November 2005

# 2026 Product Strategy Sales & Marketing

Sales Systems Roadmap

**NBCUniversal**

Frictionless Activation

# Frictionless Activation

Intuitive UI and **smarter, more connected capabilities** empowers sellers with the information they need to accelerate response times to buyers.

By reducing internal friction points at every stage of the sales process, teams can **focus on driving outcomes**.

- Inline Opportunity Editor
- Sales Landing Page
- Scatter & Upfront PMP
- PAM
- Salesforce Platform Modernization

N B C U  M E D I A  G R O U P  **A D V E R T I S I N G  &  P A R T N E R S H I P S**

**Sales & Marketing Systems** | Frictionless Activation | Revenue Growth Opps | Client Base Expansion | Sales Automation

# Opportunity Clean-Up Field

Reducing clutter and surfacing only the fields that matter for faster and smarter selling

### Problem Statement

Salesforce Opportunity records contained outdated, redundant, or low-value fields, creating a cluttered UI

### End Goal

Create a simplified, intuitive CRM experience for Sales

**53%** of fields were hidden on the Digital Opportunity layout

## Slimmed Down UI – 30 Fields



## Previous UI – 62 Fields



### Criteria for Field Removal:

✓ Minimal usage in the last year

✓ Obsolete use case

✓ Redundant data

# In-line Opportunity Editor

Accelerating pipeline accuracy and efficiency

**Improvements:**

**1** **Simplifies the user experience; Reduces time to manage pipeline by 80%!**

**2** **Ensures timely, accurate data entry**, improving visibility into deal health

**3** **Enhances data integrity**, providing a cleaner, more reliable pipeline view
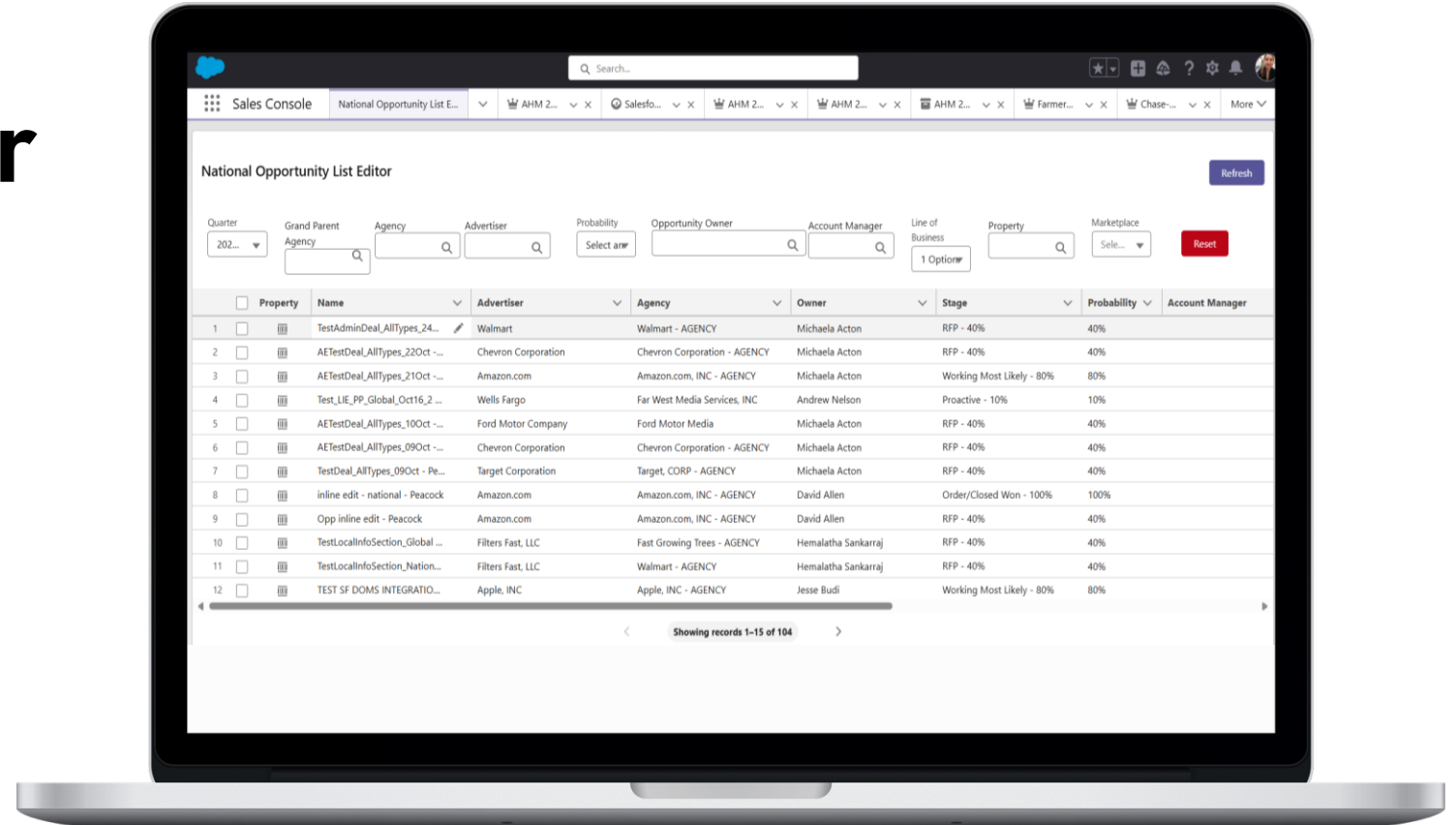


**Streamlined updates today enrich our data with critical context, setting the stage for powerful AI insights and smarter automation ahead.**

# Sales Landing Page
## Centralizing key data points to drive action and adoption

**Unified View of Business**

- Integrates data from UDF, transactional systems, and offline sources into one dashboard.
- Turns Salesforce into a single command center for all sales performance metrics and activities.
- Give sellers and leaders a real–time, trusted view of performance. Dependent on process adoption.

