MEDIA TRANSFORMATION | LEAD TO QOUTE | 360-DGREE CLINTE VISIBILTY

Salesforce Media Cloud Implementation

Building an end-to-end sales and media operations platform

Different commercial models and workflows

SMS

MEDIA TYPES	BOOKABLE PLACEMENTS	PRICING MODELS
8	**1,364**	**7**
Digital to Content	live catalog	CPM, CPC, CPU, CPD, CPL, CPV, CPCV

+45 User

6 Legal Entities

25,000 Person-hour

Positioned as an early Media Cloud implementation for the media industry in the Middle East

From fragmented workflows to a connected commercial journey

Move from fragmented, vertical-specific commercial processes toward a connected Lead-to-Quote model that accommodates both project-based sales and high-volume media advertising.

BEFORE • Fragmented

Manual Dependency

Heavy reliance on manual coordination and follow-ups.

Process Fragmentation

Different workflows and commercial requirements across business verticals.

Operational Complexity

Multiple steps, stakeholders, dependencies and approval stages.

Limited Visibility

No sufficiently unified end-to-end view of the commercial pipeline.

Coordination Bottlenecks

Time-consuming cross-functional communication and follow-ups.

Reporting & Control Gaps

Challenges in consistently tracking progress, delays and commercial performance.

AFTER • Connected model

Standardized Lead-to-Quote Framework

A consistent commercial process from initial opportunity through proposal and quotation.

Unified Client & Agency View

Centralized visibility into client relationships, agency interactions and sales opportunities.

Flexible Sales Pathways

Configurable workflows tailored to different commercial models and business requirements.

Streamlined Approvals & Workflow Tracking

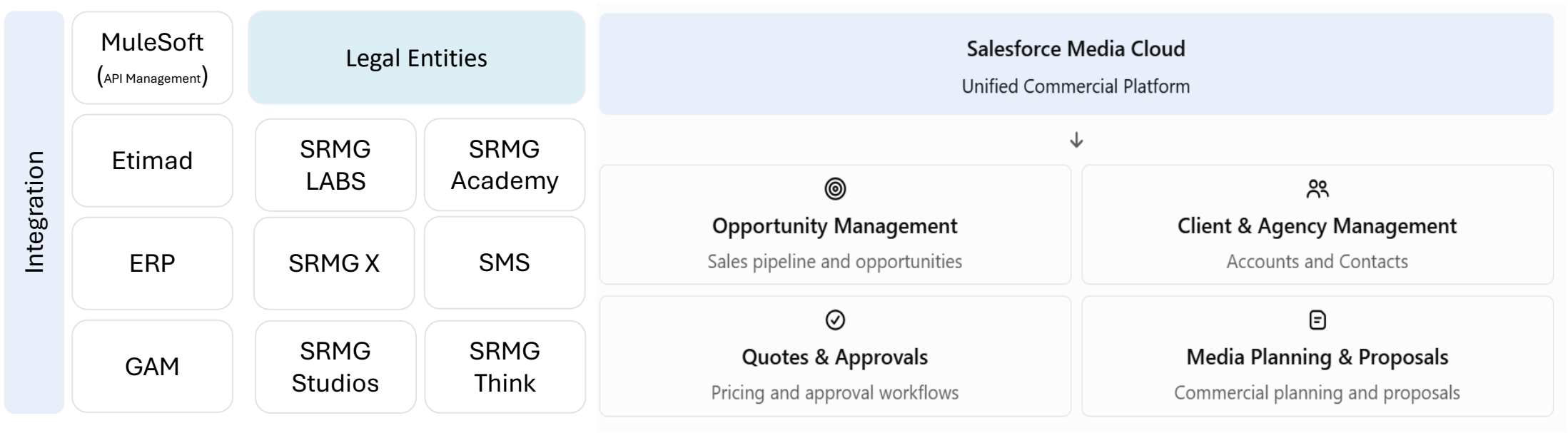
Clearer approval stages, workflow status and transaction progress.

Executive Pipeline Visibility

Consolidated views of sales pipeline, revenue targets and booked versus expected revenue.

The challenge was not simply to digitize existing activities, but to fundamentally simplify and standardize how commercial operations were managed across the organization

One platform, connected commercial workflows



The solution leverages Salesforce Media Cloud to establish a unified commercial framework connecting client and agency management, opportunity tracking, media planning, proposals, quotations, and approvals. Configurable workflows support different sales models while providing management with improved visibility into pipeline progress and commercial performance.

