

Who is Operative?

We are a solutions company, which means that we use software in conjunction with services to help publishers, agencies, networks, and broadcasters simplify the business of advertising.

Some of the world's largest and most complex media companies rely on Operative's advertising business management software to sell, traffic, and bill premium ad inventory, increasing revenue and decreasing overhead. Our client base, which controls over 20 percent of the global ad market, features Wall Street Journal, Comcast, iHeartRadio, BuzzFeed, and Schibsted Media.

Reference

[Data Analytics in Healthcare Research: Tools and Strategies](#)

[How to Write Better Medical Papers](#)