**Simplified Seller Experience**

>>> more about informing what's next, actionable

- Provides a personalized, intuitive interface with key data front and center.
- Reduces click and manual navigation, making it easier to update opportunities and manage accounts. > Navigate directly to where we need to go to make the changes.
- Encourages consistent data through ownership and accountability

My Working Pipeline

My Pacing to Goal

My Upcoming Meetings

My Booked Dollars

Sponsorship Tracking

My Accounts

Next Steps
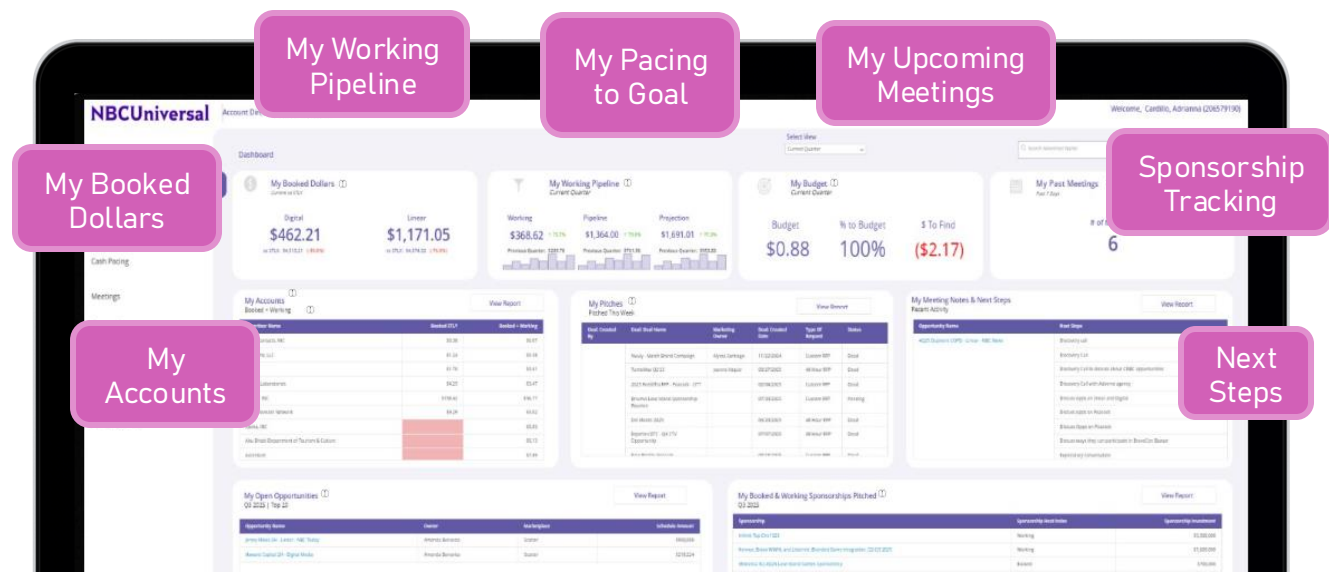
# Universal Team Revamp
## Easier maintenance, better account visibility

**Future State**

**Update UI**
- Reorder columns
- Clean-up Fields
- Account Cards & Hyperlinks

**Improve UX**
- Simpler data loads for easier maintenance
- Account Pod Logic
- UT Record Creation Wizard

**Integrated Functionality**
- Improved PMP Processes
- Opportunity Creation
- Landing Page & Dashboards

**Empower Users**
- Account Ownership & Management
- Visibility for Leaders Across Teams
- Easier Navigation
- Enable Local and SMBG hunters

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**Universal Teams Directory**