Integration & Middleware



Legal Entities

SRMG Academy

SMS

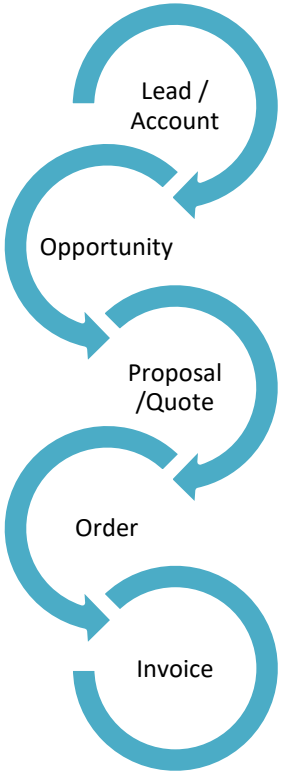
SRMG LABS

SRMG Studios

SRMG X

SRMG Think

Functional Modules



Persona

Managing Director

Pillars sales

ADsOp

Finance

Technical Team

CXO

Governance built into the commercial journey

The governance model embeds process consistency, stakeholder accountability, approval controls and performance visibility into the commercial lifecycle. Configurable workflows accommodate different business requirements while supporting a common and transparent operating framework.

Process governance

- Defined Lead-to-Quote stages
- Standard approval pathways
- Traceable hand-offs and status

Commercial controls

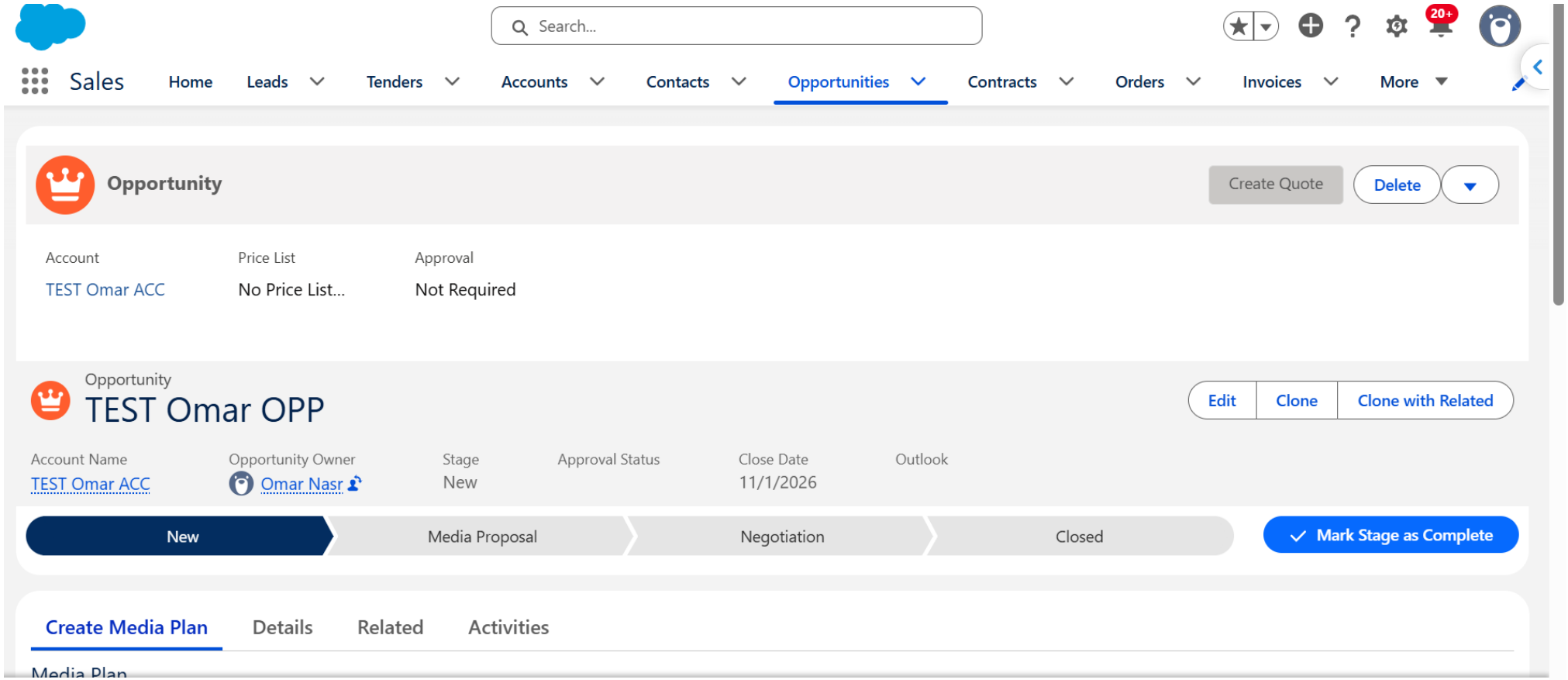
- Pricing and quote approvals
- Contract / NDA workflows
- Supporting documentation and milestones

