



BasisTM
BY CENTRO



Shawn Riegsecker

Founder & CEO



Nick Saggese

Product Lead



Purpose

Beautifully designed, powerful comprehensive automation and intelligence software users love that drives optimal efficiency in business operations and superior media performance for marketers.

Basis™

BUILT FOR
AUTOMATION



centre.

Basis™

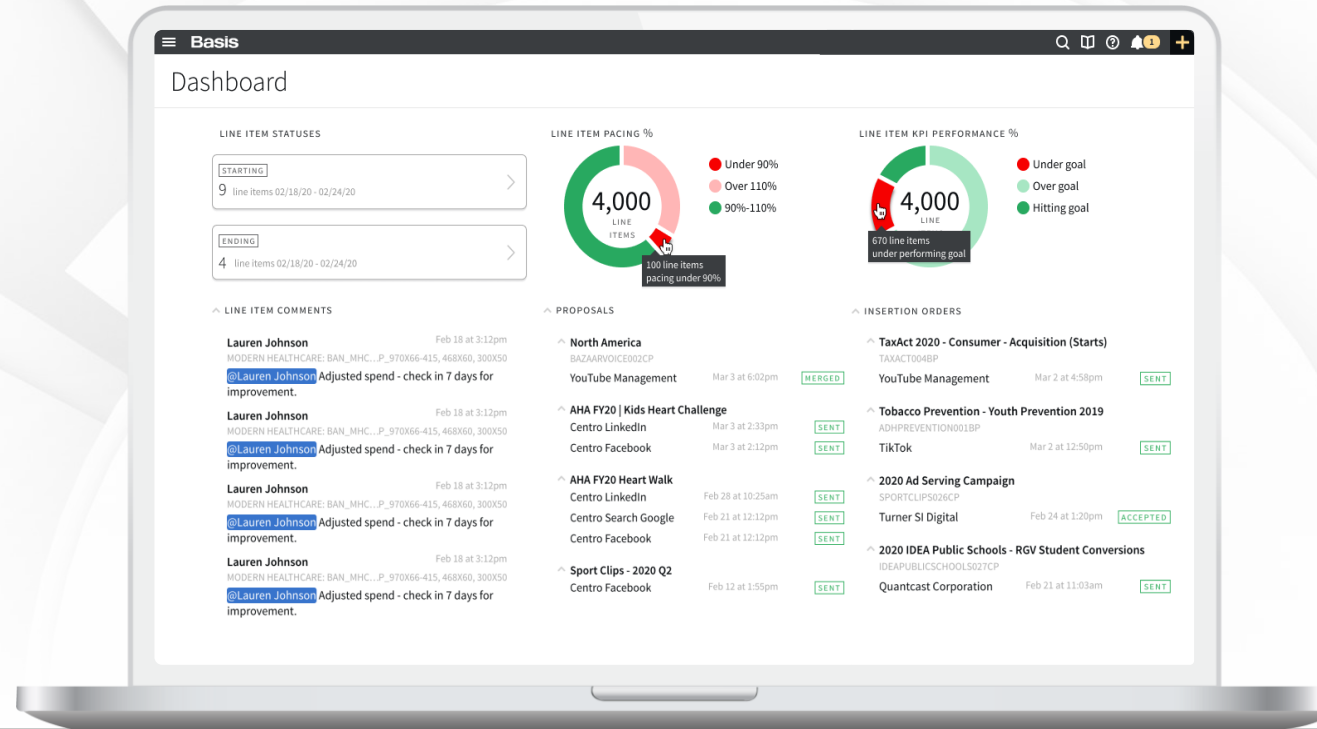
Comprehensive Features

Organization Software

Comprehensive
Workflow Automation

Communication,
Messaging and
Collaboration Center

Vendor Relationship
Management



#1 Rated DSP Inside (G2)

RFP Automation

Cross-channel
Performance & Analytics
(Search, Social,
Direct, Programmatic)

Cloud Document
Storage

Business Intelligence
and Workforce
Insights

Automated
Financial
Actualizations

Powerful
Integrations

35%

Increase in Productivity
and Efficiency

FORRESTER®

#1

Industry
Rated DSP



99%

Customer
Satisfaction Score





Basis™

BUILT FOR
REMOTE
WORK

centre.

95%

of users say Basis
improved their ability
to work remotely

67%

say the Basis
Message Center
improved remote work
across their team

BasisTM
BY CENTRO

”
WHAT SUCCESS
SOUNDS LIKE

Our team did not miss a step in continuing to support our campaigns thanks to the Basis Platform and its support staff.

– Joseph, Columbus Media

Improving Team Collaboration

Basis Tough Pup Product Launch Ver. 6-Product Launch

Indestructible Pet Toys | Tough Pup Toys | 05/27/20 - 05/31/21 | ID: ToughPup001

LIVE Campaign status | Comments | Messages

Vendors* **Fronteira Media***

Account Team Compose

- Ashley Press
- Aubrey Lehmann
- Chris Timmins
- Jaime Vasil
- Kate Adams
- Kristina Boyer
- Maura Honan
- Tyler Kelly

Aubrey Lehmann > Aubrey Lehmann, Me 11:56am on Jun 3

Everything looks great! We are live!