UI challenges and no functional implications leads to infrequent user updates, rendering data unreliable
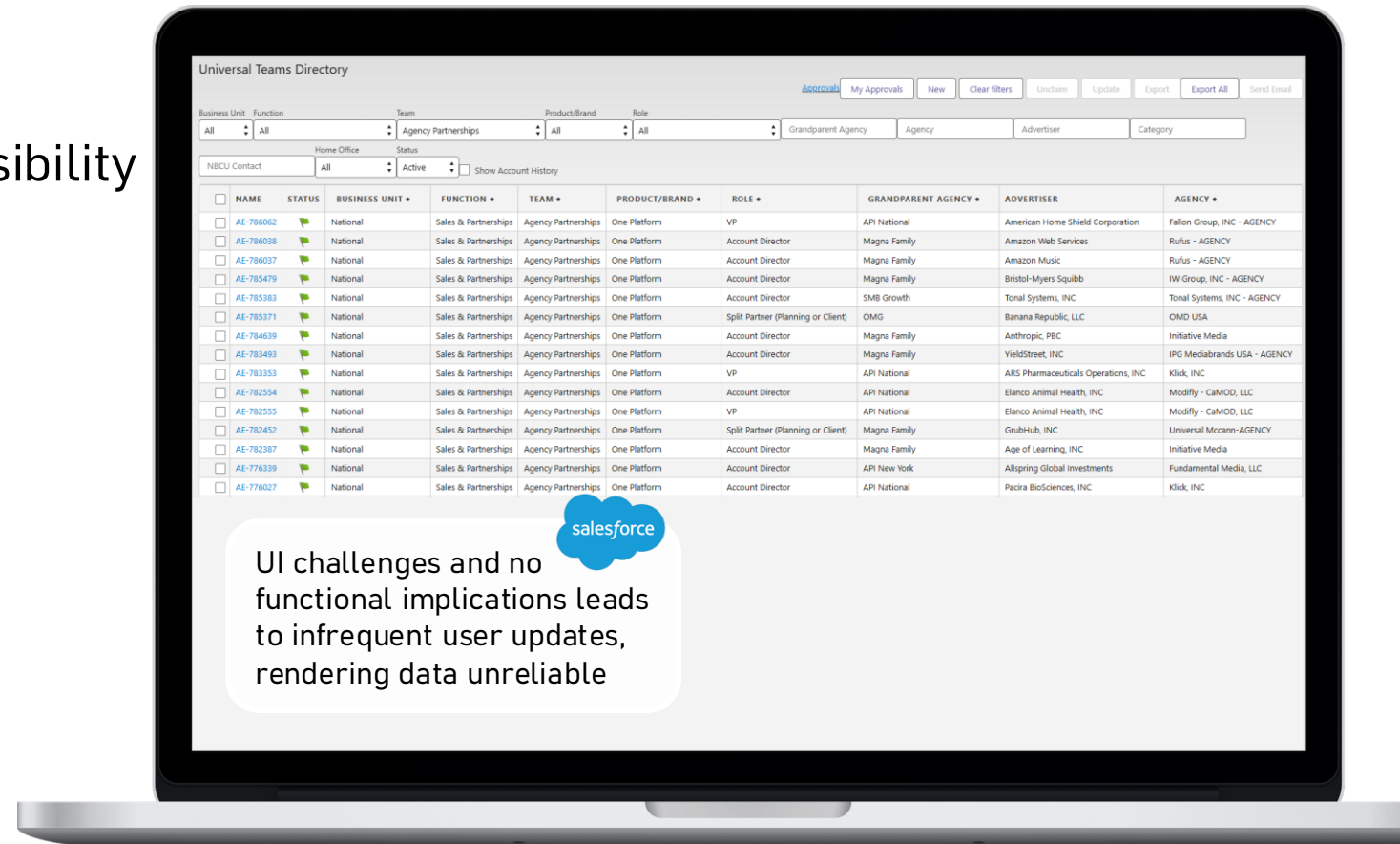
**Current State:**

**Challenging UI that is hard to decipher core working team:**

- Lack of hyperlinks
- Critical columns require horizontal scrolling
- Difficult to navigate

**No integration with Salesforce functionality + inconsistent maintenance**

# PMP
## Bringing PMP Revenue Into Salesforce: From Manual to Automated

PMP Revenue is a large and growing part of our business that is currently not represented in Salesforce. Bringing these deals into the system will mitigate manual processes around agencies, accounts and AD ownership.

**Current State:**
- Upfront PMP plans are booked in Op1 without connection to Salesforce.
- Scatter PMP is booked directly in FreeWheel with limited visibility until time of order.
- $21M unmapped YTD, managed in SharePoint
- Manual account ownership claiming (SharePoint)

**Future State:**
- Hubble integration with Salesforce to bring in Upfront and Scatter PMP for holistic revenue view
- AI tools to automate advertiser mapping
- Leverage Universal Teams to establish AD account ownership

