once you are finished, click **Save** to save the proposal and continue working on it later or **Send** to send the proposal.

6. Creating Packages

- In a new placement row, enter a unique package header name.
- Click the **cube** to the left of the placement you want to convert to a package.



Prisma for Sellers – Proposals

- When the cube turns **blue**, the first child placement is created beneath the parent package.



* All fields non-essential to the package header become read-only and are highlighted in gray. The same goes for child placements.

* When a package is deleted, it will delete all Child placements. Child placements cannot be moved into and out of packages.

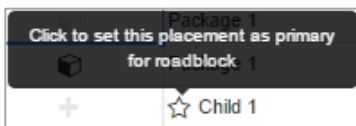
- You can create additional child placements by clicking **Add child placement**.



- To copy and paste packages or roadblocks into your proposal from an Excel template, first create the parent/package header row. Then, using the **Add child placement** button, add the number of child placements to be copied and pasted. Finally, copy and paste only the child placements (as you have already created the package header/parent placement) into the proposal.

7. Creating Roadblocks

- Click the **star** for one child placement to indicate that it is a primary placement (required for a roadblock).



- The parent package icon changes from a **cube** to a **road**, indicating it is now a roadblock.



- To return a roadblock to a package, click the **star** for the child placement again.



- When finished adding a package, click **Save**.

8. Revising a Proposal

- Not Sent** - If the proposal has not been sent, open the proposal and make the required changes. **Save** and **Send** when ready.
- Sent** - If the proposal has been sent, open the proposal, click **Revise**, and make the required changes. **Save** and **Send** when ready.

The buyer will see the changes made to the proposals in the campaign.

9. Creating Multiple Proposals for an RFP

You can create and submit multiple proposals for each RFP.

- Click the arrow to **Expand/Collapse campaign history**.

| | Agency | Advertiser | ↓ Campaign |
|---|------------|------------------------|-------------------------|
| > | SJB Agency | SJ Advertiser 91 Alias | Avyr_test_conv_07052017 |

- Beneath the proposal, click any cell for the RFP.

| | Agency | Advertiser | Campaign | Version | Media | Type |
|---|-------------------|---------------------|-------------------------|---------------|-------------|----------|
| ▼ | Demo - PM General | UNCLE LEOS ICE C... | Sabrina Cruz 7/11/17 BL | Proposal 1 V1 | | Proposal |
| | | UNCLE LEOS ICE C... | | 0 | Digital, TV | RFP |

- Click **Create proposal**.
- Fill in the placement details and click **Save** or **Send**.

To display an RFP that already has one or more associated proposals, click the **Expand/Collapse campaign history** button.

- Multiple proposals, with their version number, are shown in the **Version** field.

| Version |
|---------------|
| Proposal 2 V1 |
| Proposal 1 V1 |