Aubrey Lehmann > Aubrey Lehmann, Me 4:39pm on May 29

Amazing! Love the creative. I'll get it all set up for Monday's launch and confirm we're live by noon.

Have a great weekend, Maura.

Me > Aubrey Lehmann, Me

Perfect!

Great news - assets have been QA'd and are ready to go! Attaching here - so cute :)

Let me know if there are any questions! Thanks!

ATTACHMENTS

- Tough_Pup_Toys_product_launch_Bully_Breed_300x250.jpg
- Tough_Pup_Toys_product_launch_...
- Tough_Pup_Toys_product_launch_Bully_Breed_300x600.jpg
- Tough_Pup_Toys_product_launch_...
- Tough Pup Toys product launch 30 sec video.mp4
- Tough Pup Toys product launch Golden

Add Search...

Basis Jarvis Smart Speaker launch Ver. 1-Tech-savvy; geo to NYC, DC, BOS, AUS, DAL, LA, SF, DEN, CHI, SEA

Stark Industries | Stark International | 05/25/20 - 01/05/26 | ID: JARVIS001

LIVE Campaign status | Comments | Messages

Add Search... View settings Actions

DSP New line item View settings DSP Actions Last saved a few seconds ago.

CONTROLS Edit

DETAILS	DATES	UNITS	RATES	COSTS
<p>Aubrey Lehmann 6:24 pm 05/28/20</p> <p>@Tyler Kelly, @Kate Adams, @Maura Honan</p> <p>Can you please confirm launch?</p> <p>Reply</p>	<p>sizes 160x600, 300x250, 300x50, 300x600, 320x50, 728x90</p> <p>KPI Cost per Thousand Imps. (CPM)</p> <p>goal \$5.00</p>	<p>ends 06/01/20</p> <p>57,150,000 estimps</p>	<p>10.00% est. margin</p> <p>\$4.44 est. gross</p>	<p>\$25,400.00 est gain</p> <p>\$254,000.00 gross</p>
<p>type Ad Serving</p>	<p>CPM rate type</p> <p>57,150,000 estimps</p>	<p>-- ad serv</p> <p>-- ad serv</p>	<p>Add a group from the [button] to the left of the line item</p>	
<p>LI Tech-savvy; geo to NYC, DC, BOS, AUS, DAL, LA, SF, DEN, CHI, SEA</p> <p>formats Display</p> <p>sizes 160x600, 300x250, 300x50, 300x600, 320x50, 728x90</p> <p>KPI Cost per Thousand Imps. (CPM)</p> <p>goal \$5.00</p>	<p>starts 06/01/20</p> <p>ends 06/08/20</p>	<p>Dynamic CPM rate type</p> <p>112,500 estimps</p>	<p>\$4.00 est. media</p> <p>10.00% est. margin</p> <p>\$4.44 est. gross</p>	<p>\$450.00 media</p> <p>\$50.00 est gain</p> <p>\$500.00 gross</p>
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90,000,000 estimps | \$4.44 est eCPM (gross) | \$400,000.00 gross



How else could we
automate and improve
the digital media process?

The image displays three overlapping spreadsheet windows. The leftmost window shows a 'Qualification' status with a list of opportunities including 'BPS Pilot', 'Acetube inquiry', 'Timbershadow expansion', and 'LKS req'. The middle window is titled 'OPTIMIZATION LOG' and contains a table with columns for 'DATE', 'STATUS', and 'NOTES'. The rightmost window is titled 'Pacing and Optimizations' and contains a table with columns for 'Date', 'Campaign ID', and 'Tactic'. A dropdown menu is visible in the right window with the text 'Please select a reponse'.

63% of users log notes multiple times per week

82% say tracking campaign changes across team members is extremely difficult.

Basis Assistant

Campaigns

View: Campaigns ▾ Filter 🔍 bt

Create campaign ▾

Add new

Reset filters

CAMPAIGN NAME	CAMPAIGN ID	CLIENT	BRAND	INITIATIVE	START DATE	END DATE	STATUS	GROSS CONTRACTED	VERTICALS
Copy of Inconceivable BTS	abcdef	ROUS Corporation	Inconceivable Climbing Gear	New Heights in 2018	08/01/17	10/31/18	Completed	\$55,000.00	Extreme Sports, Outdoors,...
Inconceivable BTS	1234321	ROUS Corporation	Inconceivable Climbing Gear	Inconceivable Back to ...	08/01/17	09/15/17	Completed	\$25,000.00	Extreme Sports, Outdoors,...
Inconceivable BTS 2020	1234569876	ROUS Corporation	Inconceivable Climbing Gear	Inconceivable Back to ...	06/30/20	07/03/20	Completed	\$15.00	Extreme Sports, Outdoors,...