### By the numbers...

**$1B**
in programmatic revenue

**7,500**
PMP deals booked in 2025 YTD

**10k**
advertisers annually mapped from Double-Verify to MDM.

**75%**
of revenue in 1:1 Deals

**25%**
of revenue in 1:Many Deals

**150**
Manually mapped ADs per month
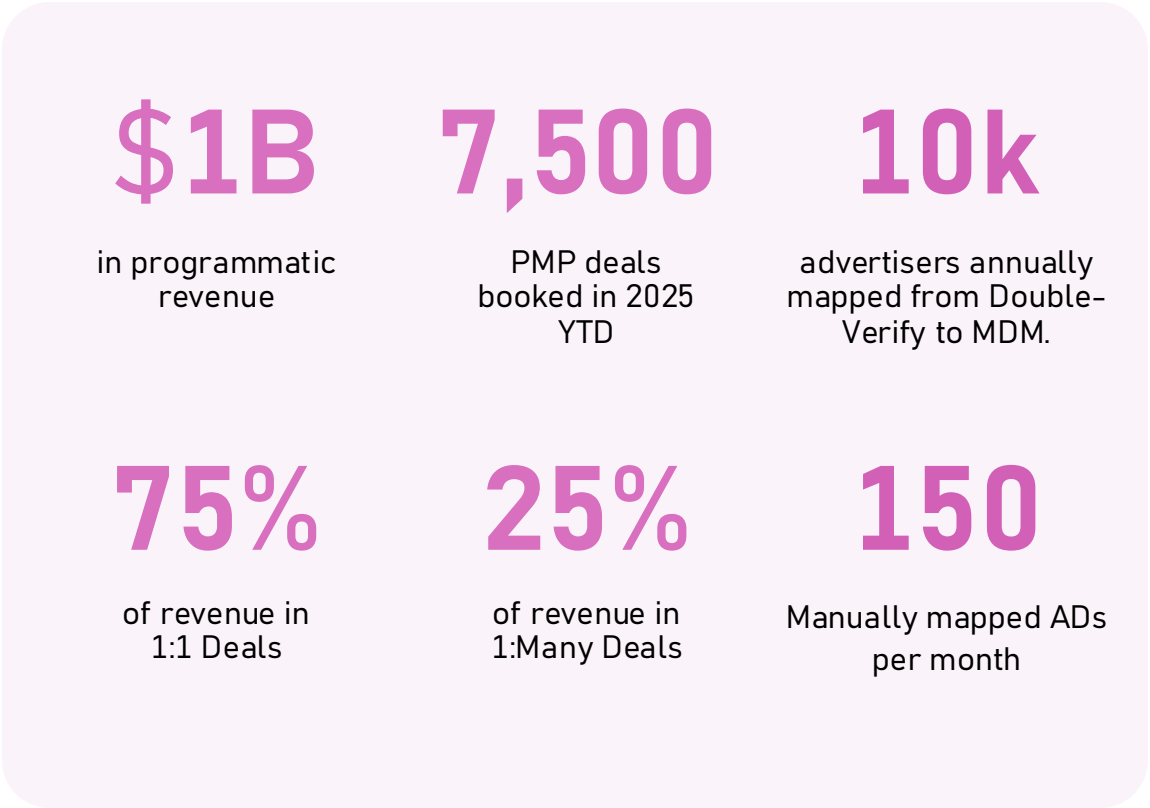
# PAM '26/'27 Upfront
## Maintain and improve our Upfront registration tool

### 2025-2026 At a Glance

| Process and Module Enhancements | |
|---|---|
| **PAM vs OMS Reconciliation** | Enhanced automation and importation of pricing data |
| **Stealth Mode** | More filter options; Enter asks in grid view |
| **Agency Gateway** | Enter digital dollars as Net |
| **BAU Enhancements** | Grid view for ADs, update Admin page for better Support functionality |

**$2B**
Special Events

**$6.5B**
Upfront Revenue

**3,720**
Deals managed
with YoY Historical

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Sales & Marketing Systems | **Frictionless Activation** | Revenue Growth Opps | Client Base Expansion | Sales Automation
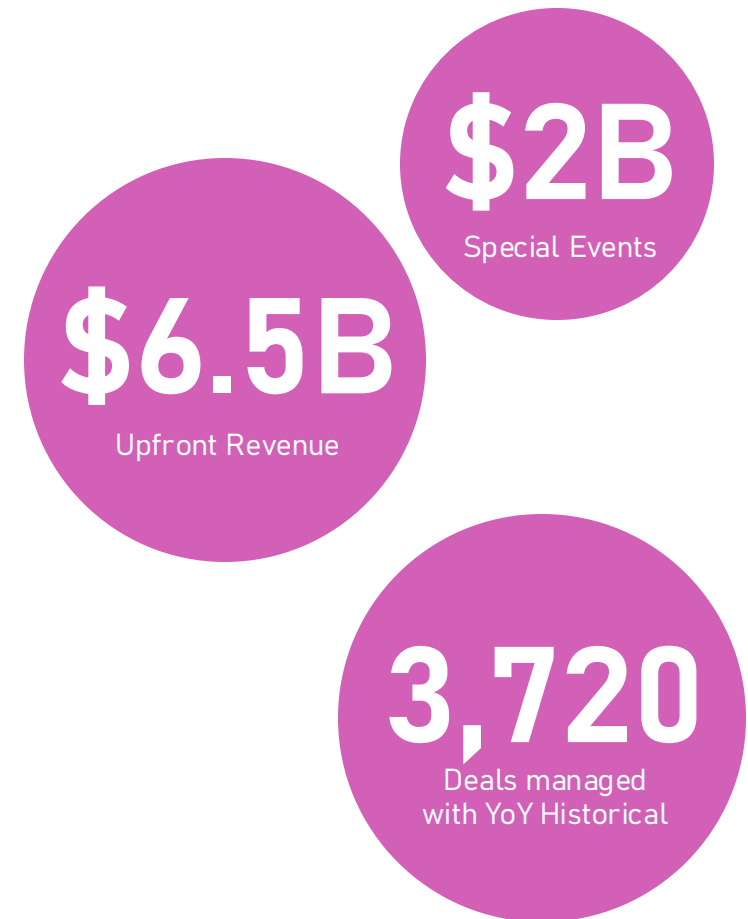
# Modernize Salesforce