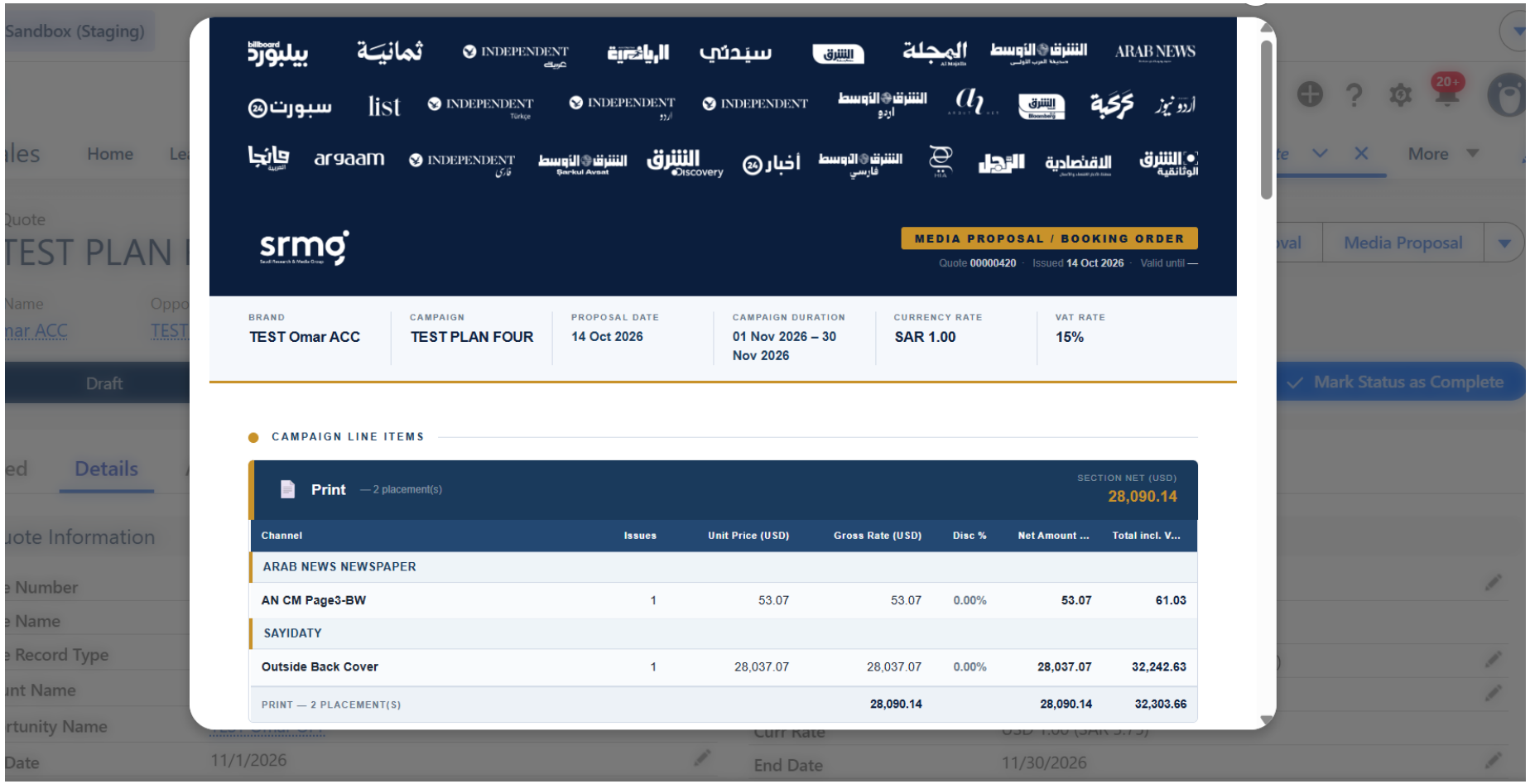
Management oversight

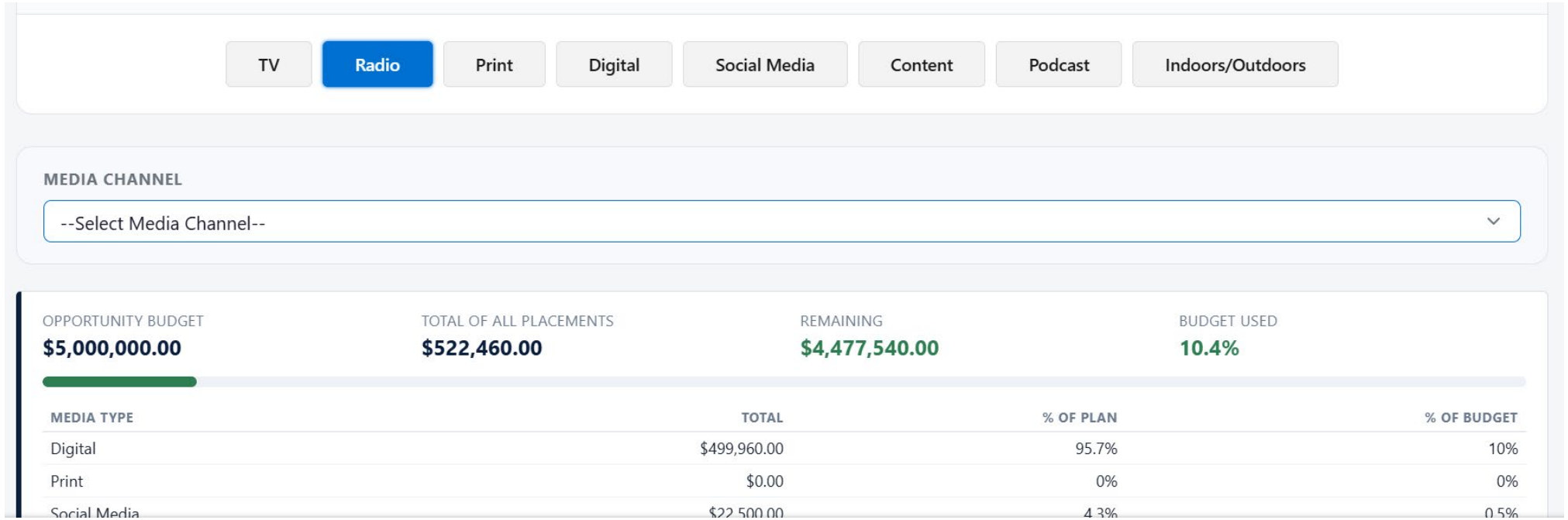
- Pipeline and target visibility
- Booked vs. expected business
- Exception and delay follow-up

Turning commercial transformation into measurable value

1. Standardization & Process Compliance	Established a consistent Lead-to-Quote framework across commercial activities, with measurable adherence to standardized workflows.	**Key KPI**: % of transactions following the standard workflow
2. User Adoption & Operational Enablement	Enabled a more unified commercial operating model by connecting client, agency and opportunity information, supported by visibility into user adoption over time.	**Key KPI:** Active users / eligible users over time
3. Accelerated Commercial Decision-Making	Improved visibility into workflow stages, approval status and transaction progress, creating a foundation for monitoring and reducing commercial decision-cycle times.	**Key KPIs**: Time from submission to decision; median days from qualified opportunity to approval / order
4. Revenue Visibility & Forecast Confidence	Strengthened management oversight through consolidated pipeline, revenue-target and booked-versus-expected revenue views, supporting more informed commercial decisions.	**Key KPIs**: Coverage and accuracy of booked vs. expected revenue
5. Pipeline Integrity & Data Completeness	Improved the structure and visibility of commercial opportunities, enabling more consistent monitoring of pipeline completeness and transaction progression.	**Key KPI:** Pipeline completeness
