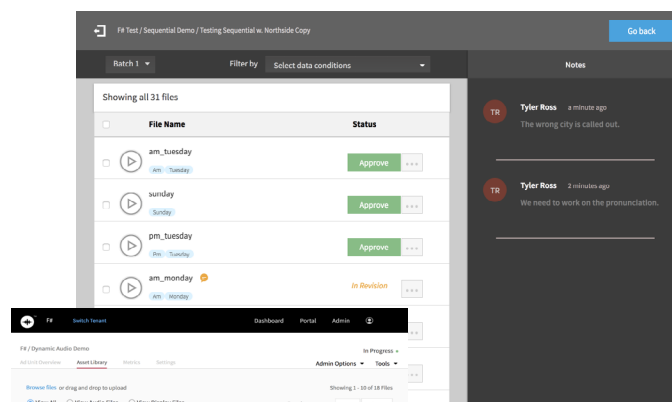# The Creative Management Platform for Audio

The first Creative Management Platform for Digital Audio, built to streamline creative production, create operational efficiencies, and improve performance of ad campaigns.

Creative Production
- Handle the entire production workflow
- Manage process with vendor inside system
- Find new vendors
- Track script writing, vocal recordings, and final production until campaign go-live with production schedule

Campaign & Asset Management
- Collaborate with ad sales, ad creatives, and ad ops in one dashboard
- Manage all campaigns with permission settings by individual user
- Store and share assets in asset library
- Build and refresh campaigns in minutes with bulk upload features
- Control over campaigns with versioning
- Data usage for creative decisioning

Real-time Metrics
- Rich metrics for each and every ad message
- Real-time data to enable optimization for higher ROI
- Detailed reporting to report summaries delivered to email
- Exportability for greater analysis and business intelligence