Platform evaluation to support **efficiency**, **accuracy**, and strategic **focus**
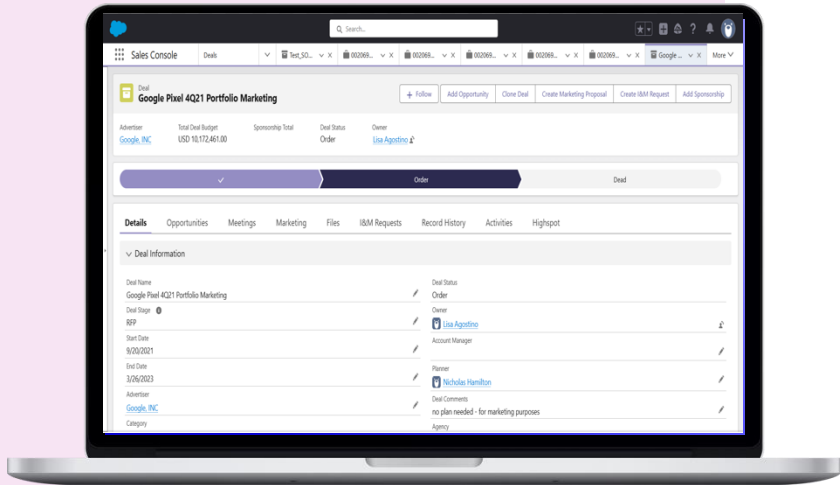


## Why now

Launched in 2007, Salesforce was built to support a traditional linear-first and digital sales model.

With shifting media and client dynamics, we need a CRM that supports a modern, digital-first sales strategy.

## What We're Doing

Partnering with Qvest to analyze the current Salesforce environment— identifying:

- What's working effectively?

- What's limiting scale and automation?

- What must evolve to support NBCU's modern sales strategy?

## What We'll Gain

**Data-driven recommendation** on our Salesforce platform's long-term direction

A **scalable, foundation** for future modernization and automation initiatives

Cleaner CRM data that **power AI tools** to help us win more business.

# Optimized User Experience: The Foundation for AI–Driven Selling
## Fueling AI with the clean, contextual data it needs to elevate how we sell

User Experience → Data Quality → AI Effectiveness → Better Selling Outcomes
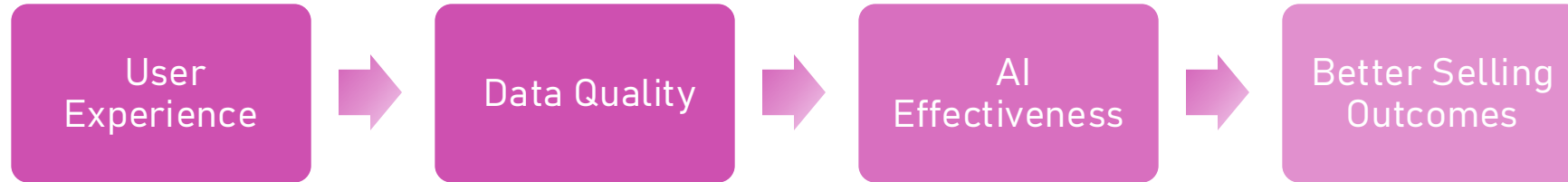
| Optimized Feature | Result for Sellers | AI Enablement |
| --- | --- | --- |
| Opportunity Filed Clean UP | Simplified, intuitive CRM experience | Meaningful, high–value data |
| In-line editing | Fewer manual steps | Consistent structured data |
| Sales Landing Page | All key info in one place | Context-rich activity tracking |
| Universal Teams | Account ownership and visibility | Enhanced data governance |
| PMP | Holistic pipeline view | Connected data ecosystem |
| PAM | Data Integrity across Systems | More complete and timely CRM data |

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# Revenue Growth Opportunities

# Revenue Growth Opportunities

Sponsorships are a key growth driver, outpacing premium video by 12x.

Through better tracking, sellers can unlock more revenue opportunities with the help and **expansion of sponsorship and marketing support**.