6. Scalable Commercial Governance	Introduced a configurable framework to accommodate different sales models while reinforcing workflow consistency, approval controls and stakeholder accountability.	**Key KPIs**: Standard-workflow compliance; approval-cycle time


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11/1/2026
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New
Media Proposal
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Mark Stage as Complete
Create Media Plan
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Media Plan


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MEDIA PROPOSAL / BOOKING ORDER
Quote 00000420 · Issued 14 Oct 2026 · Valid until —
BRAND
TEST Omar ACC
CAMPAIGN
TEST PLAN FOUR
PROPOSAL DATE
14 Oct 2026
CAMPAIGN DURATION
01 Nov 2026 – 30 Nov 2026
CURRENCY RATE
SAR 1.00
VAT RATE
15%
CAMPAIGN LINE ITEMS
Print — 2 placement(s)
SECTION NET (USD)
28,090.14
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ARAB NEWS NEWSPAPER
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TV
Radio
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Indoors/Outdoors
MEDIA CHANNEL
--Select Media Channel--
OPPORTUNITY BUDGET
$5,000,000.00
TOTAL OF ALL PLACEMENTS
$522,460.00
REMAINING
$4,477,540.00
BUDGET USED
10.4%
MEDIA TYPE
TOTAL
% OF PLAN
% OF BUDGET
Digital
$499,960.00
95.7%
10%
Print
$0.00
0%
0%
Social Media
$22,500.00
4.3%
0.5%