



Ad-Alert

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Ad-Alert: Ad-Alert delivers Undercover, Real-time, Proactive Ad Management & Notification to AdTracker!

Imagine emails going to sales reps identifying all the proofs out past deadline... Automatically!

Imagine ad production supervisors getting emails of all problem ads every day one hour before deadline... Automatically!

Imagine getting daily production reports delivered to your desk every morning... Automatically!

Realtime Ad Production Management

Ad-Alert is designed to significantly improve the management of every aspect of ad production. This **AdTracker** plug in module runs in the background and monitors every database event. Specific database queries and reports can be scheduled to trigger at key times in the daily production cycle. The results of these database queries or reports can be sent via email to sales reps, specific advertisers, the production staff, or to designated team members.

Ad-Alert is on the job all day every day making sure nothing in ad production falls through the cracks. It will ensure that everyone is always aware of any problems in ad production.

Realtime Task Scheduling

Ad-Alert runs in the background twenty-four hours a day seven days a week. It has a simple user interface for scheduling various tasks. These tasks can be deadline queries, production reports, or any Mac script or PC application. Scheduling can be once a day, week, month or quarter.

Realtime Result Notification

As each query or report is executed the results are captured and delivered in various forms. Results can be delivered in email form or as a delimited text file to be combined with other production data each morning. Any existing **AdTracker** report or query can be scheduled to run at any time.

Ad-Alert / HTML Output

Ad-Alert has an option which allows the application to output the results of a scheduled query to an HTML page. This means that newspaper personnel that would not normally have an **AdTracker** client, such as sales reps, sales managers, or production managers can, through any desk top browser, view the results of the **Ad-Alert** scheduled queries. As an example, **Ad-Alert** can be configured to update an HTML page every 15 minutes with tomorrow's ads that are still out for proof or ads which are stuck in a failed queue for tomorrow's paper. Users with appropriate access rights simply browse to the page and view the current status. Any **Ad-Alert** query can be setup to output in this new form.

Smooth Operations

Ad-Alert is like having a full time production supervisor tracking, in realtime, all missing or problem ads. Not only does it detect problems, it can be configured to notify the appropriate sales or production personnel of the problem. Detection and notification of problems before production deadlines is an invaluable asset. In addition to 24/7 production tracking, **Ad-Alert** can also deliver valuable production reports on a periodic basis. No one has to remember to run the reports, **Ad-Alert** simply runs them per a schedule and delivers them to who you want, when you want them.