● —— Sponsorship & Ad Product Tracking

● —— Trade Marketing Event Attribution

# Sponsorship Tracking To Date

Consolidating Sponsorship revenue in one platform

## What We've Accomplished:

**1** — **Pre-sales visibility** and reporting on what Sponsorships are being pitched and to who.

**2** — **Central dashboard** to quantify booked Sponsorships, providing insights into P2P process and close rates.

**3** — **$210 million** in Sponsorship revenue reported on thus far!
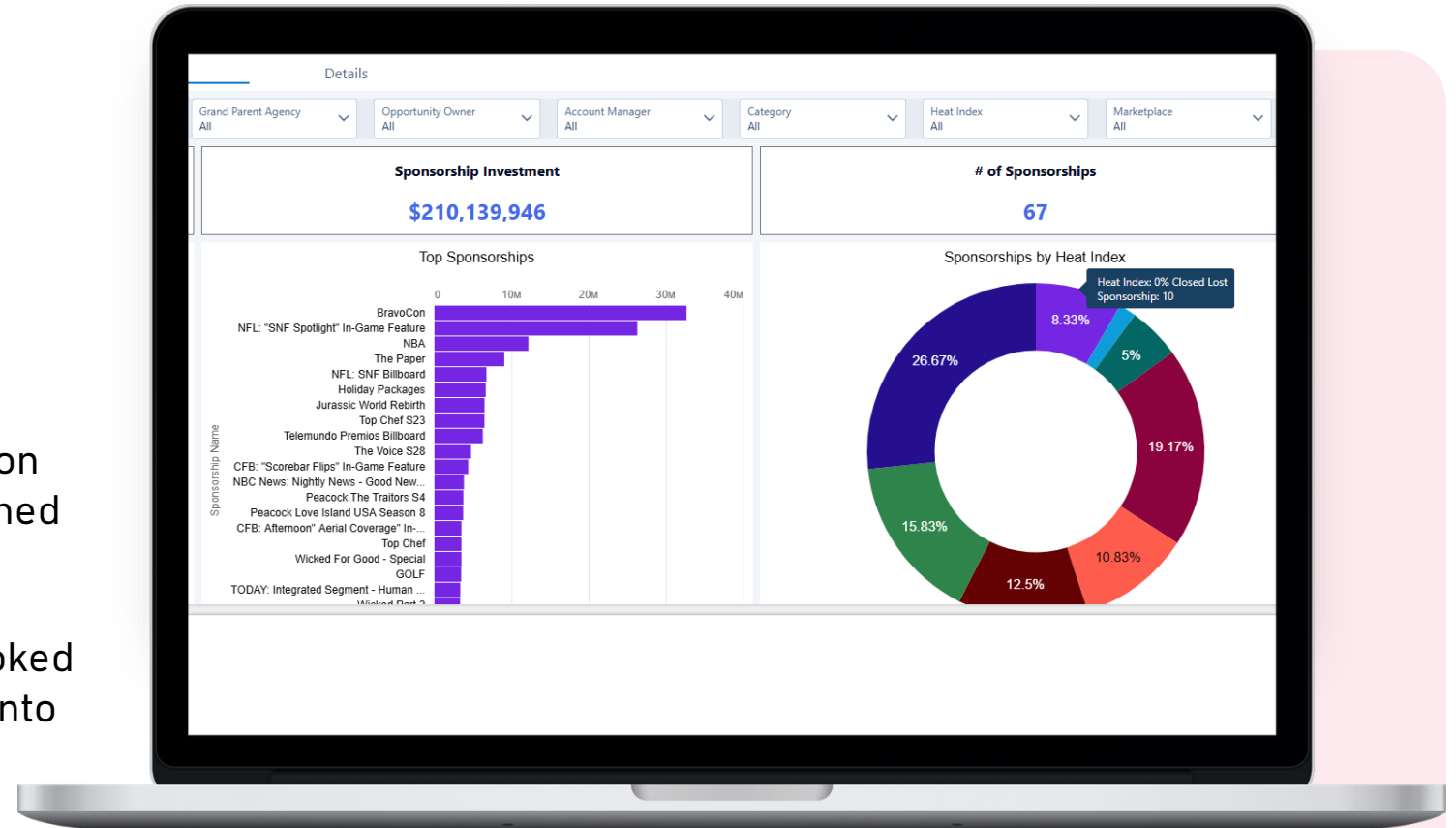


## Sponsorship Revenue Dashboard

Details

| Grand Parent Agency | Opportunity Owner | Account Manager | Category | Heat Index | Marketplace |
|---|---|---|---|---|---|
| All | All | All | All | All | All |

**Sponsorship Investment**
$210,139,946

**# of Sponsorships**
67

Top Sponsorships

- BravoCon
- NFL: "SNF Spotlight" In-Game Feature
- NBA
- The Paper
- NFL: SNF Billboard
- Holiday Packages
- Jurassic World Rebirth
- Top Chef S23
- Telemundo Premios Billboard
- The Voice S28
- CFB: "Scorebar Flips" In-Game Feature
- NBC News: Nightly News - Good New...
- Peacock The Traitors S4
- Peacock Love Island USA Season 8
- CFB: Afternoon" Aerial Coverage" In-...
- Top Chef
- Wicked For Good - Special
- GOLF
- TODAY: Integrated Segment - Human ...
- Wicked Part 2

Sponsorships by Heat Index

Heat Index: 0% Closed Lost Sponsorship: 10

8.33%
5%
26.67%
19.17%
10.83%
15.83%
12.5%

# Ad Product Sponsorships

Enhancements to expand sponsorship tracking and provide pre-Sales visibility and reporting

## Current Challenges

- Disparate views of the Ad Product pipeline

- Lack of a unified system to track all Sponsorship types, including Ad Products

- Manual and time-consuming process to measure revenue performance against total Opportunity dollars

- No single source of truth connecting pre-sale through post-sale

## Why This Matters:

**1** Equips Sales with revenue insights to recommend the right Ad Products to buyers

**2** Reduces time spent consolidating Ad Product data that is currently housed in multiple platforms

## Next Steps:

**1** Incorporate Ad Products into Sponsorships roster in Salesforce

**2** Add to Product Marketing Bot for sellers to quickly search and receive key Ad Products insights for their specific client needs

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# Trade Marketing Events Attribution
## Associate key marketing initiatives and client attendance to revenue

### Gaps in Attribution Today

- 7 tentpole events are captured in Salesforce: CES, SXSW, Shoptalk, POSSIBLE, Upfront, Cannes, Advertising Week

- No link between marketing event participation and generated revenue

- Build ability to tie individual client spend to specific events for ROI visibility

### Building a Unified Attribution Framework in Salesforce

- Empowering our marketing teams to re-engage high-value clients and focus on initiatives that drive the greatest business impact

- Establishing end-to-end visibility across the Lead-to-Opportunity lifecycle

- Enabling tracking and insights to evaluate marketing performance and optimize efforts

Client Base
Expansion

# Client Base Expansion

Deploy tools to help sellers expand their client base by **scaling prospect delivery and lead management** to drive new revenue.

