



Naviga Ad

A complete, modern CRM for ad sales

Manage your ad sales for digital, print, newsletters and more

[VIEW DEMO](#)



Increase ad revenue, optimize workflows

Naviga Ad is a complete, cloud-based, digital-first solution for managing advertising sales. It was built from the start to handle both digital and print ads, as well as other media types, such as newsletters, custom projects, event booths and mobile advertising. It's built around a powerful CRM system that can be used stand-alone or work hand-in-hand with Salesforce. In addition, it offers a powerful self-service web portal.



- ▶ **Intuitive and easy to use; quick implementation**
- ▶ **Stays current with automatic patches and upgrades**
- ▶ **Integrates with Google Ad Manager in real-time**
- ▶ **AI/ML-friendly architecture**

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- ▶ **High-level hosted cyber-security**
- ▶ **Scalable to any size company**
- ▶ **Rapid ROI and cost-saving opportunities**
- ▶ **Detailed reports and dynamic analytics**



Browser-based

Naviga Ad is 100% browser-based, meaning all the information from Ad sales through Production, Billing and A/R is accessible wherever you have access to the Internet.



Self service portal

Naviga Ad offers an additional self-service portal. Your advertisers and agencies sign proposals, view and buy orders, upload materials and pay invoices all online.



Smooth workflows

Customer instructions, pick-ups, order details and sales rep notes are all here. Manage multiple production queues, track production notes, send email reminders to clients, and keep everyone informed.



Integratable

Integrate with Google Ad Manager (Replacing DSM? [Get free data migration.](#)) Naviga also integrates with Salesforce and popular accounting systems.

“I just think we moved to the 21st century, in terms of tools, technology and information, to make corrective actions early, and support key



strategies to address a lot of our customers' needs.”

Craig Rucker, CFO
1105 Media

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Contact Us about Naviga Ad

A complete set of solutions

See beyond tomorrow's challenges by combining Naviga Ad with other Naviga solutions

PRESENT

NAVIGA EVENT

Build a collaborative community.

CREATE

NAVIGA PLAN

Page planning made easy

More Resources

Datasheet

Learn more about Naviga Ad and its capabilities.

[GET DATASHEET](#)

Case Study

Get inspired by 1150 Media's story with Naviga and their achievements.

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Case Study

Frontline's story with Naviga Ad cannot be missed.

[READ STORY](#)



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Support

We operate professionally-staffed support centers in both the US and Europe to assist you with 24/7...

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2019

- [Glacier Media Group expands its digital advertising capabilities with Naviga Ad June 27, 2019](#)
- [Highlights from the Naviga User Conference June 24, 2019](#)

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