Prisma

Prisma: Advertising made global

Prisma powers every part of the global agency ecosystem with speed, intelligence and control. Its open architecture allows for seamless interoperability with applications globally, while offering localised features to meet your market specific needs.

Prisma provides a holistic and auditable understanding of agency-wide activity, cross campaign and cross market.

MULTILANGUAGE

- Multi-language and multi-locale support empower planners and buyers across geos to fully utilize the power of the Prisma platform

- Prisma is currently available in English (with locale-specific variations), French, German and Spanish

- Prisma's multi-language framework enables easy translation into other languages

MULTICURRENCY

- Flexible support for multiple agency currencies enables global deployment

- Multiple publisher currency support enables media buying across markets

- Currency conversion and roll-up reporting simplifies auditing and management reporting

BUILT TO SCALE

- Security and master data architecture offer a full suite of APIs, simplifying integration with your IT infrastructure, the ad-tech ecosystem and your back-end business solutions

- Built for high user and transaction concurrency, Prisma scales to support your global business growth

- User level authentication and access control ensures platform security at every level and geo