Lead Qualification and Creation

Lead Prospecting

Universal Ads: Direct Integration

**Streamline** the lead workflow

to reduce manual inputs, freeing up Sales to focus on prospecting

**Minimize** operational friction

to increase selling time, drive higher lead volume, and accelerate revenue growth

## Leads Process
Current State Challenges

- Disjointed, cumbersome workflow
- Different screens for Deals vs. Leads
- Multiple forms for each step

Inefficient **Processes**

Multiple duplicative steps to confirm account eligibility and locate contacts

Difficult **Lead Qualification**

- Lack of ownership and follow-up protocols
- Unattended leads do not expire, remaining outstanding in perpetuity

Unclear **Maintenance Process**

Limited visibility into the full lead cycle due to fragmented reporting

Limited **Reporting & Visibility**

# SMBG Lead Account Qualification

Prototype chatbot to quickly access and search Salesforce to verify lead.

- Quickly access Salesforce Opportunity data and Universal Teams to qualify lead with one ask

- Simplified process will **reduce time spent from 45 min to 25 min per lead**.

**Current State:**

## 45 min

**→**

**Future State:**

## 25 min

# SMBG Lead Account Creation ●LIVE

Automated process reduced from 25 mins to 5 mins per lead.

- Collapsed 3 forms into one simple form for fewer clicks and de-duplicated fields

- 22 field in original MDM ticket was reduced to 8

**Current State:**

## 25 min

**→**

**Future State:**

## 5 min

# Lead Prospecting
## Scale Seller Productivity through Sales Engagement Tooling

*Common Guidance*

| 100 Outreach Emails | 3 Meetings | 1 Closed Deal |

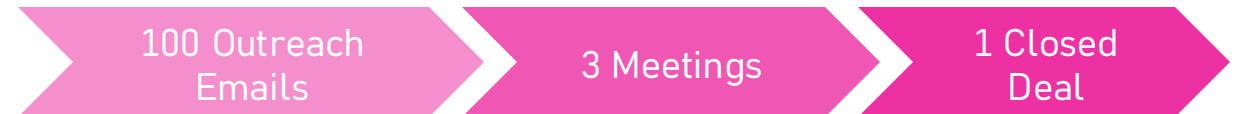### *Current Outreach Email Velocity*
# ~1.5 Weeks Per Deal
*\* Split across all FT UA Sellers.*

*Potential Sales Engagement Partner(s)*

GONG   Clari   SalesLoft

## *What do we need to accelerate our Sales?*

- Decrease research time required to hunt for new business
- Light touch outreach and prospect engagement
- High-quality, high scoring leads, delivered to our sellers
- 360 degree understanding of our leads through their lifecycle

## What does a perfect match look like?

- Flexible, personalized pipeline management, with simple tools to customize how sellers work
- Intelligent, right-fit prospect recommendations of new potential clients
- Seamless management of potential clients across email, calls, and other channels, all in one place
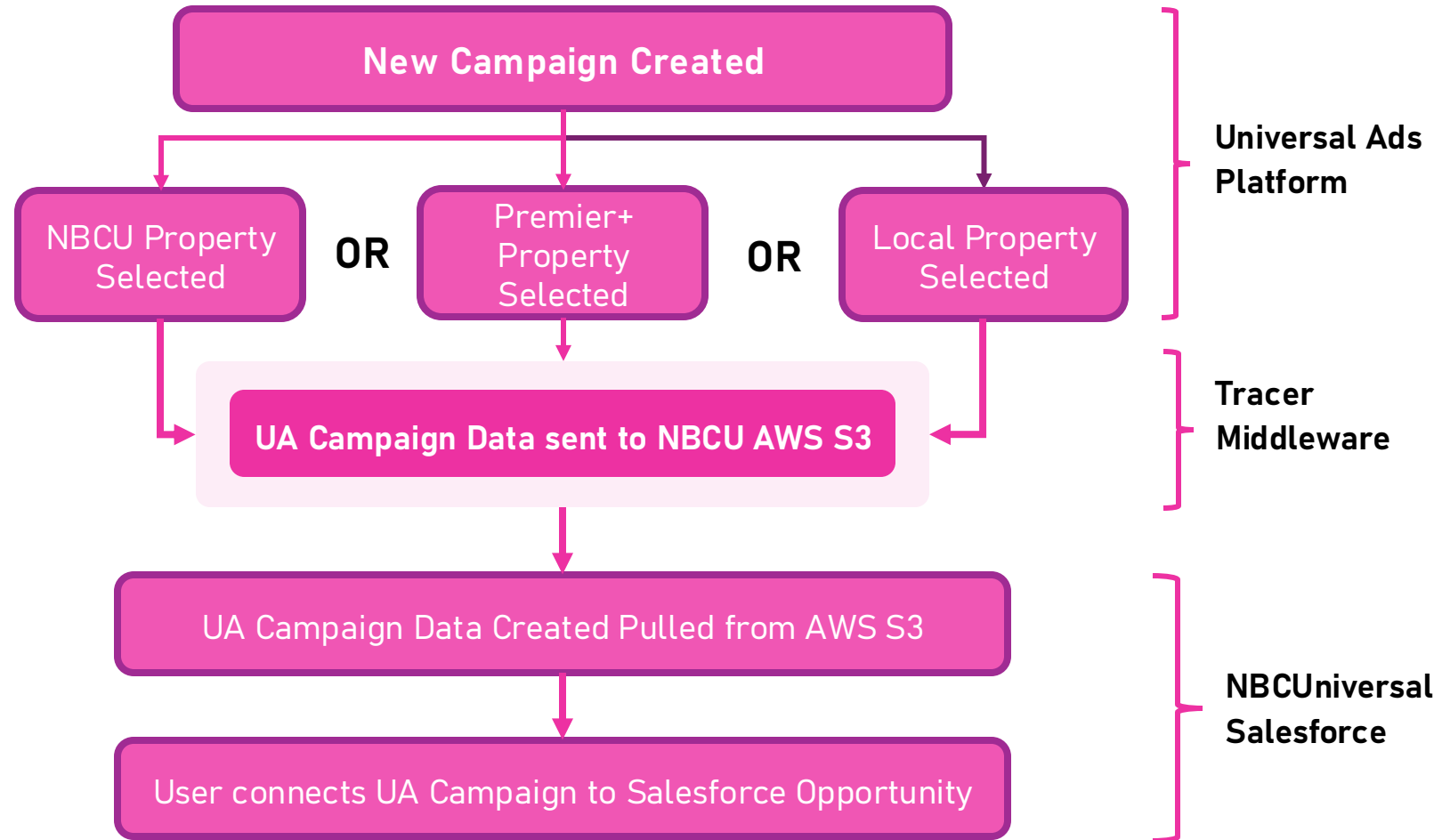
# **What** we are solving