UPDATES

[Facebook Ads Manager](#)

Nick Saggese Jul 2 at 4:36 PM
SIS Aug 9 campaign reactivated.

[LinkedIn Campaign Manager](#)

Nick Saggese Jul 2 at 4:34 PM
I've reactivated Smarter Manufacturing campaign.

[Basis Platform](#)

Jen Kollmer Jun 30 at 4:49 PM
Added DSP targeting mailing list from Montana and Wyoming.

[Facebook Ads Manager](#)

Jen Kollmer Jun 30 at 4:47 PM
Expanded targeting to include interested in vacations and climbing.

[Facebook Ads Manager](#)

Jen Kollmer Jun 30 at 4:39 PM
Set up initial FB ad: 3 days for \$15, targeting people in the US interested in voice acting and stage

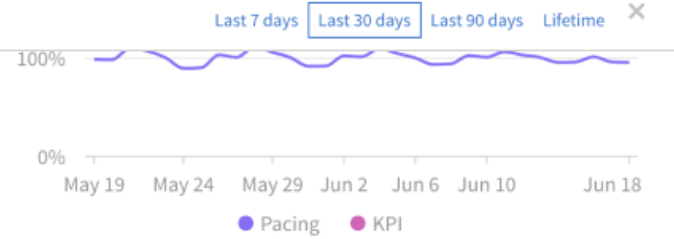
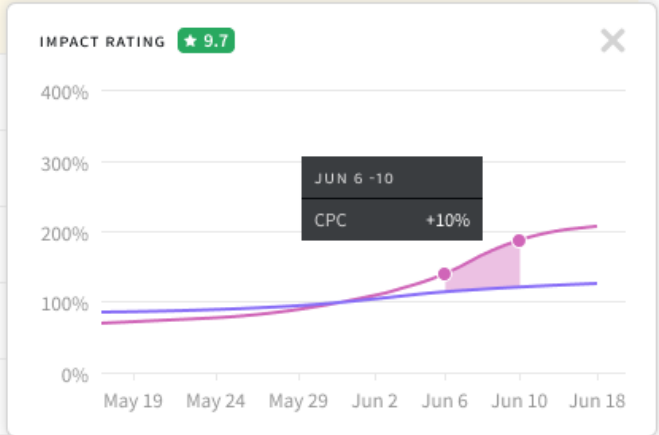
Add an update...

Add

FILTER Gross

data thru: Wednesday Download CSV

LINE ITEM	CAMPAIGN	CAMPAIGN ID	START DATE	END DATE	PACING
ESTERNPREMIUMBBQ001CP [CPC] - PT; BT ..	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
CAREOREGON005CP [CPLPV] ENGLISH - PT ..	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
CAREOREGON005CP [CPLPV] SPANISH - PT ..	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
Traffic (CPLPV): Geo - Portland DMA; A18+ ...	ABC 202 Campaign				
DVRPC005CP [CTR] GT (PA,NJ Counties)_Jus	ABC 202 Campaign				
[CTR] Display PT; RT; High Impact(JustPremi	ABC 202 Campaign				
KPI: Cost Per Site Action Branded; Unbrande	ABC 202 Campaign				
ESTERNPREMIUMBBQ001CP [CPC] - PT; BT ..	ABC 202 Campaign				
CAREOREGON005CP [CPLPV] ENGLISH - PT ..	ABC 202 Campaign				
Traffic (CPLPV): Geo - Portland DMA; A18+ ...	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
[CTR] Display PT; RT; High Impact(JustPremi	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
KPI: Cost Per Site Action Branded; Unbrande	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
Traffic (CPLPV): Geo - Portland DMA; A18+ ...	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%
CAREOREGON005CP [CPLPV] SPANISH - PT ..	ABC 202 Campaign	ABC123456	05/30/20	07/30/20	91/2%



UPDATES (LAST 30 DAYS)

- Facebook Ads Manager** ★ 9.7
John Smith Jun 6 at 11:21 AM
 Had to update budgets. Turned off creative that was running and was out of date. Increased the budgets for Facebook line items and decreased the budgets for Google.
- Facebook Ads Manager** 8.2
Benny Goodrich Jun 10 at 11:21 AM
 Turned off all eCPMs greater than \$6 unless CPC was meeting goal creative: -increased rotation of Golden Retriever to 70%
- Facebook Ads Manager** no rating
John Smith Jun 18 at 11:21 AM
 Reduced bid on HPI AMD Image from \$20 to \$15

Leave a update...

Add

Basis Assistant

Questions

Can this be used without Basis?

Basis Assistant requires a Basis login for authentication purposes.

Contact Us

BasisAssistant@centro.net

Where can I download Basis Assistant?

Chrome Store

Learn More

BasisAssistant.net

Thank you!

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