- We need to track NBCU properties being sold on Universal Ads

- Retrieval of NBCU property sales data from Comcast Systems.

# **Why** we are solving

- Support UA revenue target of **$93M**

- Attribute sales data to the right accounts for full visibility

## Universal Ads Salesforce Bridge
### Automate UA Revenue Sync between NBCU & Comcast

```
New Campaign Created
```

NBCU Property Selected    **OR**    Premier+ Property Selected    **OR**    Local Property Selected

**Universal Ads Platform**

**UA Campaign Data sent to NBCU AWS S3**

**Tracer Middleware**

UA Campaign Data Created Pulled from AWS S3

User connects UA Campaign to Salesforce Opportunity

**NBCUniversal Salesforce**

Sales
Automation

# Product Inception
## RFP / 48x48 Automation

### PROBLEM

- RFP Responses are a **highly manual** and **resource intensive** process that rely on **siloed data** and lack robust data-driven insights, resulting in **inefficiencies** and **missed revenue** opportunities.

### GOAL

- Bring AI and automation to the RFP process to **decrease client turn-around times** and **increase win rates** through improved, data-informed responses

## Why Inception?

- **Healthy Debate! Bring perspective from multiple stakeholder groups:** Sales Enablement, Brand Partnerships, Development, Creative, Platform Monetization, Strategy, APS & O&T

- **Define key players & their roles**

- **Align on MVP Scope**

- **Highlight risks to success**

- **Ensures "shared consciousness" across teams**

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# RFP Automation MVP Scope
## Where we're landing

**What's IN:**

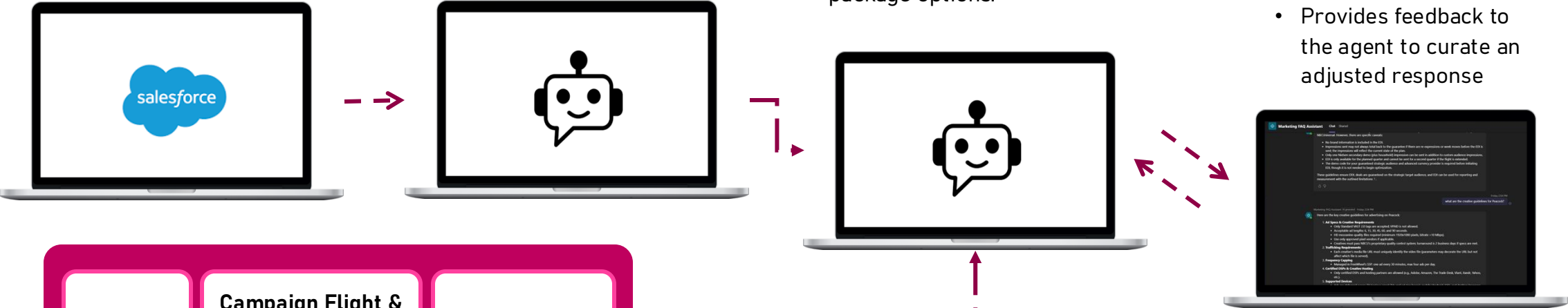**1** **AM/AD Uploads RFP**

via Salesforce

**2** **Agent parses RFP**

submission to understand campaign client objectives and target audience

**3** **Agent references required inputs to generate a proposed response**

inclusive of audience/category insights, sponsorship opportunities, and media plan package options.

**4** **Sales Enablement reviews**

- Approves and begins building client deliverable

**OR**

- Provides feedback to the agent to curate an adjusted response

**Audience Insights**

**Campaign Flight & Programming Schedules**

**Sales Priorities**

**Plan Packages**

**Marketing Avails?**

**What's OUT:**
**(But still important for future phases)!**

- AI generated PPTX deliverable
- Structured data for all inputs and outputs
- Fully transactable media plans
- Support for renewals/custom RFPs